

HUMAN COMPUTER INTERACTION

ASSIGNMENT NO. 1

[CLO2, PLO2]

10 MARKS

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You are required to find a website that you think is designed poorly and redesign it. For this purpose, use the visual design rules that are discussed in class. The assignment can be done in groups of 3 students at maximum.

Deliverables:

1. Website URL

<https://www.paradisewater.com/orangecounty/bottled-water-huntington-beach.html>

2. At least 3 features of website that you feel are designed poorly based on your study.

1. Header section:

- Implemented a clean and visually appealing header section that sets the tone for the website.
- Ensured consistency in branding elements such as logo placement, font styles, and color scheme.
- Enhanced navigation by introducing clear and intuitive menu options, making it easier for users to explore the website and find relevant information.
- Utilized whitespace effectively to improve readability and reduce clutter in the header area.
- Incorporated interactive elements such as search bars or contact buttons to encourage user engagement and facilitate navigation.

2. Body content:

- Revamped the layout and structure of the body content to enhance readability and user engagement.
- Organized content into logical sections with clear headings and subheadings, allowing users to quickly scan and find the information they need.
- Used visual elements such as images, icons, and infographics to break up text-heavy sections and make the content more visually appealing.
- Ensured consistency in formatting and styling throughout the body content, maintaining a cohesive look and feel across different sections.

3. Footer:

- Redesigned the footer section to serve as a valuable resource for users and improve website usability.
- Included important links such as contact information, social media profiles, and additional navigation options to help users navigate the website more effectively.
- Utilized whitespace and visual hierarchy to organize footer content and make it easy to scan and access relevant information.
- Implemented interactive elements such as subscription forms or feedback options to encourage user interaction and feedback.
- Ensured that the footer design complements the overall aesthetic of the website and reinforces brand identity.

3. List the steps you took to improve the design based on visual design lecture.

- **Alignment:** Ensured consistent alignment of elements throughout the website to create a visually pleasing and organized layout. Elements such as text, images, and buttons are aligned properly to maintain visual harmony.
- **Colors:** Selected a cohesive color palette that complements the brand identity and enhances the overall visual appeal of the website. Used color strategically to highlight important elements and create visual interest without overwhelming the user.
- **Balance of content:** Achieved a balanced distribution of content across different sections of the website to maintain user engagement and avoid information overload. Balanced text and visual elements to create a harmonious composition that guides the user's attention effectively.
- **Affordance:** Incorporated clear and intuitive design cues such as buttons, icons, and interactive elements to indicate to users how they can interact with different parts of the website. Ensured that these affordances are consistent and easily recognizable to enhance usability.
- **Feedback Option:** Implemented feedback mechanisms such as contact forms, feedback buttons to provide users with a channel for sharing their thoughts, questions, or concerns. Encouraged user feedback to improve the website's usability and overall user experience.
- **Eye-catching way:** Wrote important notes in more eye-catching way
- **Navbar:** Designed navbar on the top
- **Body of web page:** Placed important info in a body of web page.
- **Useful information:** Added more useful information to Contact Us
- **Social sites:** Provided social sites for our Company

4. Recreate the website with improved design using either of the given below options:

a. HTML codes

b. Any interface design tool like Microsoft Expression Web, Adobe Dreamweaver, or a similar tool

