

## Visual design report for Carbon Tiptoe website

In this report, I will describe and explain how my visual design choices applied with the Nielsen's Heuristics, Gestalt Principles, and 3 Design Principals.

### *Color choices:*

The assigned company color is #025669, which is perceived as dark cyan. I used it as the primary color for my website interface and applied it to a wide range of elements such as buttons, headers, footer, navigation bar items, and the Carbon Tiptoe logo.



(Fig 1)

The main image displayed on the top of the home page has a dark green color scheme, analogous to my primary color. My website was applied with a monochrome color scheme, because most of the image and font colors are chosen as the analogous color to my primary color, such as green, dark green, blue and grey. I chose white as my background color, to emphasis on the image and text contents, and maximize the simplicity. I have chosen the font color for paragraphs as #4c6369, which is perceived as greenish-grey, I didn't chose to apply the primary color to the paragraphs because I was hoping to avoid the users getting tired of seeing one single color.

### What we can do for the environment?

Due to the pressures of overconsumption, population growth and technology, the biophysical environment is being degraded, sometimes permanently. Discover what you can do to protect our environment, even the smallest thing can make a difference.

10 tips to save our planet

(Fig 2)

I've chosen to display a sunflower image on the left side of the registration form which has a bright and warm color scheme, to add complimentary color in the registration interface.

A screenshot of the Carbon Tiptoe registration form. On the left, there is a small image of sunflowers. The form is titled "Registration Form" and is divided into three sections: "User Details", "Address", and "Contacts". Each section contains input fields for various pieces of information. At the bottom, there is a "SUBMIT" button.

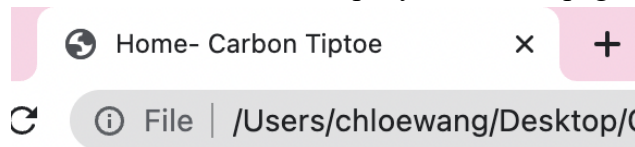
Registration Form	
<b>User Details</b>	
Given Name	Chloe
Surname	Wang
Username	jwan927
Password	123456
<b>Address</b>	
Home Address	123 Something Street
Work Address	456 Somewhere Street
<b>Contacts</b>	
Mobile Number	123 456 7890
Email	xxx@carbontiptoe.com
<b>SUBMIT</b>	

(Fig 3)

### *Heuristic evaluation on user experience:*

1. Visibility of System Status:

The title of my home page is “Home – CarbonTiptoe”, which clearly shows the users the name of this company and which page they are in.



(Fig 4)

On the top of each section, the users can clearly see the headings to indicate which section they are in.

Buttons turns grey when the users hover on it.

2. Match between System and the Real World:

Interface layout following real world conventions, navigation bar is on the top of the page, with company logo on the left and nav-bar items on the right.

All functional terminologies used were natural and straightforward language for users.

3. User Control and Freedom:

Exit button on the top left corner on the registration form.

The navigation bar is always visible on the top of the screen, can be accessed anytime when the user is visiting this website.

4. Consistency and Standards:

Section structures are in the same order as their order in the navigation bar.

5. Error Prevention:

Input sections in registration form only has 8 basic input fields, each with clear labels and examples.

6. Recognition Rather Than Recall:

All sections are combined with images and texts, to reduce memory load.



(Fig 5)

Each element in the interface has its own font, for example, all the buttons are sharing the same font (Trebuchet MS, 'Lucida Sans Unicode'), and all the headings are sharing another font (Georgia, 'Times New Roman'), to minimise memory load.

Provided example in each input field in the registration form.

7. Flexibility and Efficiency of Use:

Users can fast access each section by clicking on the navigation bar.


8. Aesthetic and Minimalist Design:

Interface layout is simple and no redundancy information.

9. Help and Documentation:

Each input field has a label, with examples in each input column.

Alt texts on each image, to help the users recognize the image even though they have no access to the image.

Climate change caused polar bear lost her home

(Fig 6)

### *Gestalt Principles:*

#### 1. Proximity:

I've added extra blank spaces in between each big section and keep the margin smaller in between the small sections within.

##### Address

Home Address

123 Something Street

Work Address

456 Somewhere Street

##### Contacts

Mobile Number

123 456 7890

Email

xxx@carbontiptoe.com

(Fig 7)

#### 2. Similarity:

All different types of elements in the interface have their unique visual characteristics, such as all buttons are sharing the same font, with shadings around their edges to imply they are clickable.



(Fig 8)

All navigation bar items share the same padding, size, and color, to show they are relevant to each other.

#### 3. Common Fate:

The items in the dropdown menu are sharing the same starting point and moving direction.

The sections in the registration form are in one column, with same direction.

#### 4. Area:

The image used as figure in the interface are differed from the background image on the top of the page, as the area taken is significantly smaller.



##### Carbon Footprint Q&A

Greenhouse gases, including the carbon-containing gases carbon dioxide and methane, can be emitted through the burning of fossil fuels, land clearance and the production and consumption of food, manufactured goods, materials, wood, roads, buildings, transportation and other services.

[Learn more](#)

(Fig 9)

#### 5. Surroundedness:

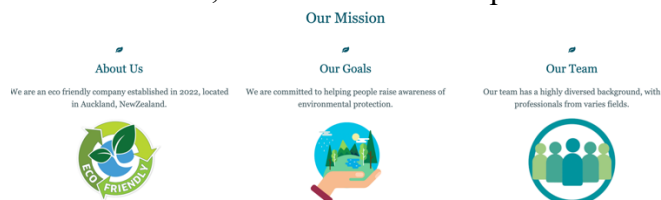
The texts and buttons are perceived as figures, and the image in the back are perceived as background.



(Fig 10)

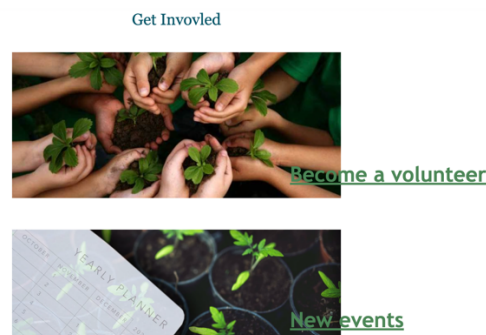
### *Balance, Emphasis, and Unity:*

The overall layout structure for the main page interface follows the symmetry rule. The texts and images on both sides are equally distributed to achieve an overall balance and harmony. However, I have also applied an asymmetry layout to the “Explore” section, where the images and texts were alternately displayed. The asymmetry structure added variety to the overall interface, it also helps the layout from being too flat or monotonous. The signup form also uses an asymmetry layout, where the figure is in the left column, and the labels and input fields are in the right column.



(Fig 11)

The functional elements in the interface were emphasized from the background. The register and login buttons were placed in the middle of the interface, the white buttons are contrasted with the dark background, and can be easily recognized. The images in the “Get Involved” section were also being emphasized, as their positions are in the center of the page, and the dark color scheme was also contrasted with the white background, to imply the images and texts are interactive.



(Fig 12)

The elements in each section of the interface are designed to share various of commonalities, such as fonts, color schemes, and structures. For example, all the input sections in the registration form share the same layout structure, the same fonts, and color schemes. The figures in the “Our Missions” section also clearly showed that they share the same shape, which indicates they belong to the same group. Besides, all the headings, paragraphs, and buttons also have their own fonts. However, their color schemes are similar, to indicate they belong to the same web interface.

