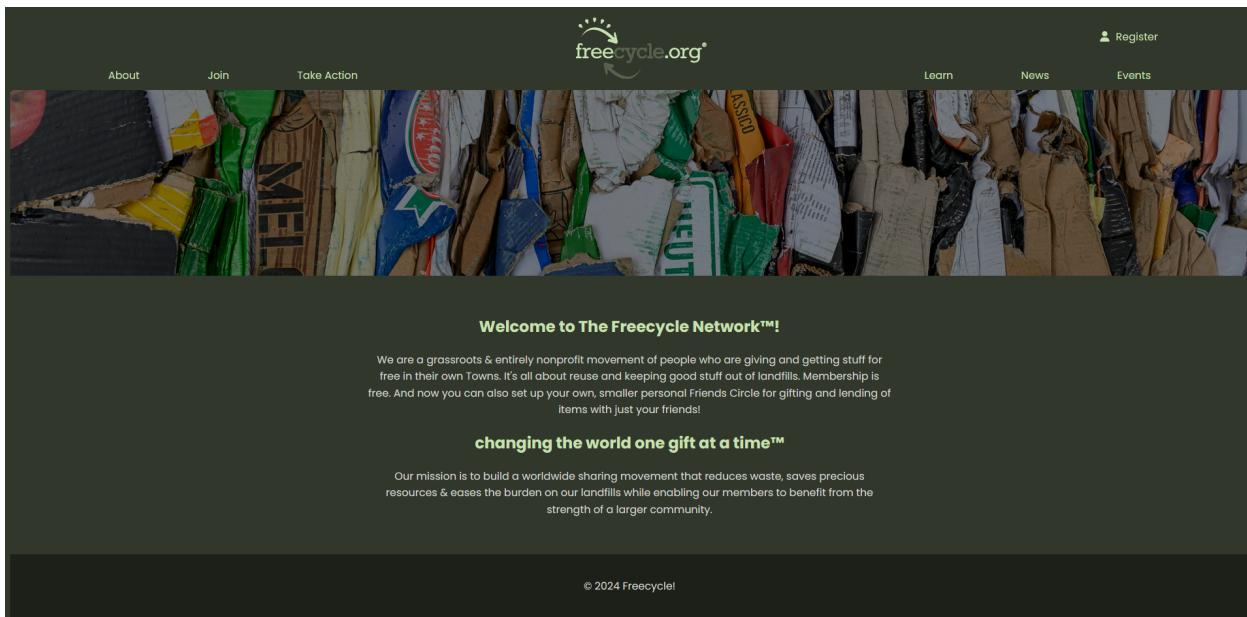


Report



User Experience:

- The navigation menu is clearly visible and easy to use, providing access to important sections of the website.
- The registration button is prominently displayed, making it easy for users to sign up.

Gestalt Principles:

Balance:

- The design achieves a good balance between text and visual elements (images).
- The navigation menu and the registration button are balanced horizontally, providing a sense of stability.

- The design maintains a balanced composition, with the header and navigation menu at the top, the main content area in the center, and the footer at the bottom. The image at the top adds visual interest without overwhelming the content.

Emphasis:

- The logo of Freecycling is also emphasized through the placement of the logo as it is placed in the middle of the page, drawing attention from the user.
- The registration button is emphasized through its color and placement, making it stand out and drawing the user's attention. It also provides a good contrast on the emphasis to the user as the user is hovering over the Register button differentiating from the rest of the buttons.
- The mission statement and the tagline "changing the world one gift at a time" are emphasized through their placement, font size, and whitespace, drawing the user's attention to the core message.

Similarity:

- The navigation menu, headings, body text, and footer all share the same or similar font styles and sizes, creating a cohesive visual hierarchy.

Continuity:

- The principle of continuity is represented in the banner image at the top. The image features a continuous line of various items, creating a sense of flow and movement from left to right. This visual continuity effectively guides the user's eye across the entire width of the page, leading them naturally to the main content area below.
- The layout itself also demonstrates continuity through the consistent spacing and alignment of elements. The navigation menu, content area, and footer are vertically aligned, creating a smooth visual flow from top to bottom. This continuity in layout contributes to a cohesive and organized user experience.

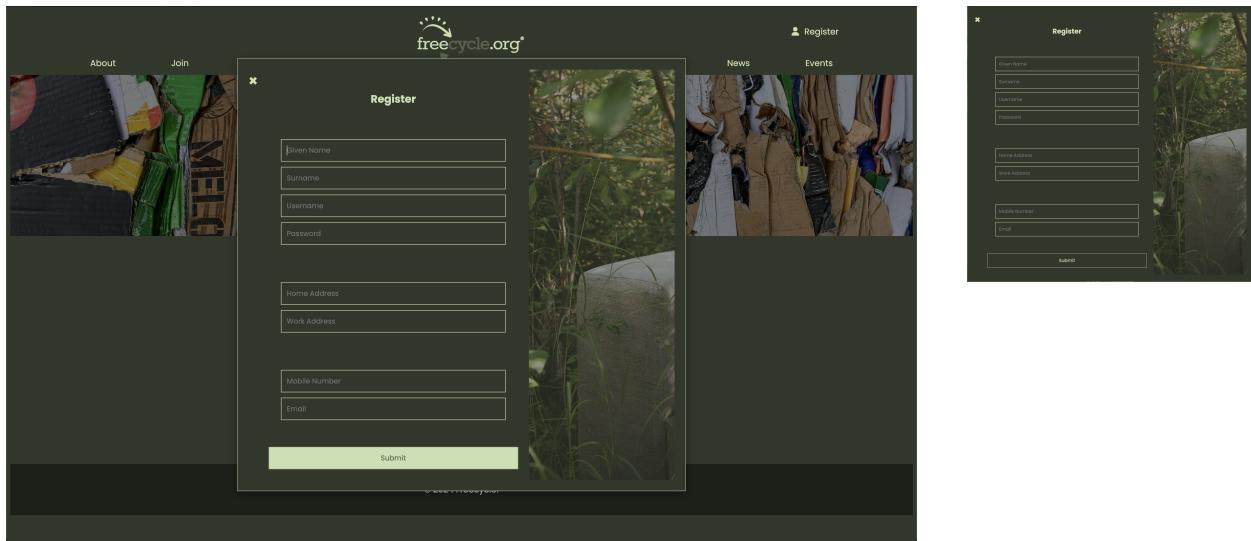
Unity:

- The consistent use of the color scheme (#31372B) is used throughout the design creates a sense of unity and cohesiveness.
- The use of the same font family (Poppins) across the website contributes to the overall unity of the design.
- The consistent styling of elements like buttons, inputs, and headings further enhances the unity of the design.

Color Scheme:

- The color scheme is based on earthy tones, which aligns well with their mission statement of reducing waste.
- Monochromatic scheme - The website mainly uses the monochromatic scheme throughout the website which contrasts between the lighter and darker contrast of the monochromatic scheme.

- Triadic scheme - The use of contrasting colors (green and brown) for text and backgrounds ensures good readability and accessibility.
- The color scheme is overall consistent throughout the design, contributing to the overall unity and cohesiveness.



User Experience:

- The form for user registration is well-structured and guides the user through the necessary fields.
- The use of placeholders in the form fields helps users understand the expected input.
- When the user hovers over the submit button the color will invert, making it easier for the user to aware that they are going to submit.

Gestalt Principles:

Proximity:

- The related form fields are grouped together (eg: User details: Given Name, Surname, Username, Password). However it has wide spacing to separate the different other relations (User Details, Addresses, Contacts).

Similarity:

- The form fields share a consistent style, color, and font, creating a cohesive appearance.

Closure:

- The use of headings and separators in the form creates a sense of closure and helps users perceive the form as a unified whole.

Balance:

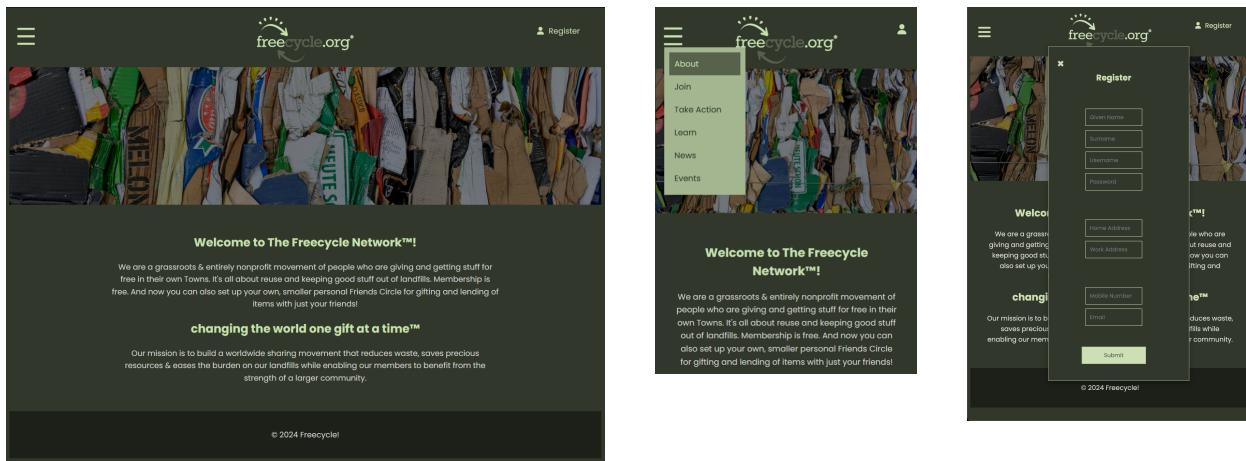
- The form and the image are placed side by side, creating a balanced layout.

Emphasis:

- The heading in the form are emphasized through their larger font size, boldness and color, guiding the user's focus.
- The submit button is also emphasized which distinguishes it from the background.

Color Scheme:

- The color scheme within the form container is consistent and appropriate, with a muted green palette that aligns with the website's environmental theme.



Responsive design:

- The website utilizes media queries to apply different styles based on specific screen size breakpoints, ensuring that the layout and design elements adapt seamlessly to different viewport dimensions. On larger screens, the navigation links are displayed horizontally, providing a more traditional desktop experience.
- The navigation menu transforms into a hamburger icon with a dropdown menu for smaller screens, allowing users to easily access the navigation links on mobile devices.
- On larger screens, the button displays the text "Register" along with an icon, and it is positioned in the top-right corner. On smaller screens, the button only shows the icon to save space, and the text is hidden. It is also positioned in the top-right corner, but closer to the edge for better accessibility on mobile devices.
- The modal dialog for the registration form adjusts its layout based on the screen size.
- On larger screens (min-width: 769px), the modal content has a maximum width of 800px, and the content overflows vertically with a scrollbar if necessary. On smaller screens (max-width: 768px), the modal content has a maximum height of 90vh (90% of the viewport height), and the content overflows vertically with a scrollbar if necessary. Additionally, for smaller screens, the form and image are stacked vertically, with the image being removed to conserve space.