

Design Principles Analysis

The design principles employed across the website are carefully applied to create a cohesive user experience. A clear, well-defined and structured hierarchy guides users through the content. More important elements (i.e. titles for each respective page) are given prominence through size, central alignment and more contrasting colors. Subsections are visually separated using varying color blocks that are softer than that of the header. Within each section, a continuous hierarchy is maintained through the varying font sizes of section title, section content and supporting material.

Differing shades of blue are used strategically to highlight important elements, establish visual harmony, and maintain a unified aesthetic. This thoughtful application of color enhances readability and ensures a smooth flow of information.

Related elements, such as section titles and their content, are grouped closely together to establish clear relationships. Adequate spacing is used to separate sections from one another, ensuring easy distinction between different areas of focus. Repetition of patterns (e.g., horizontal lines as dividers between a title and associated text within a section) is used in each section to reinforce structure, visual uniformity.

To reinforce affordance, a signifier is used in the header in the form of a downwards pointing arrow to the right of “Analysis Pages” signaling to users the ability of visiting multiple pages analysing the data.

Discoverability and affordance are both present in the pages of our website in many different forms. We show the ability to visit different pages through darkening text when hovering. This can be seen in the header on “Analysis Pages”, the dropdown navigation menu options of “Analysis Pages” and “Help Form”. Similarly, our “Resources” sidebar button changes color to a bright orange when hovered over, and the websites in that side bar become underlined and blue when hovered over, all of which are indicative of an action that can be taken by clicking that respective object. In addition, with the goal to further improve user interaction and accessibility, the design incorporates dynamic features, such as graphs that enlarge when hovered over.