

350 Assignment 2

ema846

Main page

Intro animation

When the user enters the page, they will first see the main elements slide in one by one. This reduces cognitive load for users as they are not given a disruptive interface at first, instead, animations make such changes gradually and allows a natural response.

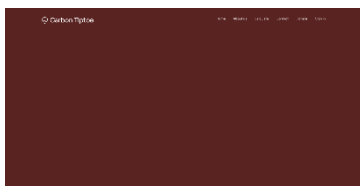


Figure 1-3 (animation display)

Navigation bar

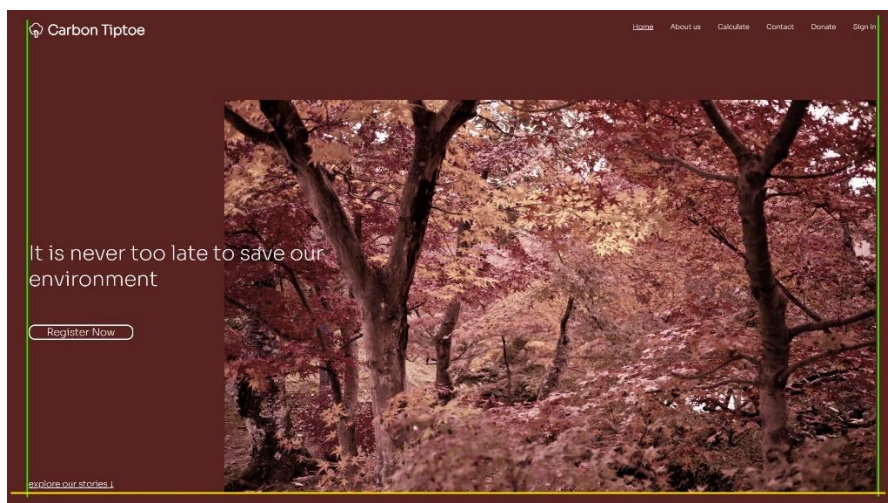
All elements in the navigation bar are white, making up the foreground, which has a high color contrast to my assigned background color (#592321). The first element in the navigation bar is underlined, which keeps the user informed the current system status. When user hovers on the elements, all elements will



Figure 4 (home button)

have underline effect, while staying with standards and maintaining consistency, it also indicates user that the elements are hyperlinks which will direct them to corresponding pages.

Main content



The main image integrates well with the background as they have matching color scheme. I decided to place the image slightly towards right instead of the centre nor fills the entire screen for these reasons: doing such would achieve informal balance, the contrast between the CTA and image creates visual

Figure 5 (main content)

perception, which allows user to have a comfortable visual feeling between two different sized elements; by assigning the main elements in the page with commonalities, the navigation bar is vertically aligned with the CTA and the image, the scroll-down button is horizontally aligned with the image, allows them to be perceived as a whole, thus, achieving unity.

Call-to-action

The CTA text is integrated with the image, as supposed to bring the user in the sense of feeling that the nature embraces mankind. The overlapping area of the image has a relatively darker color, this increases color contrast for better readability. Following the Gestalt principles of Perception: Proximity Principle, the “Register Now” button is placed closer to the CTA, clarifies the logical path of reading, which starts by reading the CTA to register. It also has a different hovering effect as supposed to the elements in navigation bar, since it has a functionality (opening the form), it must be differentiated from hyperlinks to avoid confusion for users.

Scroll-down button

Lastly, the scroll-down button has the longest animation interval and different translation direction (appears 1.5 seconds after the last appeared element, other elements have 0.5 seconds animation

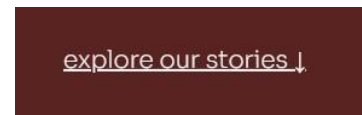


Figure 6 (scroll-down button)

interval between each other; translates from above downwards, as supposed to translate from right to left like other elements). The delay gives users sufficient time to respond to the page at first glance, then the animation which mimics then scrolling-down movement appears individually, provides a clear indication of the scrolling feature of the website. Once again, since this button has a different function, it is set to have an underline text decoration, to avoid confusions for users. Down at the next section there will be similarly styled buttons with same functions.

Content page

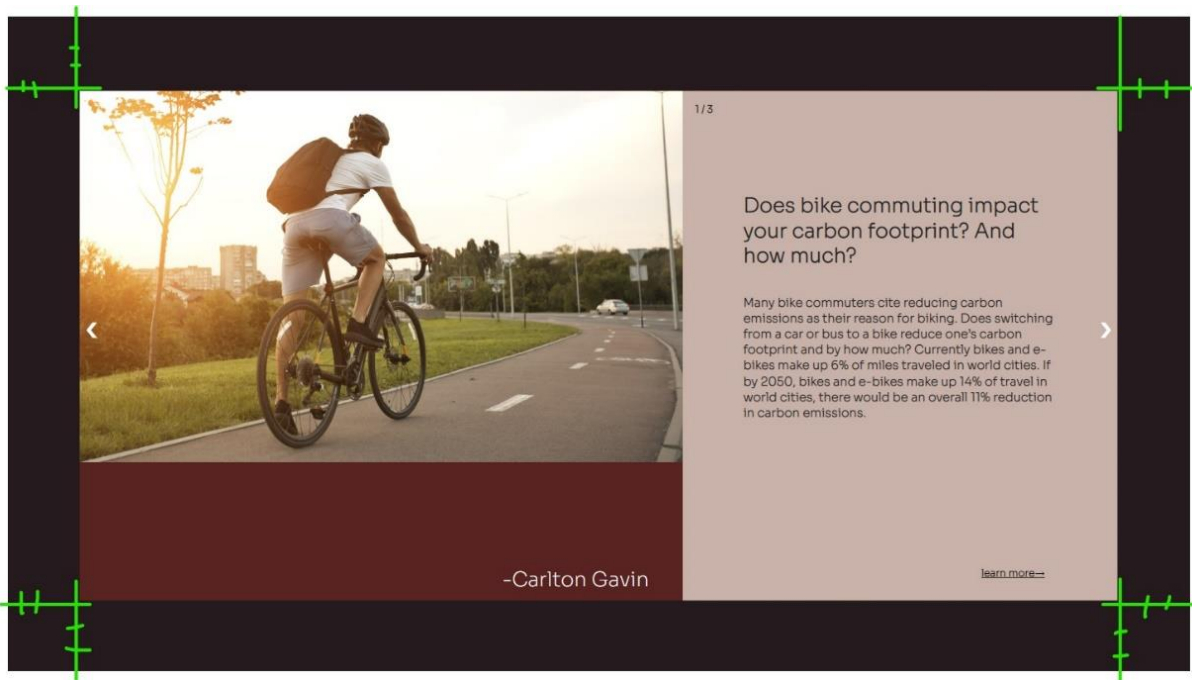


Figure 7 (equal margin)

Slide show

When the user presses the scroll-down button or scrolls down with mouse, they are prompted to the second section of the website, which consists of a carousel slide show. Applying the emphasis principle by placing the carousel in the centre with equal margins provides users with an easily recognizable focus. Having the carousel surrounded by a different colored border enhances the focus effect furthermore, this is achieved by applying surroundedness principle. The carousel has been split into three components: image, author, and description. Once again, informal balance principle has been applied here as the components have different sizes and placements. It clarifies the logical path of reading starts by having the images drawing users' interests; then the focus is moved to the title of the description; followed by the description content; lastly as user progresses towards bottom, intuitively the author's name would be perceived first then the learn more button. Animation has also contributed to the logical path of reading by having the title and content slide in from top and bottom respectively first, then the read more buttons appears after a short interval.

Slide indicator

The slide indicator is placed at the top left corner inside the description component, this provides visibility of system status by indicating the current slide and total number of slides.

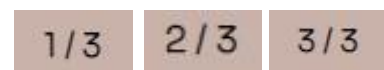


Figure 8-10 (indicator)

Slide buttons

Although the next and previous slide buttons have a relatively low color contrast, but I have overcome the difficulty by an alternative approach as supposed to a different color scheme. Both buttons now have hover effects which bring up its



Figure 11-12 (slide buttons)

background for an improved color contrast, it also indicates its click-ability.

I insisted to keep its color because I wanted to keep the symmetry between the buttons and the author title. Since the carousel components' placement is imbalanced, the addition of the symmetry shown in below figure prevents user from feeling visually discomforted by the distorted placements.

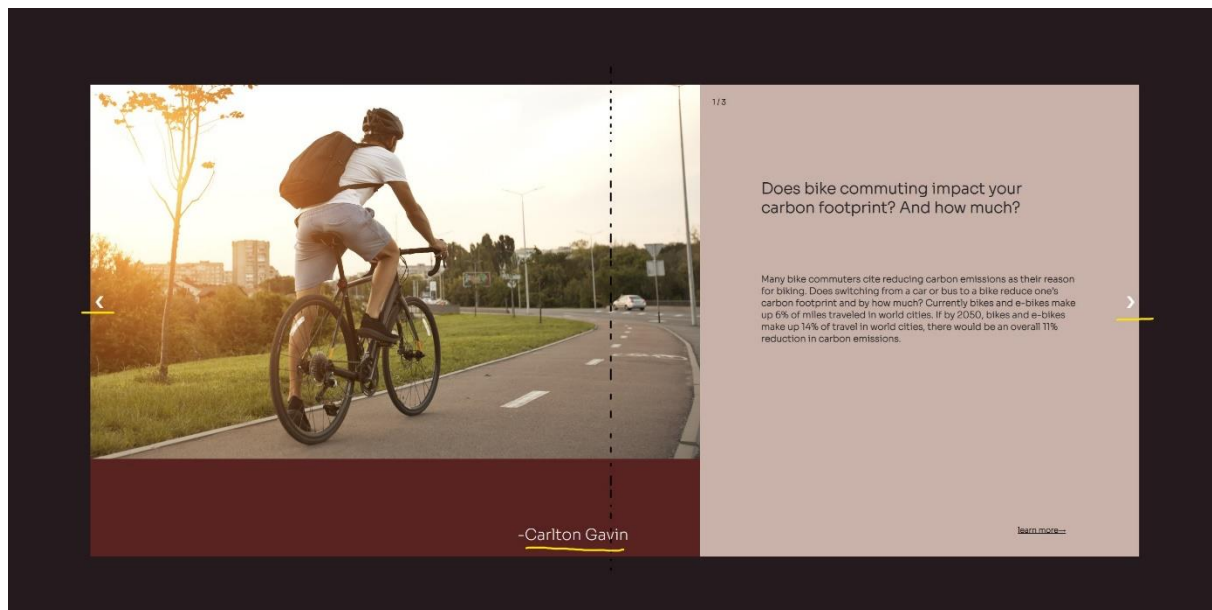


Figure 13 (symmetry)

Footer

Content



Figure 14 (symmetry)

Footer is placed at the bottom of the website as conventional practice. The placements of elements form a symmetry and relative elements have hover effects of underline, which indicates hyperlink available to users.



Figure 15-17 (underline)

Form

Backgrounds

When the user clicks on “Register Now” button, the form would pop up. Applied surroundedness and emphasis principle as the form is placed at the centre of the page and the background blurs. So users can concentrate on filling in information. I chose the form background color to be white because it reinforces user concentration as supposed to be distracted by an alternative background color.

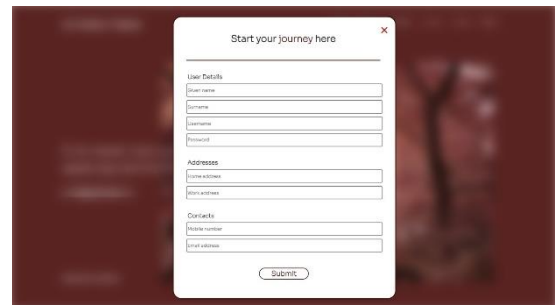


Figure 18 (background blur)

Sections

Elements contained in each section are placed closely to each other, and each section are separated from each other. Applying Proximity Principle here to indicate that closely placed elements belong to

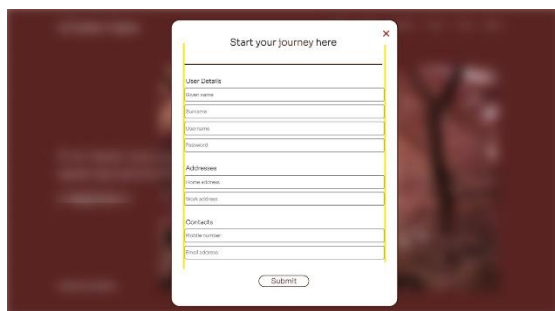


Figure 19 (element align)

their groups and each group is separated. Each element with the sections shares start and end positions, this further reinforces they are related through Common Fate Principle. Finally, they also have identical height and width which provides an even clearer indication that they are all input fields through Similarity Principle. Each element also has a label to instruct users upon input.

Buttons

The exit button has a functional color of red, which transmits its functionality to exit the form page. The submit button also has an animation similar to “Register Now” button for keeping the standards as they both have functionality related to form.



Figure 20 (exit button)

Design thinking

- All buttons and input field can be accessed and triggered only with keyboard for users only have keyboard accessibility.
- Each image also provides text alternative if in case the image cannot be loaded, the user would still be able understand the context.
- The website has a page title for orientation.

References:

All images are free license images taken from:

- Shutterstock: https://www.shutterstock.com/discover/10-free-stock-images?kw=free%20to%20use%20pic&c3apid=p68837497149&gclid=Cj0KCQjwnNyUBhCZARlsAI9AYIEwpdUFxw Arrx9sNDVRyl9gu2v90BC VAX1W4P3kX4Pp-HEZNt-d8aAnw-EALw_wcB&gclsrc=aw.ds
- Unsplash: <https://unsplash.com/>

Design ideas are generated based on below sites (only the design part, all of my code are written by myself):

- <https://havenstudios.com/en>
- <https://incredible.screenagers.com/?lang=EN&page=home>
- <https://cydstumpel.nl/>