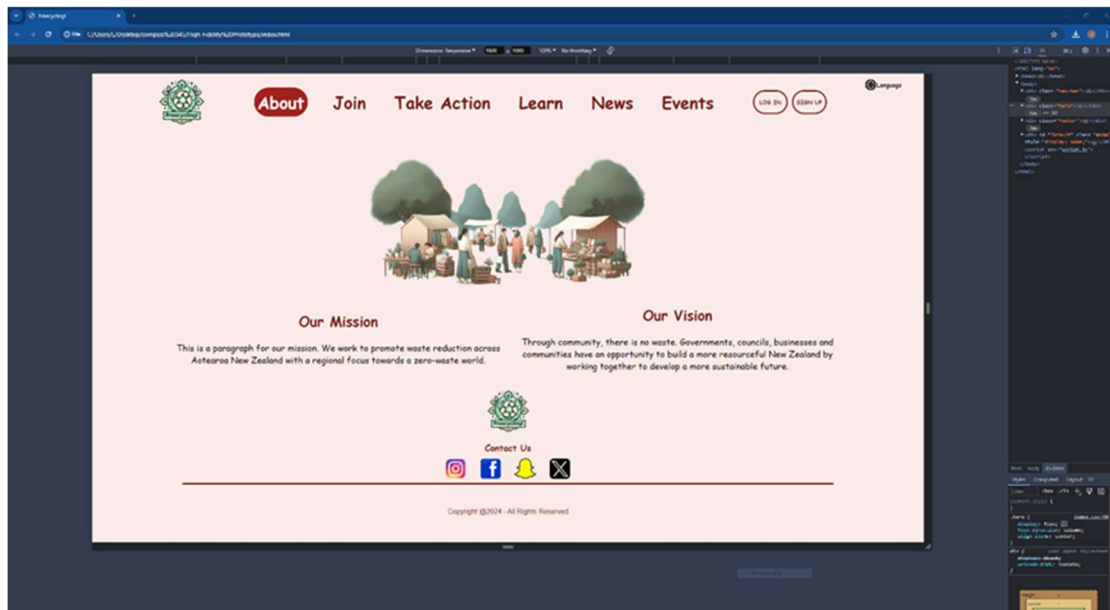


Report: High-Fidelity-Prototype

Colour Design:



In this High-Fidelity-Prototype assignment, I was assigned the colour code #A2231D, which is a bright red colour. However, the red colour, by convention, usually means attention, warning, risk, error or forbid, and it is also not comfortable for eyes if massively used. Therefore, I picked a colour #FAEBE8 for background colour, from the tints colour plate of #A2231D, which add much white to the assigned one.

The colour scheme is almost analogous, as all elements except the logo and hero picture, are adjacent on the colour wheel. This design makes the website look harmonious and unity. The green colour in logo and hero picture is a complimentary of this scheme to add some dynamic patterns.

This website is for freecycling, which I think is not a very professional and serious

theme. So, I make it with more leisure elements, such as the font family is cursive, the logo and hero picture are in comic style. In my opinion, this design can make user relaxing, enjoying and having fun while using this website, which hopefully can create some emotional impact, to satisfy user. This is important for user experience. Additionally, the comic style design may give more inclusiveness to teenage user.

For the aim of colour contrast, which can make the website comfortable and readable to user, I picked colour #771A15 as the main colour for buttons, hyperlinks, and the headers of text, to emphasis these elements can be interactive or a start of a section on the website. And this colour is more like for aesthetical design, not warning or error.

As the colour #A2231D is compulsory, I designed it as the pointer hover and focus colour with a white colour for contrast and attention drawing. For example, the “About” link in the navigation bar.





In the logo and hero picture design, I really wanted to include a green colour, because the theme of this website is freecycling which is tightly related to environment protection. I did not forget the assigned colour as well. I picked another colour #F6E0DB as the second colour from the tints plate of #A2231D.

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At the footer of the website, I used the assigned colour #A2231D for the copyright text, to warn that copyright of this website is protected by laws. And the font family I picked is more formal for serious topic.

Our Mission

This is a paragraph for our mission. We work to promote waste reduction across Aotearoa New Zealand with a regional focus towards a zero-waste world.

Our Vision

Through community, there is no waste. Governments, councils, businesses and communities have an opportunity to build a more resourceful New Zealand by working together to develop a more sustainable future.



I picked black for text and the language picker to keep a convention for content reading. This colour is a common for text and it can make text readable.

Typography Design:

This home page uses central alignment to give a balanced and harmonious vision to guide user following a top to bottom order to read, which can enhance readability and focus. The symmetry design for the content of home page shows same level importance of both sections of contents. It also creates a harmonious and balanced vision.

The navigation bar design follows convention to put logo at top left corner of the website, followed by navigation links and login-signup buttons and the language picker.

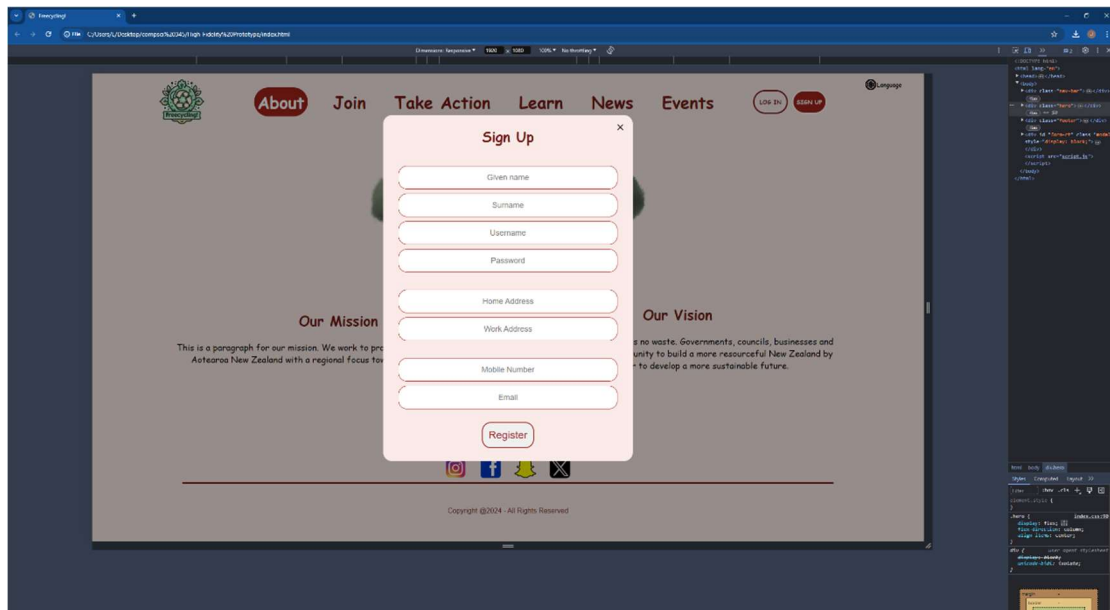
All these elements are separated by different patterns, such as picture, hyperlink, buttons, and distance, instead of obvious separators. This design follows the proximity and similarity of Gestalt Principle.

The placement of navigation bar and the click and focus design is easy and prominent for user to navigate and use, which improves usability and user experience.

I also applied inclusive design concept by adding an earth icon to the language picker, as this icon is very common nowadays. Inside the language picker, my plan is to trigger a modal window by clicking the button and use different language for

respective choice, such as “中文” for Chinese, “日本語” for Japanese. It may help people who do not understand English to improve user experience.

Registration Form Page Design:



This modal window design for sign-up form adopts similar colour scheme of the home page to make them a unity and look harmonious. By turning home page to dark, it helps to emphasis the form and draw attention of user, which can make user focus on filling the form.

The close button is assigned black colour, heavy weight and red-white hover to emphasis click to close, instead of clicking any where of the dark area to close. This design can help to reduce much possibility of failure to finish form by mis-clicking somewhere, improving much of usability for user experience.

Sign Up

×

Given name

Surname

Username

Password

Home Address

Work Address

Mobile Number

Email

Form fields are uniformly styled with same border radius to make them look aesthetical and give a sense of cohesion.

The column aligns guides user following a top to bottom order to read, which can enhance readability and focus.

The “Register” button is put at the bottom of the form to follow a logic of top-bottom reading.

The three sections for user details, addresses and contacts, are separated by applying the proximity and similarity of Gestalt Principle. 20 pixels are added between each section, and 10 pixels are added between each input field of that section.

The placeholders in the input fields are designed with low contrast to give a clue that here is an input field, without break the aesthetical looking.

The text of placeholders provides hints of what should be filled here, for the user. This helps to make the form usable and useful.