

WEB APP DESIGN

Nalu

WIND, WAVE & WEATHER
FORECAST APP

5.11 PORTFOLIO
REVIEW

MAITIEU



Nalu

WIND, WAVE & WEATHER
FORECAST APP



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Nalu

WIND, WAVE & WEATHER
FORECAST APP

VISUAL DESIGN
PRINCIPLES

LAW OF SIMILARITY

Action buttons to Log in and Get started are the same shape so users are able to recognise and become familiar with how buttons look on our app.

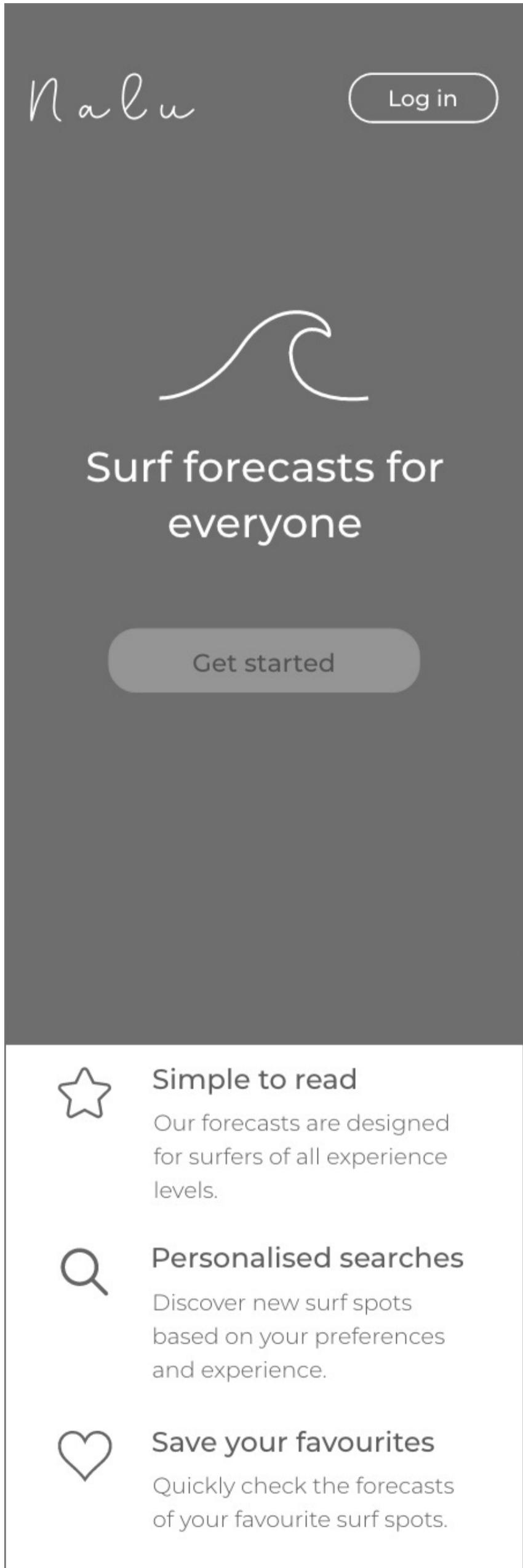
The feature information below the landing screen image has icons which are used in the app. They are displayed here for users to draw their attention to the information, make it more enjoyable to read and to help start the association with the icons.

HIERARCHY

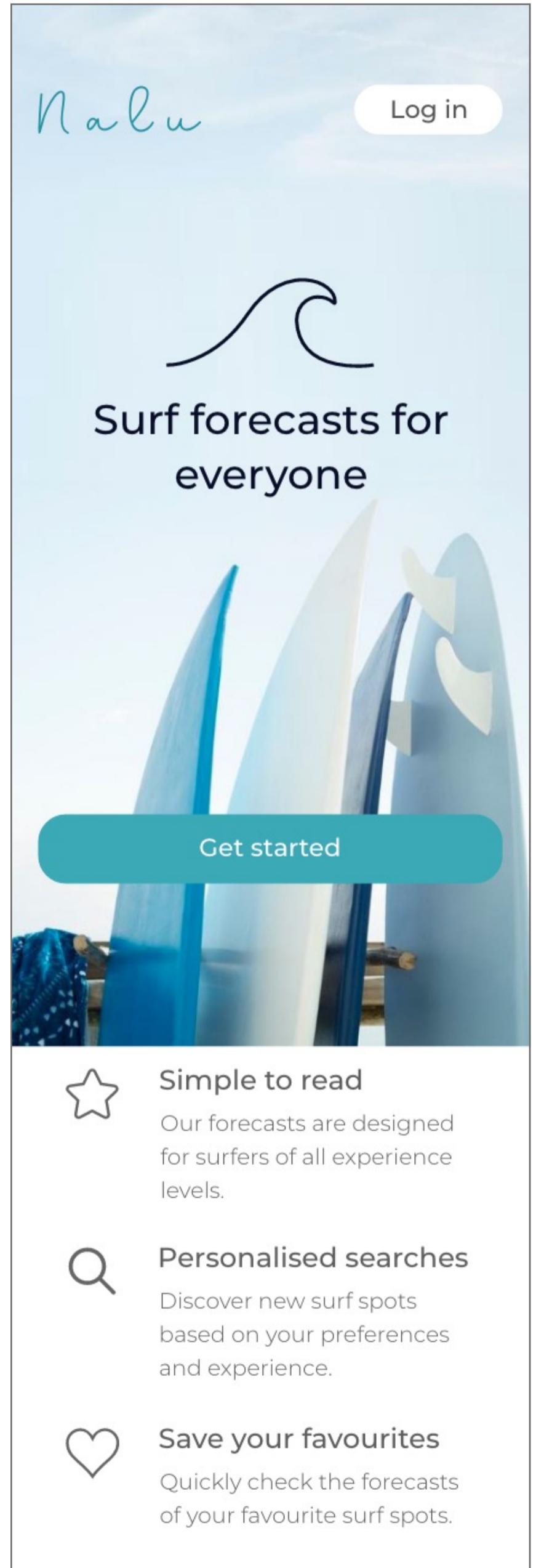
We repositioned the get started button towards the bottom of the screen to guide new users attention first to our logo and tagline, then image of surfboards used to communicate what our app does then the button to get started.

BALANCE

We enlarged the get started button widths and height to balance with the margins used to position the logo and log in button at the top of the screen.



ORIGINAL



UPDATED

HIERARCHY

We prioritised social sign up buttons as this was the preferred method chosen by all of our usability test participants.

To help users identify social buttons faster, we recoloured them to match their corresponding brand colour.

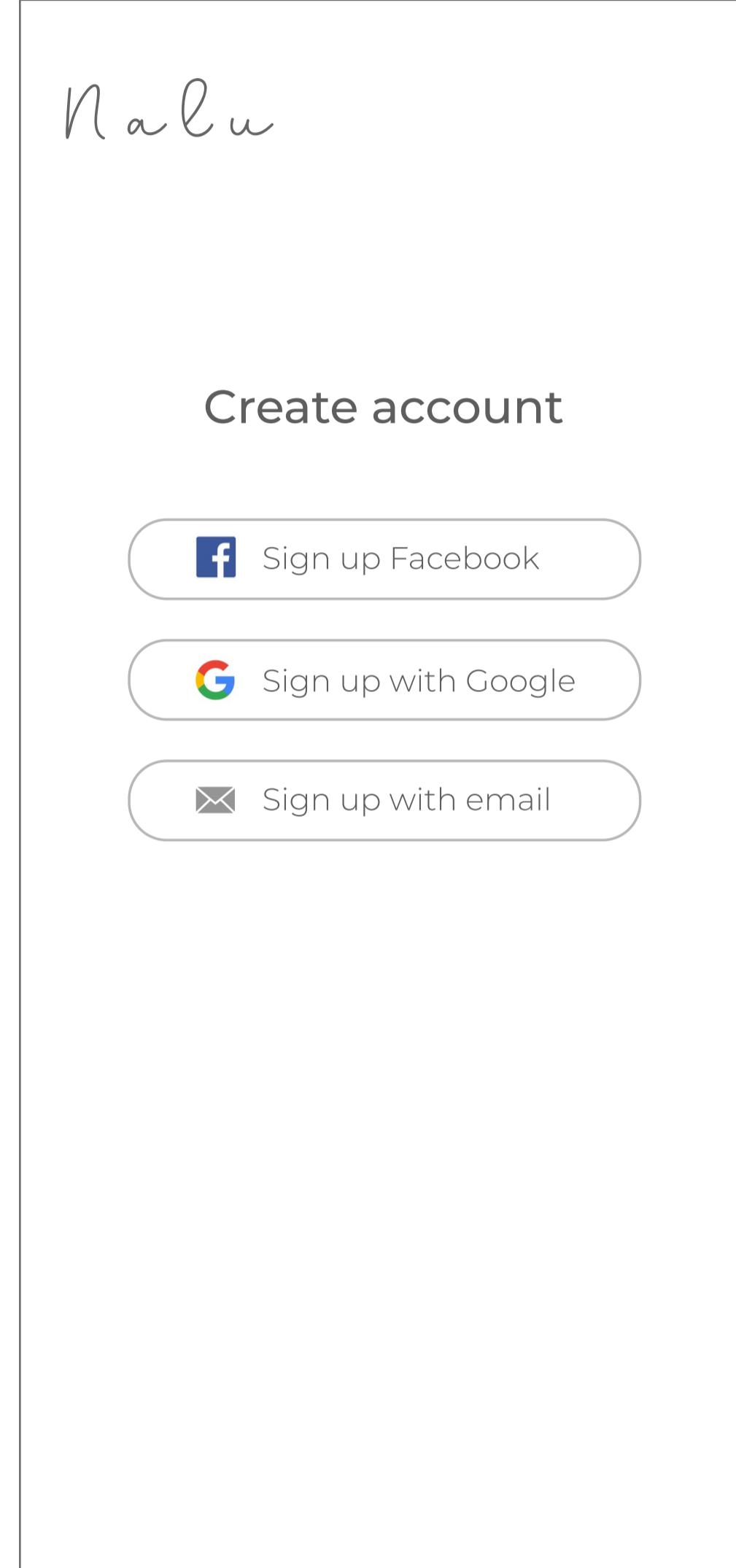
EMPHASIS

Because we have seen that our users prefer signing up using social links, we emphasised the buttons to draw users attentions to them.

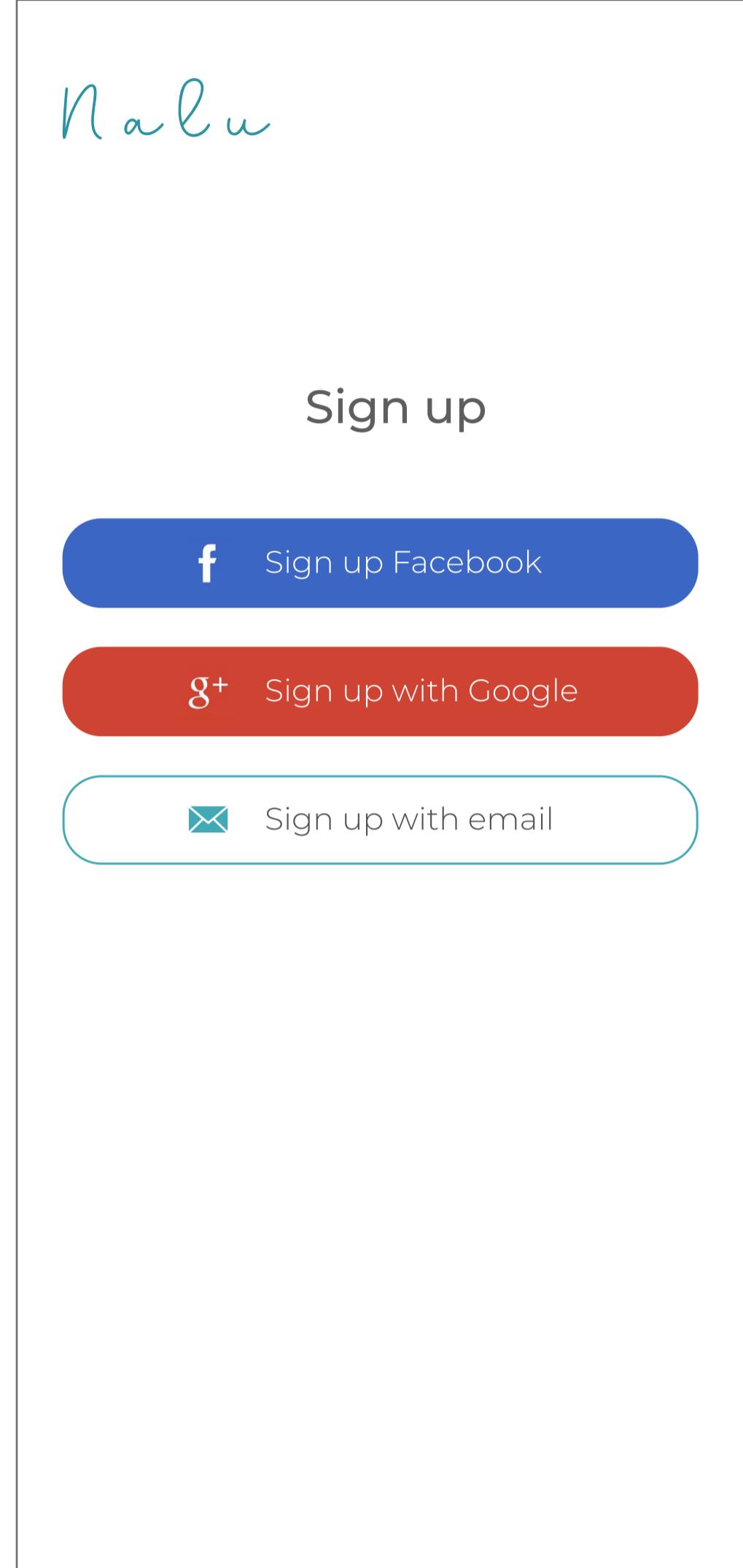
We used the same teal colour of our logo on the envelope and email sign up button to reinforce our branding and keep the colour use consistent.

PROPORTION

We enlarged the button widths and heights on this page to match the margins used for the logo placement. This will make it easier for users to select an option and to draw more attention to the buttons.



ORIGINAL



UPDATED

LAW OF SIMILARITY

The boxes for users to enter their personal information are all the same shape and colour for users to understand that they share a similar purpose.

The confirmation icons in the text entry boxes are the same colour and shape to help users notice them and understand their purpose.

EMPHASIS

When users have successfully input their details, the guidances icons and sign up button will be filled in teal which will indicate to users that they can proceed.

Nalu

Sign up with email

Name

Email

Password

Sign up

ORIGINAL

Nalu

Sign up with email

Maribel

Maribel@gmail.com

Qwerty123 Hide

Remember my password

Sign up

UPDATED

Nalu

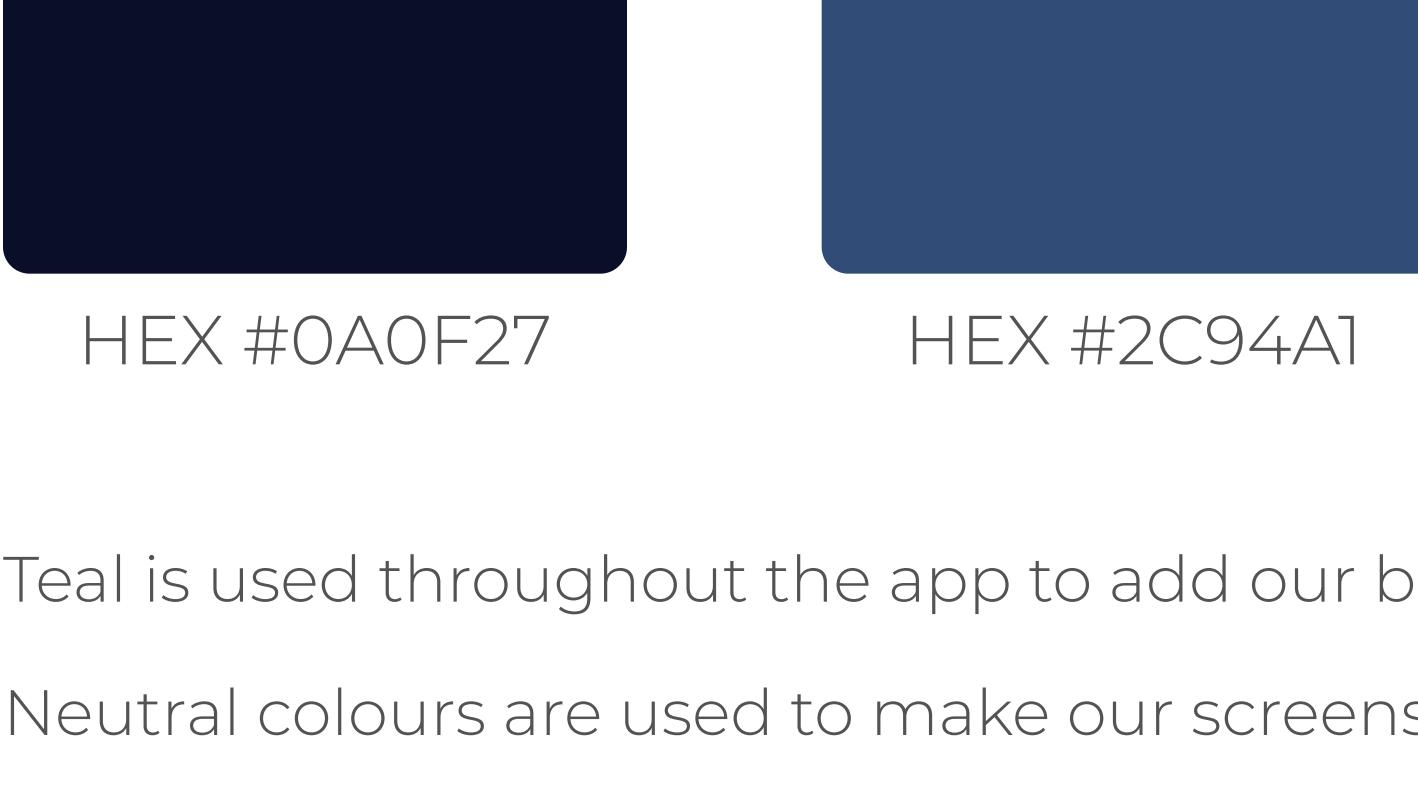
WIND, WAVE & WEATHER
FORECAST APP

DESIGN STYLE GUIDE



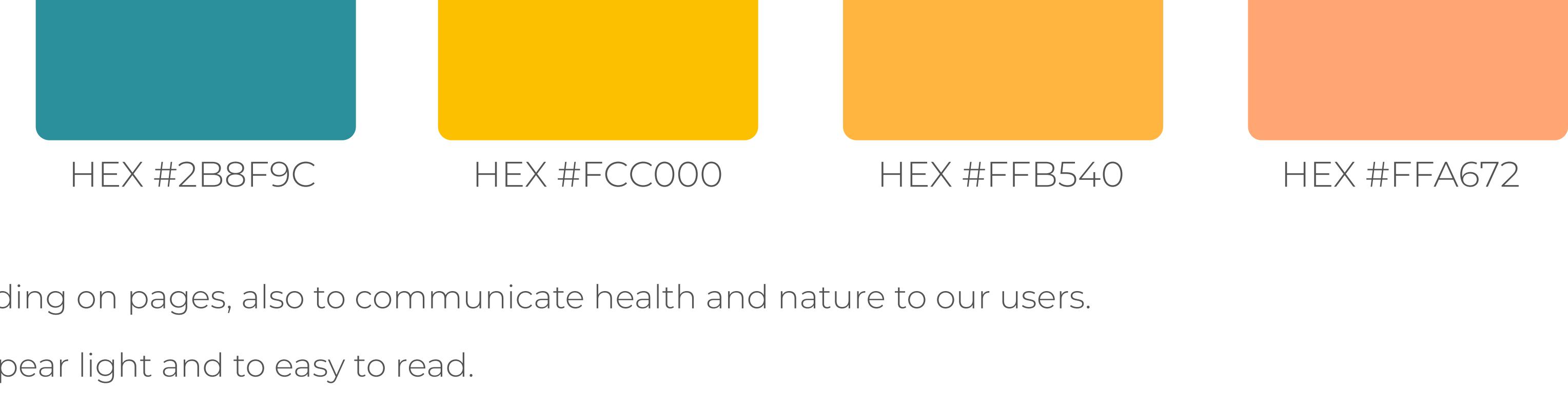
COLOUR PALETTE

BRAND



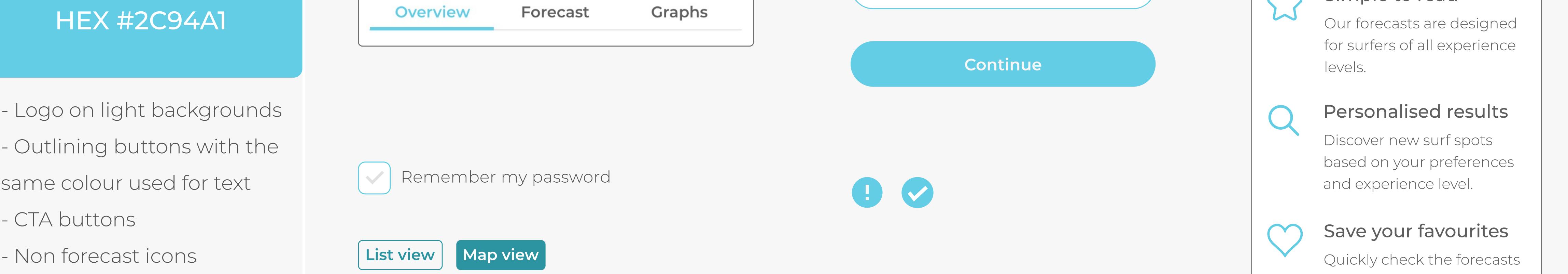
HEX #8AC6ED

NEUTRALS



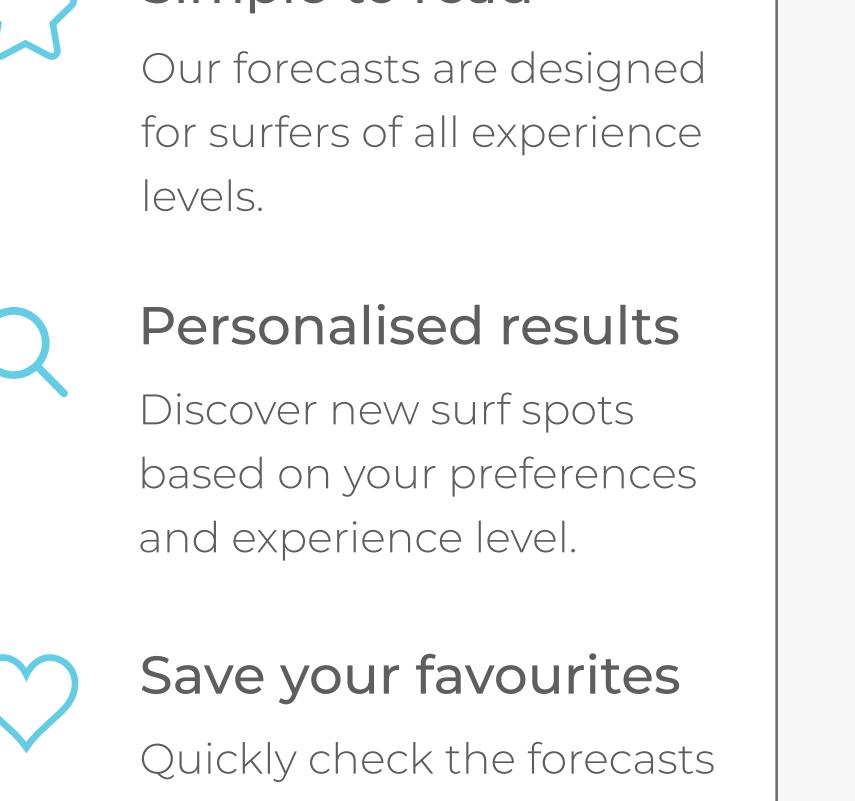
HEX #535353 HEX #959595 HEX #F7F7F7 HEX #FFFFFF

PRIMARY



HEX #0A0F27 HEX #2C94A1 HEX #2B8F9C HEX #FFB540

SECONDARY



HEX #FFA672

Teal is used throughout the app to add our branding on pages, also to communicate health and nature to our users.

Neutral colours are used to make our screens appear light and to easy to read.

Primary colours are used to draw attention to menu navigation buttons and headings to let users know what page they are on.

Secondary colours are used to highlight key information for our users.

COLOUR USES

HEX #2C94A1

- Logo on light backgrounds
- Outlining buttons with the same colour used for text
- CTA buttons
- Non forecast icons
- Page / position indicator
- Form entry alerts
- Navigation menu icons when selected

HEX #0A0F27

- Navigation menu background

HEX #2C94A1

- Dashboard greeting text
- Page titles
- Surf spot page titles
- Wave icon in forecasts

HEX #2B8F9C

- All buttons and modal notifications for interactions involving editing favourites

HEX #FCC000

- Sun icon
- CTA button when teal doesn't clearly stand out from the background

HEX #FFB540

- Star rating

HEX #F7F7F7

- Form & search backgrounds
- Card backgrounds

HEX #535353

Fingers of basalt hold the sand uniformly, creating the perfect bathymetry for 1km long rides between Boneyards and the

Heading 1

Montserrat semibold/ 30px/ #535353/ Line 40

Heading 2

Montserrat semibold/ 24px/ #535353/ Line 30

Heading 3

Montserrat semibold/ 22px/ #31C7// Line 28

INPUT BOX

H50px / W335px / 6 corner radius
Montserrat Light 16px / 19px margin

SEARCH BOX

H40px / W335px / 6 corner radius
Montserrat Light 16px / 10px margin

NAVIGATION BAR DEFAULT

H75px / W375px / 0 corner radius
Montserrat Semibold 11.5px / centered under icon
HEX #FFFFFF

NAVIGATION BAR SELECTED

H75px / W375px / 0 corner radius
Montserrat Semibold 11.5px / centered under icon
HEX #8AC6ED

ICONS

We use simple and clean icons which we believe are universal or easy to understand with context text.

Icons are only coloured as in this guide, no other variations are allowed.

NAVIGATION ICONS

H22.22px / W22.22px / 12px margin
HEX #FFFFFF / HEX #8AC6ED

OTHER ICONS

Edit H16.76px / W16.78px / HEX #535353

Add H9.53px / W9.53px / HEX #2C94A2

Settings H23px / W23px / HEX #535353

Favorite Default H20.42px / W22.05px / HEX #535353

Favorite Added H20.42px / W22.05px / HEX #FFA672

TYPOGRAPHY

- ! Winterfun is only used for our logo
- ✓ Montserrat is our primary font. We love the clean simple lines and feelings of warmth and friendliness that it communicates to us. It is also highly-legible which is important for us to present information with our users.

Logo

Winterfun/ 40px / #2B8F9C

Logo

Winterfun/ 40px / #FFFFFF

Heading 1

Montserrat semibold/ 30px/ #535353/ Line 40

Heading 2

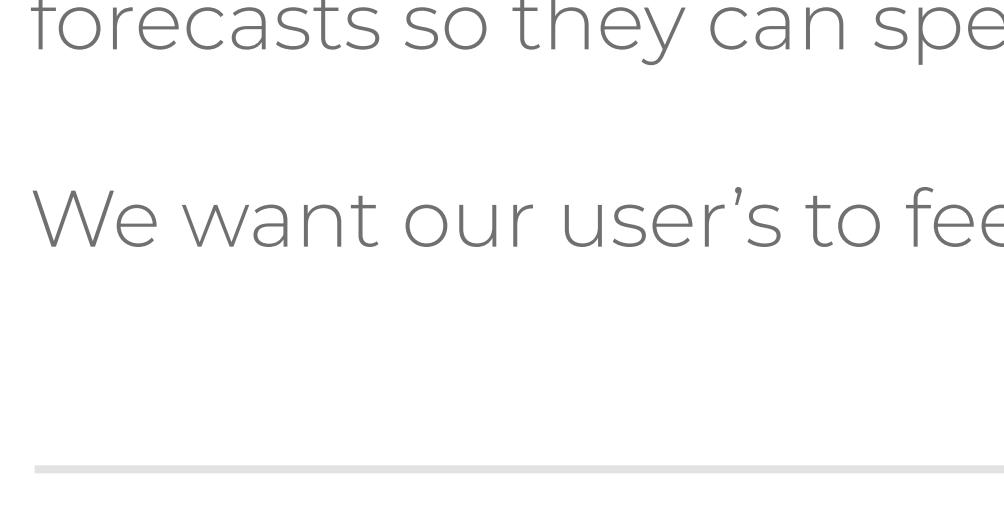
Montserrat semibold/ 24px/ #535353/ Line 30

Heading 3

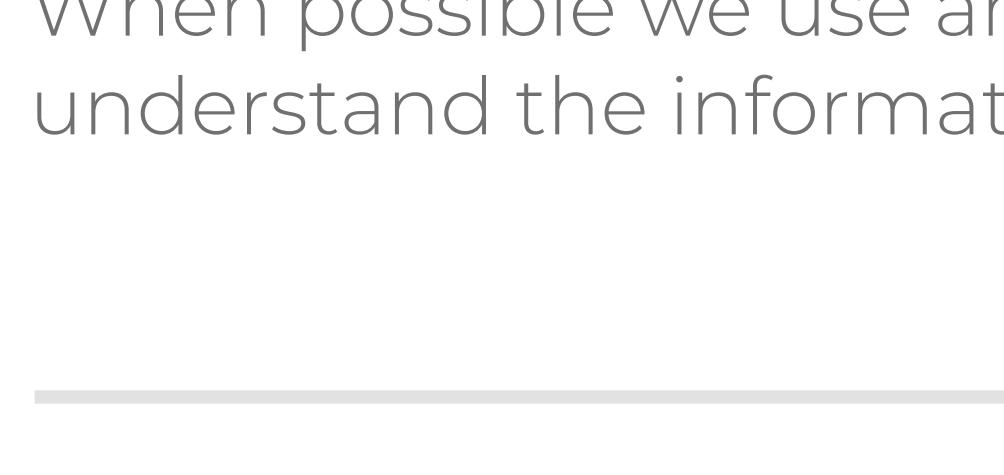
Montserrat semibold/ 22px/ #31C7// Line 28

COMMON UI ELEMENTS

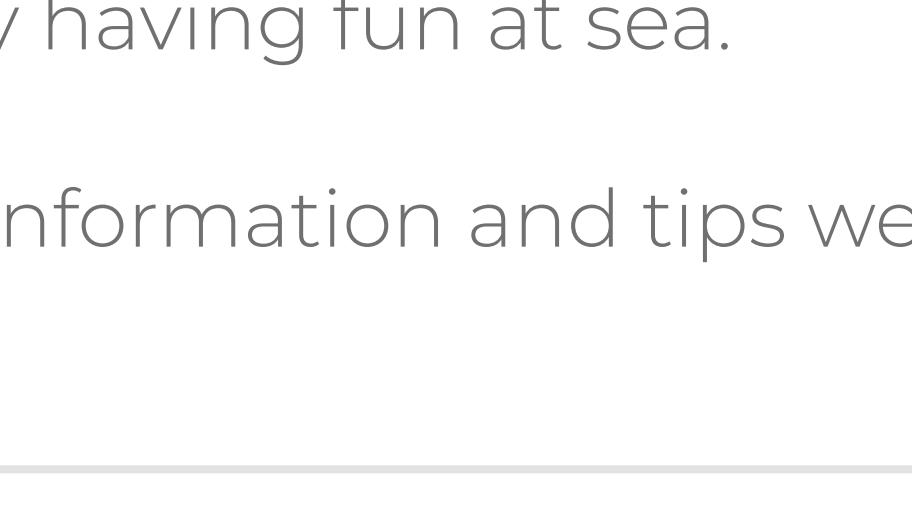
CTA BUTTON 1 DEFAULT

H50px / W335px / 60 corner radius
Montserrat Bold 20px / centered

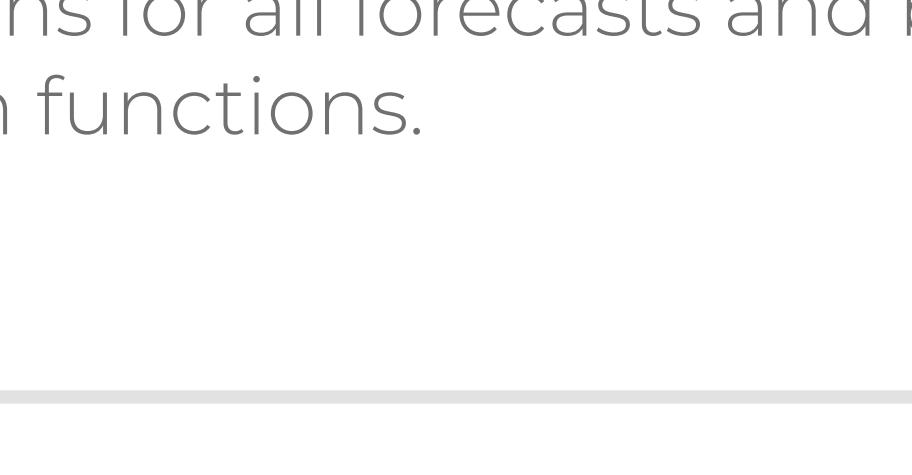
CTA BUTTON 1 CLICKABLE

H50px / W335px / 60 corner radius
Montserrat Bold 20px / centered

CTA BUTTON 2 DEFAULT

H50px / W335px / 60 corner radius
Montserrat Bold 20px / centered

CTA BUTTON 2 CLICKABLE

H50px / W335px / 60 corner radius
Montserrat Bold 20px / centered

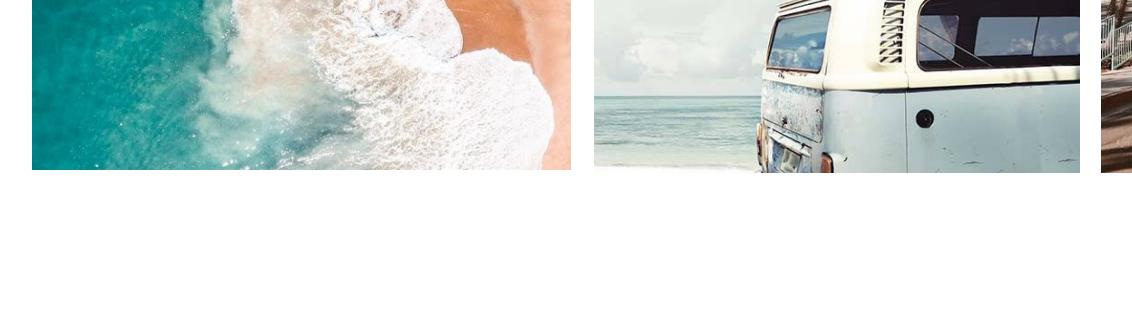
INPUT BOX

H50px / W335px / 6 corner radius
Montserrat Light 16px / 19px margin

SEARCH BOX

H40px / W335px / 6 corner radius
Montserrat Light 16px / 10px margin

NAVIGATION BAR DEFAULT

H75px / W375px / 0 corner radius
Montserrat Semibold 11.5px / centered under icon
HEX #FFFFFF

NAVIGATION BAR SELECTED

H75px / W375px / 0 corner radius
Montserrat Semibold 11.5px / centered under icon
HEX #8AC6ED

ICONS

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FORECAST ICONS

H19.21px / W115.26px / HEX #959595 / #8AC6EC

H11.03px / W66.19px / HEX #959595 / #8AC6EC

H11.03px / W66.19px / HEX #959595 / #8AC6EC

H11.03px / W66.19px / HEX #959595 / #8AC6EC

Heading 1

Montserrat semibold/ 30px/ #535353/ Line 40

Heading 2

Montserrat semibold/ 24px/ #535353/ Line 30

Heading 3

Montserrat semibold/ 22px/ #31C7// Line 28

STAR RATINGS

H19.21px / W115.26px / HEX #959595 / #8AC6EC

H11.03px / W66.19px / HEX #959595 / #8AC6EC

H11.03px / W66.1



Nalu

WIND, WAVE & WEATHER
FORECAST APP

DESIGN
COLLABORATION

FEEDBACK

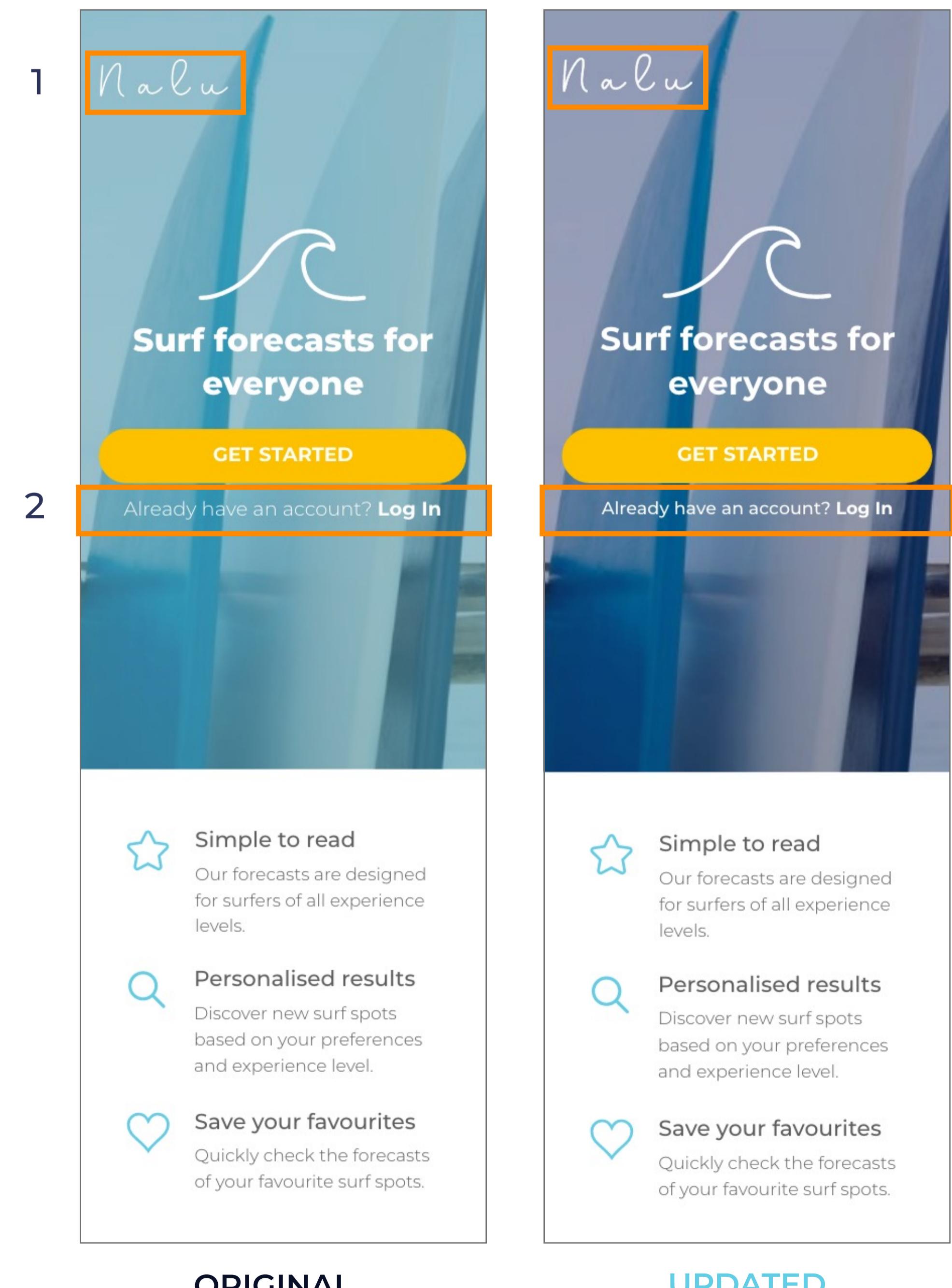
1 “already have an account” seems a bit thin and may not pass accessibility standards for colour contrast because of the lighter background.

2 I really like the handwritten style of the logo as well as the colour scheme! The blue and yellow shades perfectly suit to water sports.
Maybe extend the stroke of ‘Nalu’ a bit? Compared to the wave illustrations it seems a bit thin.

AMENDMENTS

1 “already have an account” seems a bit thin and may not pass accessibility standards for colour contrast because of the lighter background.

2 I really like the handwritten style of the logo as well as the colour scheme! The blue and yellow shades perfectly suit to water sports.
Maybe extend the stroke of ‘Nalu’ a bit? Compared to the wave illustrations it seems a bit thin.

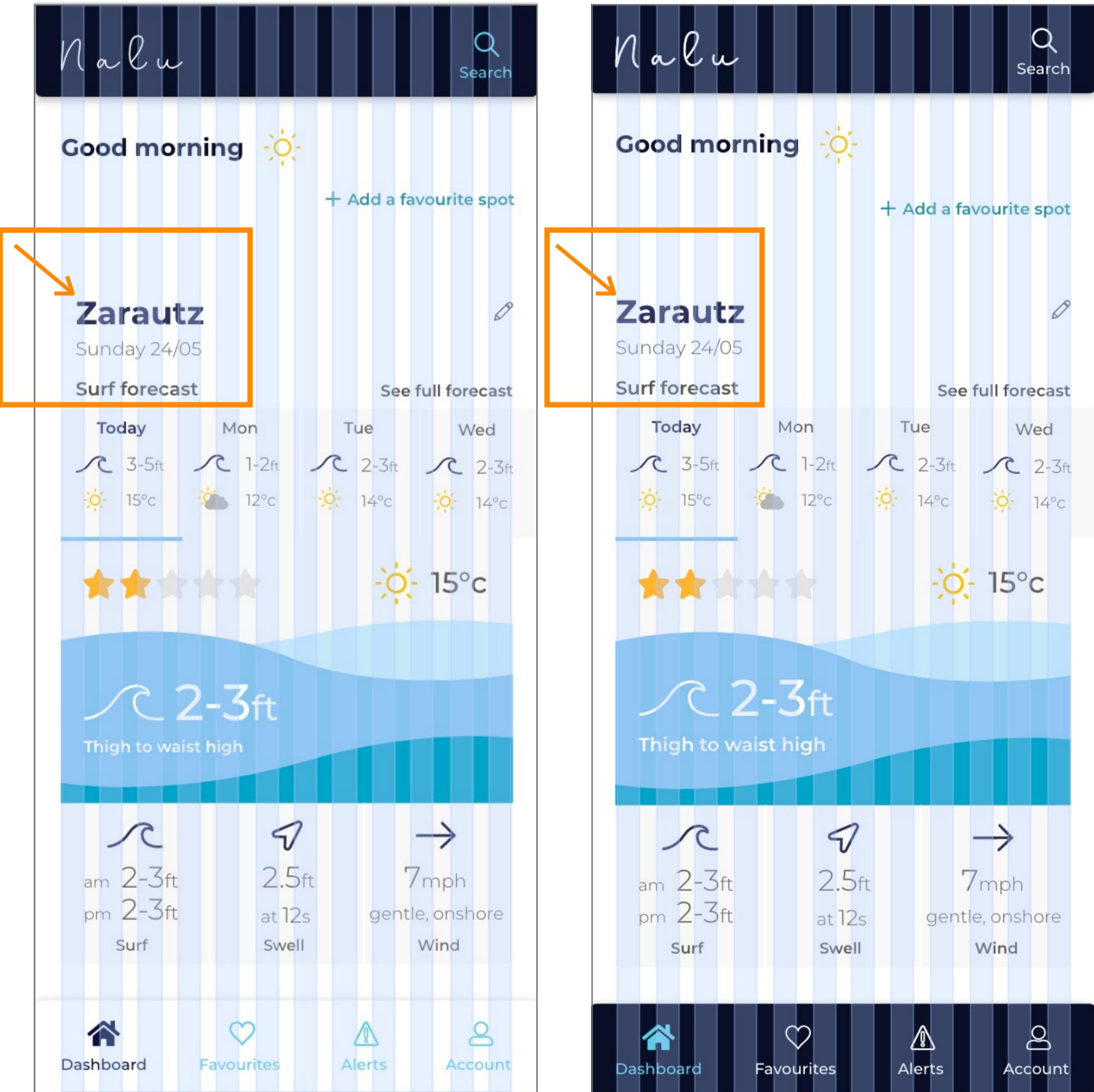


FEEDBACK

I'd either align "good morning" with the headline below or make the different margin more obvious.

AMENDMENTS

We made sure to align information other than the forecast, to the outside columns.



ORIGINAL

UPDATED

FEEDBACK

1 Is there a difference between the “intermediate surfers” and “advanced surfers” icons? It seems like there should be.

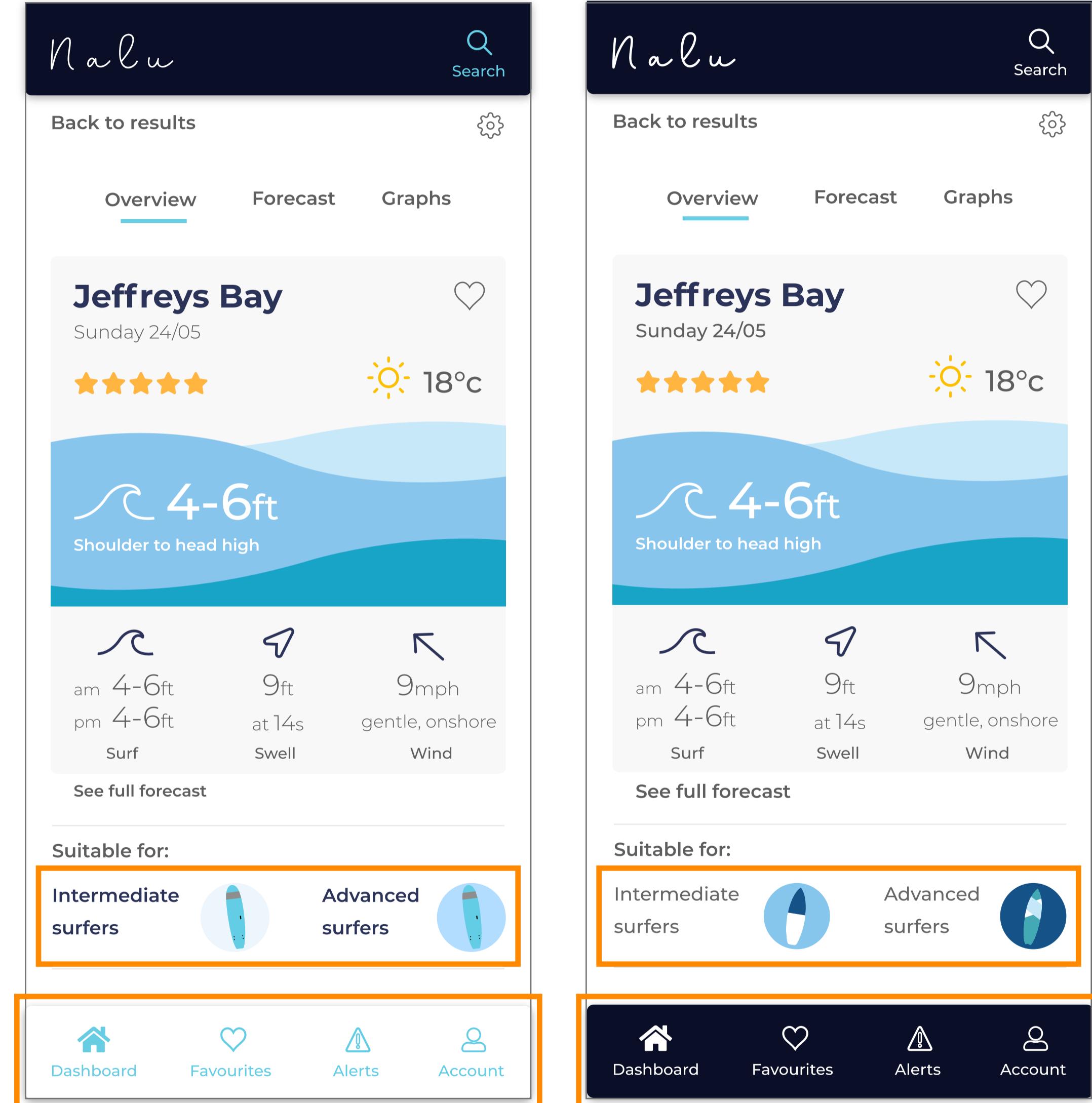
I would like to see different icons for each level.

2 You may need a solution to have these icons showing with different backgrounds. This blue with the blue sky is not easy to see.

AMENDMENTS

1 We completed and applied the different illustrations for surf experience levels.

2 Our desktop site for Nalu has a dark navy menu bar and bright blue icons. We felt that having dark navy navigation bars on the top and bottom of our mobile design could be too distracting so we chose to test how testers responded to the white bottom navigation bar and bright blue icons.



ORIGINAL

UPDATED

FEEDBACK

1 Overall I think it's big challenge to put all the information necessary for weather forecast on one page. Maybe you could use extending cards or drawers to temporarily "hide" some information?

2 What do the stars for the "swell" information mean? are they necessary?

AMENDMENTS

1 We believe that the forecast information displayed is essential information that our users would like to see when planning a surf session. One comment from an advanced surfer from our user testing commented that he would need more information, which is why we added the graphs tab.

2 We think that the star rating for each swell is particularly helpful for beginner surfers to quickly identify a good time to surf. We have added a modal screen to explain the forecast to new users and those who are less familiar with reading surf reports.

The image shows two versions of the Nalu app interface side-by-side, labeled 'ORIGINAL' and 'UPDATED'. The 'ORIGINAL' version on the left displays a weather forecast for Jeffreys Bay on Sunday, 24/05, showing temperatures, wind speeds, and tide levels. A section for 'Swell' is highlighted with an orange border, showing swell ratings for four hours at 14s, each accompanied by a five-star rating. The 'UPDATED' version on the right shows a modal window explaining the 'Swell' section. The modal has a title 'Swell', a descriptive text about swell, and a detailed breakdown of swell direction and size. It also includes a 'Swell rating' section with a five-star rating and a note about the quality of conditions.

ORIGINAL

UPDATED

ORIGINAL

UPDATED

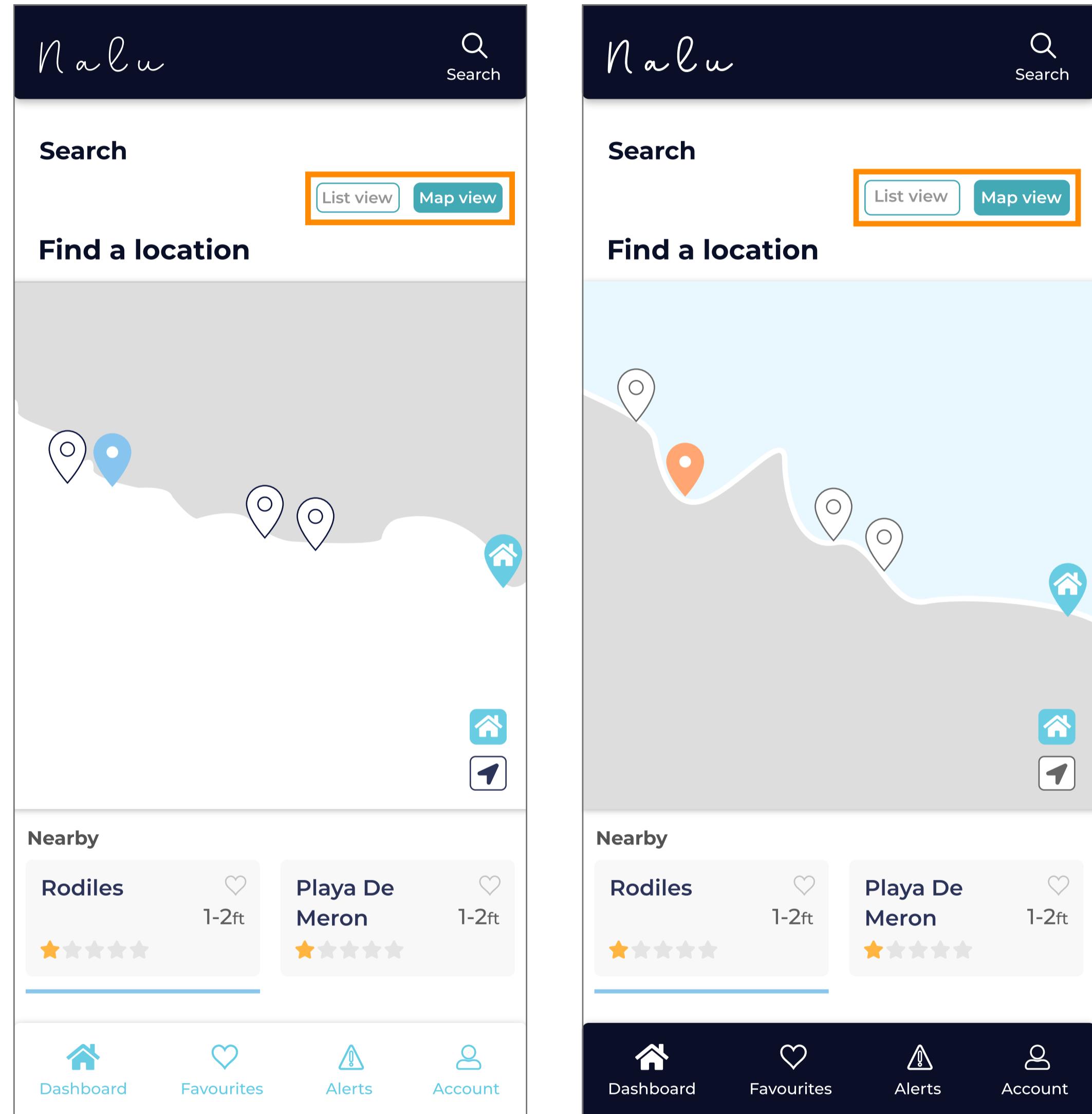
FEEDBACK

That buttons seem a bit small. You still have some space around.

AMENDMENTS

We amended the buttons from:
W65 x H22 px Font size 11.5 to
W70 x H26 px Font size 12

We think it was a good idea to create more clickable space for these buttons and to increase the font size to make them easier to read. We decided to keep the sizes of these buttons smaller than our standard H56px buttons to not distract from the other information on screen.



ORIGINAL

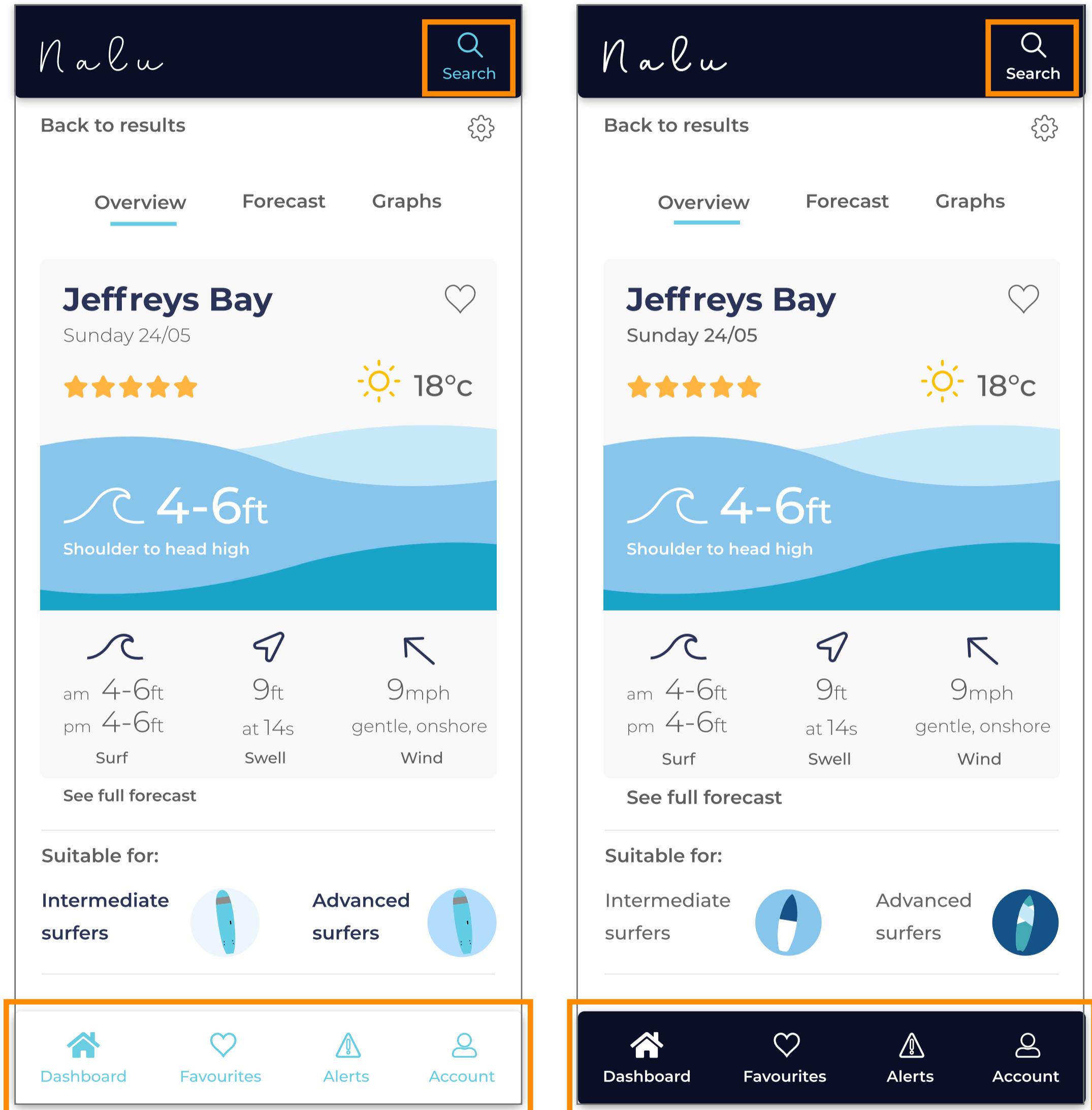
UPDATED

FEEDBACK

I'm afraid using the bright blue and yellow combined with thin font weight reduces legibility. Maybe it would be an idea to use a medium font weight on the dark background.

AMENDMENTS

We agree with this comment and increased the font weight from light to medium for navigation buttons.



ORIGINAL

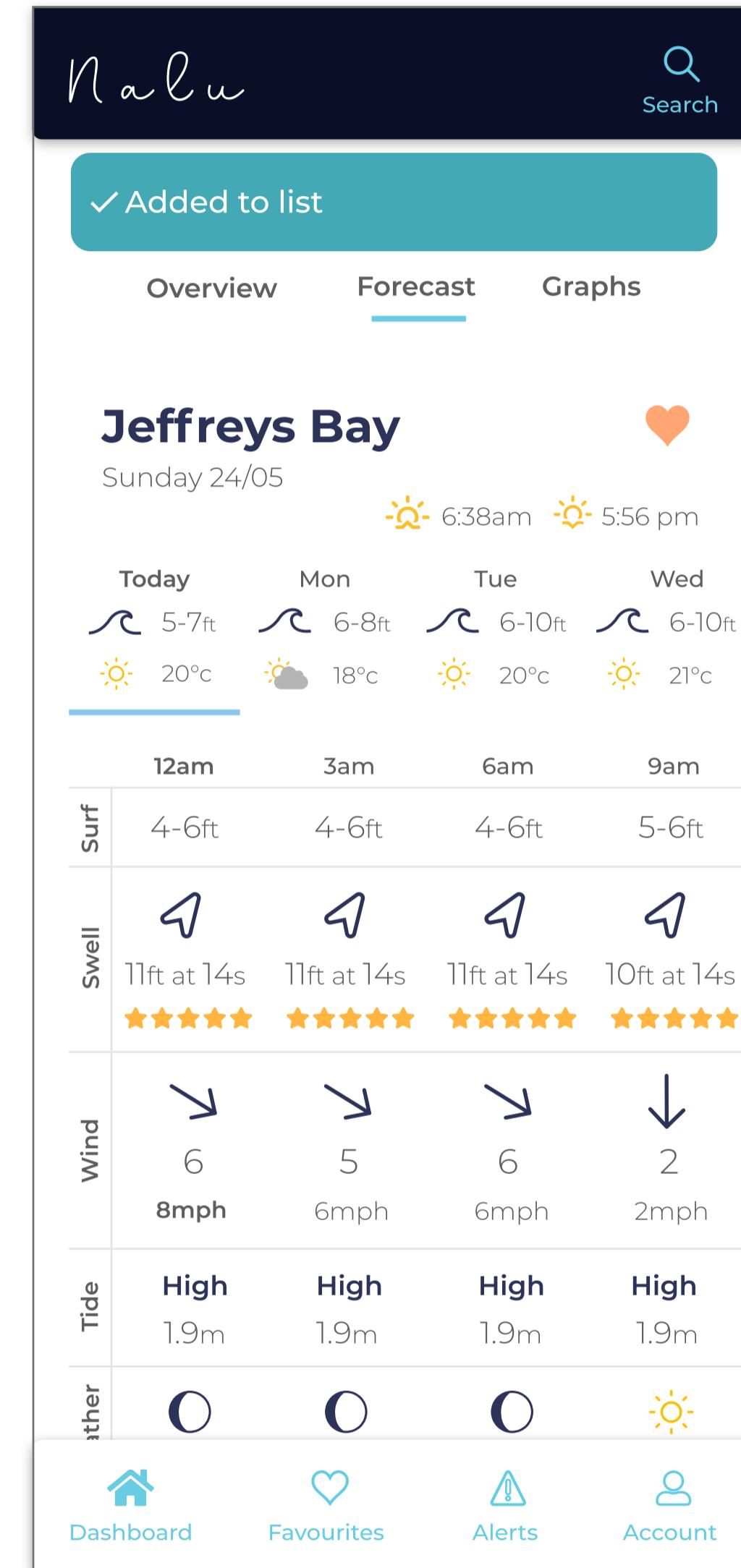
UPDATED

FEEDBACK

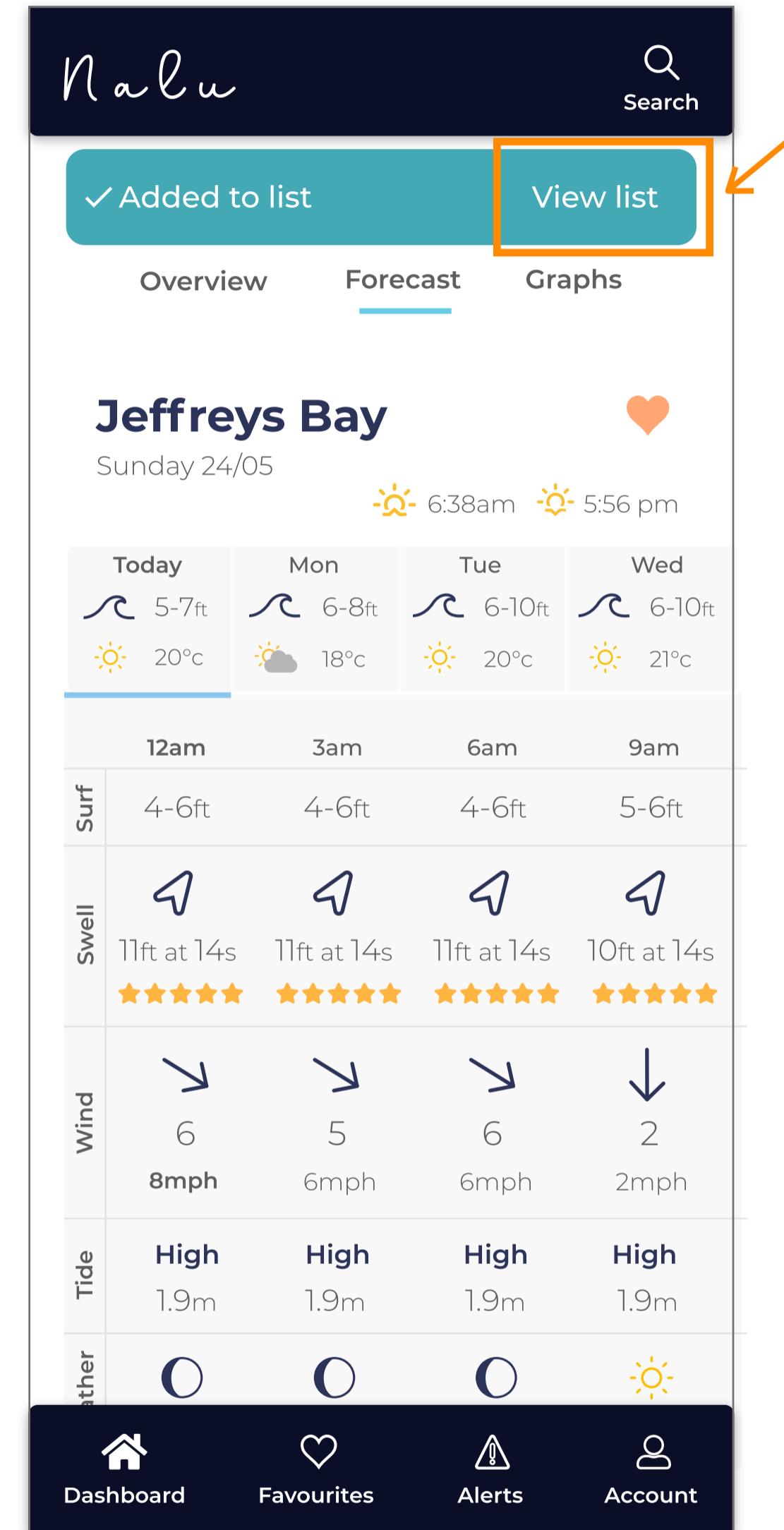
I think it's great that I can add the spot to a list. I'm just confused where to find the list.

AMENDMENTS

We added a 'View list' button for users to easily view their favourites list after adding a favourite surf spot.



ORIGINAL



UPDATED

FEEDBACK

I love that the form field labels pop up above the form fields—great accessibility! Careful of the colour contrast of the text/background colours though—may be too light.

AMENDMENTS

We increased the font weight inside text boxes from light to medium to increase viability.

Whilst amending the sign up screens, we noticed that the input prompts and error warning icons were not easily visible, so we also increased the font weight for the input prompts and recoloured these alerts to red. Both are now easier to notice.

Nalu

<

Sign up with email

Name
Maribel ✓

Email
User@email.com ✓

Password
Lorem ipsum Hide ✓

Remember my password

Sign up

ORIGINAL

Nalu

<

Sign up with email

Name
Ma !
Must be 3 characters minimum

Email

Password

Remember my password

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M ✖
123 space Go
Smiley face microphone icon

UPDATED

Nalu

WIND, WAVE & WEATHER
FORECAST APP

REFINED PROTOTYPE

[https://xd.adobe.com/view/
61aa8f93-9359-4265-9ce1-5d9516d4d867-34f9/](https://xd.adobe.com/view/61aa8f93-9359-4265-9ce1-5d9516d4d867-34f9/)



RESOURCES



1



2



3



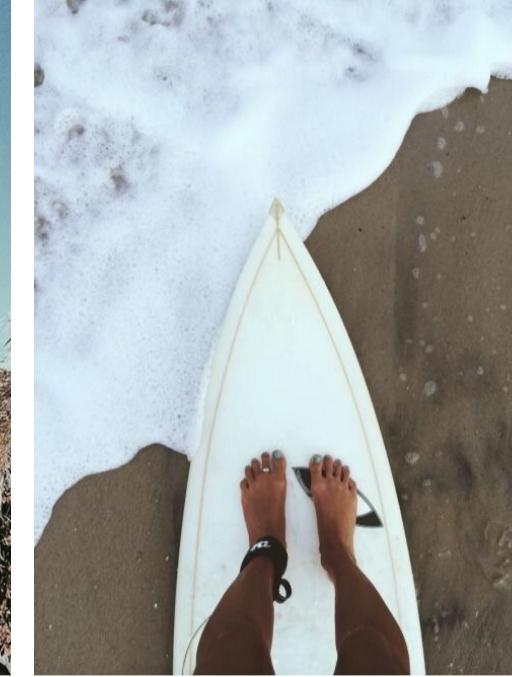
4



5



6



7



<https://www.pinterest.co.uk/pin/363243526199519459/>



http://blog.puravidabracelets.com/january-monthly-pack?utm_source=Pinterest&utm_medium=Social



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<http://ideawallpapers.com/windsurf-california-love-2/>



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