User Interface Design – Design and Prototyping

System Documentation

The sketches of the design were created using Adobe XD, a vector-based tool for designing and prototyping user experience for web and mobile apps. The website components include a landing page, a login interface, a secure page and error handling features.

The design does not exploit the user in any way, in fact "dark patterns" are avoided to ensure the best and a not piloted experience. The term was coined by UK based UX designer Harry Brignull in 2010 to identify and document instances of deception appearing in various guises in user interfaces.

Furthermore, the final product will be owned by a fictious Norwegian airline named "Norway Fly" for a more realistic scenario. The implementation will take in account the use of HTML, CSS, JavaScript, Photoshop CS6 and Bootstrap, a framework developed by Twitter.

To comply with "The Copyright, Designs and Patents Act 1988", none of the materials featured in the implementation will not be copyrighted, apart from Bootstrap. Although Bootstrap is copyrighted by Twitter, it is released under the MIT license, permitting the use of its components for both private and commercial purposes.

Landing page

The landing page presents a simple interface: a menu bar at the top shows the different sections of the website. As the menu bar will stay at the top of most pages, the user will not need to constantly readapt to new layouts. The user will get quickly used to the system.

The items in the navigation bar are easily perceived as grouped as they are laid out in a straight line, following the Good Continuation Principle. Furthermore, thanks to the little spaces in between the items, the user can mentally fill the gaps in accordance to the Closure Principle and perceive them as separate entities, or as links in this case.

The green button in the middle of the page is a good way to draw the attention of the user to something specific, buying flight tickets in this case. The smothered edges, the convex look, and the change of colour when hovered over, are all little details that make the button look clickable. When clicked, the user will be redirected to an Error Page, since a store section has not been implemented.

As standard in most websites, a footer at the bottom of the page is used to show general information and links to share the website in other popular social medias like Facebook, Twitter, etc. For an easier navigation, all links in the page will change colour when hovered over, included the social media icons.
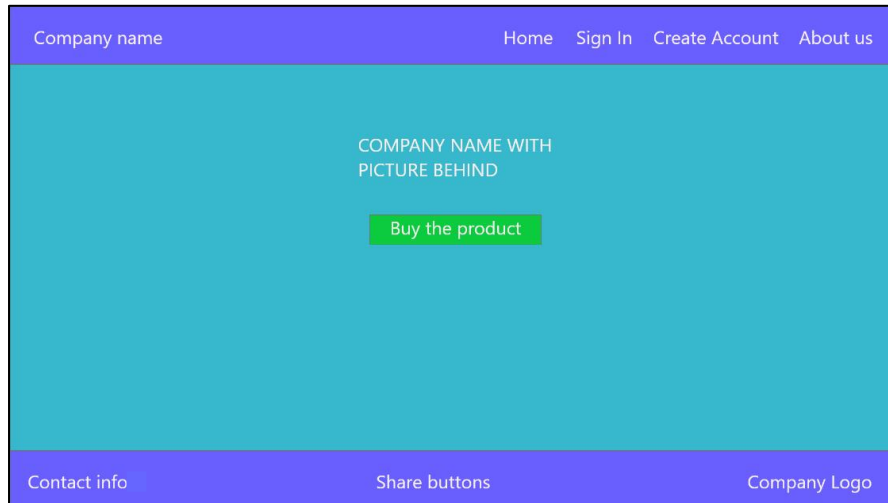
Secure page

The layout is similar to the other main sections of the website, apart from the presence of different elements in the navigation bar. "Sign In" has been replaced by "Sign Out" and the link to create an account has been removed, as not needed. At the top left-side of the page, the welcoming message not only implies that the user successfully logged in, but also that the website recognises the user. This feature allows the user to feel more comfortable in this environment. In the main body of the page, the private content is displayed.

Login interface

The login form is positioned in the middle of the page and contains two fields for the information required to login. The form is transparent and thanks to the Closure Principle it's still possible to discern the edges of the box from the background. When the page is opened,

the email field is focussed automatically, leading the attention of the user to the required steps to login.

The Company logo is actually a link that redirects to the homepage of the website, which is common across many popular websites such as Amazon or eBay. Using standardised assets ensures the users learn how to use the website in a quick fashion.

A "Remember me" checkbox allude to the fact that such a system would be able to remember the user credentials to avoid to login multiple times. Right below the password field, another checkbox is used to show the secret password, to further reduce human errors.

As the email "**user@email.co.uk**" and the password "**password**" are input in their fields, it suffices to press the login button, to be redirected to the secure page; but before that, a "preload page" shows a loading animation and a message to communicate the process the system is currently undertaking. Alerts are shown in case the fields are not filled properly.

There are two links at the bottom of the form: the former to reset the password in case the user forgot it; the latter if an account needs to be created. Both the links are written with a purplish colour that easily stands out from the background.
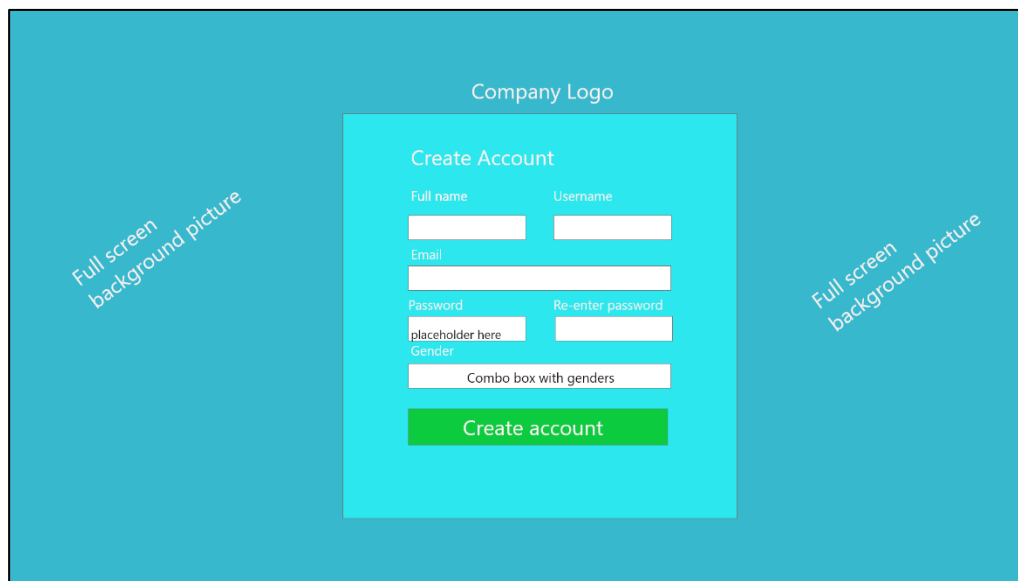
Registration interface

This page is designed to allow the user to create an account. The layout is very similar to the login page, in fact there is a transparent form that encloses many input fields. Different fields are used here, the ones usually needed by most websites when creating an account.

The system will check that all the fields are filled. Furthermore, it will inform the user whether the information provided is correct by using friendly alert bubbles that point at the correspondent field. The password field here has a placeholder that is meant to remind the user to choose a password which is at least 6 characters long. A large green button is used to submit the creation of the account.
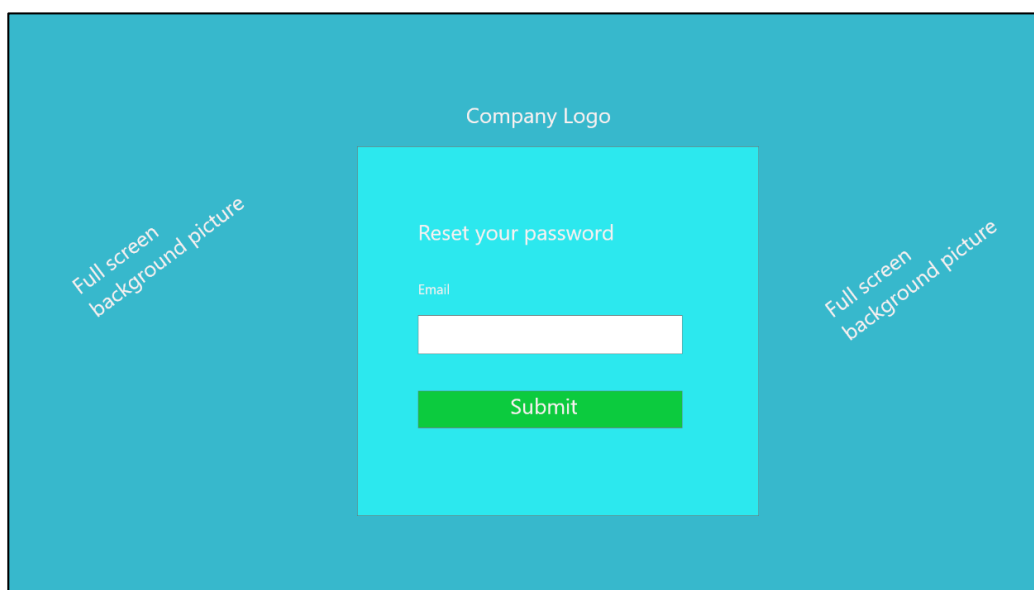
Password reset interface

A good feature of a user-friendly website would be having the option of resetting the password in case it's been forgotten. The page can only be accessed through the login screen by clicking the link in the bottom part of the form. The layout is similar to the Login Page and the Account Creation Page, to point to the fact that these three pages are involved in the Account Management side of the website.

As the 'continue' button is pressed, a green modal notification will appear, telling the users that an email has been sent to the email address they input in the field. In fact, it's good practice to communicate to the users what their action have led to, rather than leaving them to wonder if any input occurred. To come back to the homepage, it suffices to click on the logo at the top of the form like the previous pages.

"About us" page

This page is designed to make the prototype look more realistic, as this page is very often used to give a little insight about the company. In this page, the information regarding the company are shown in the middle of the page, making the overall picture look balanced. Furthermore, centring the text makes the content stands out as the white spaces around it will lead the attention of the user to the centre of the page.

"Page not Found" page

This page is created to handle errors that might occur within the system. The page makes sure the errors are conveyed in a friendly way to the user. At the bottom of the page, a button offers the user the option to go back to the previous page. To enforce it, the button presents an arrow pointing backward. The colour of the button is blue as it is deemed to be a reassuring colour.

Preload pages

The preload pages are designed to keep the user informed of what's happening in the website. A loading animation shows the user that the system is currently loading the next page's content.

The user logs in

The user waits in the preload page for a few moments

The user waits in the preload page for a few moments

The user is logged out