**Style Guide**

**Typography:** For the Zookeeper typography, Schoolbell was used to allow the overall identity of the software to appear more freehanded and rugged to match the theme of a zookeeping system. The name of the software is in bold (****), while the menu options on the left aren’t () so that the words don’t draw too much attention away from the graphics. PT Sans Narrow was used for the text in closer quarters, like within a button (), or as an alert above the pens to feed the animals (,). This font looks more professional and is more associated with actions that the user can and should perform.

**Color:**

* **Background:** Choices on color were made to match past mental models on what things in a zoo would look like in a cartoon context, but are more tertiary than saturated so that the interface isn’t too noisy. The main colors of the interface are soft greens, yellows and grays, so that other vector drawings could be placed on top that use more accented colors like a deep blue or red. The brown also doesn’t draw too much attention, but acts like a border to contain the zoo interface.

#634219

**** #ab8630

**** #e5e27b

**** #d4ddde

**** #8c8285

**** #75c156

**** #465c2a

**** #f89835

**** #93301e

**** #2e6c69

* **Text:** Text color was simply chosen with colors that were already in use so that an additional color didn’t add to the noise of the entire page, but were chosen so that they stood out from their background.

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* **Buttons:** Button color is mapped to the color it controls in the interface. Gates are orange, so the buttons to control them are the only other orange thing on the interface, the sprinklers button is a blue-green that signifies relation to water and sprinklers, but also matches the green already in use in the trees. Buttons are also grayed out after clicking to tell the user they don’t need to click until it becomes colored again. Buttons also change a few shades darker when hovered over, so that they may indicate clicking.

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* **Alert:** The only alert is the only saturated red in the interface—to grab the user’s attention.

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**Layout:** The layout for this software is basically contained within one vector drawing, but the categories on the left-side menu are spaced 8em apart, and each button is 2.5em apart, so that they fill the majority of the menu.

**Controls:** The only controls in this interface are buttons so that it is extremely easy to use. There are only two states to each available action, so a button makes the most sense in this application. The standard button must have a border: 0, so that it matches the aesthetic of the drawing, a border-radius: 1.5em, so that it looks smoother to match the drawing again, and a width: 70px**,** height: 5px, and padding: 1em, so that it allows the user to easily click the button, but it doesn’t take up too much visual space.

**Animation:** Animated GIFs made in photoshop are used in the sprinkler system of the interface, and it simply changes images back-and-forth at an interval of .5 seconds for the duration of the sprinkler. For future reference, when an animal is fed, the food should animate into appearance by moving back and forth, and the animals should sway in place.

**User Evaluation:**

*Visceral Reactions*: The user liked the colors, but the green was drab, so I chose a saturated yellowy-green to make the interface look more pleasing and to allow the user to interact for a longer amount of time. The interface also appeared very spacious and organized—stimulating, but not overwhelming. The only real layout issue was that the buttons on the left-side of the screen might be too cluttered. To fix this, I simply spaced the button sections along the entire length of the screen on the left in the menu.

*Tasks*:

* Feed the lions: The user had no trouble with this task, and the execution was immediate. No other real feedback to report.
* Open all pens, then close the elephant pen: The user clicked each animal gate button individually before realizing there was an ‘All Gates’ button, and recommended that placing the ‘All’ buttons on the top of each task category would be the optimal design. To improve the menu, spread out each section, and add a header with a little icon, like a door with the word ‘Gates’ next to it, then have the buttons still include words beneath the header (adding additional icons like a monkey logo to replace the word ‘Monkey’ would make it too ambiguous, though, they reported).
* Turn on the pen sprinklers: No problem with this task, just like the button to feed the lions, this was immediate, but I decided to change the font on the buttons to something bolder.
* Feed all the animals: There isn’t a button to feed all the animals at once, so I added that button because the user had to click three buttons instead of one.
* Schedule the left sprinklers: The layout of this pop-up form made it kind of confusing for the user. There needs to be something simple above the time-box like: ‘schedule the left sprinklers.’ I still had to add the functionality to schedule and link sprinkler times with the system clock, but we pretended like it worked for the sake of the test.

*Reflective Reactions*:

* The user liked the color choice, except for the green, but said it allowed them to focus on the parts of the screen they were supposed to interact with, and the background colors didn’t take away from the icons or buttons.
* They didn’t like how cluttered the buttons were—it seemed like there were too many options when they glanced at the menu on the left. Split up the buttons into their individual sections, and don’t have them ever disappear.
* Update the fonts everywhere, they are too ‘generic and lifeless’
* Each task was pretty easy, but giving the ‘All’ option at the top of the gate, food, and sprinkler operations, along with separating them with more distinguishable icons will make it that much faster and more aesthetically pleasing, allowing for a better overall experience.