UU-MWD-630-ZM
Richard Ndonye Ngungu
Assignment 3
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The details and comments with reference to the design choices are listed below and includes the contact form. Menus, typography, icons buttons, image and color schemes.

Contact Form

1. The information to be completed on the form is minimal (first and last name, email address, telephone number, message). This does not take a lot of time to complete and so the user will not be frustrated by too many details and leave the website which is not the desired goal. Most of the form labels are arranged on the left for ease of moving from one item to the other.

2. Data validation is ensured as a user can only enter letters for names, emails addresses must have an @sign and the telephone number also has a set format for data entry using the area code and number as well as dashes. It also informs the user that a field is required and it must be completed before moving forward.

3. Tooltip text is also used and gives an interactive experience, so the user is guided accordingly with clear and concise messages. This includes a message when the form is empty and a user tries to submit. The user is also informed as to what type of data can be entered into the form. When the form is completed and a confirmation message is also sent to the user letting them know, that the process is done

Menus

There is a top navigation menu and side bar to ensure easy navigation of the website. Additionally, fa fa descriptive icons are added to these menus to further highlighted the purpose of the menu choices and provide the guidance to the users. Some users relate better to pictures than actual explanations. A menu is also available in the footer again assisting with navigation.

Typography

There are various fonts used in the logo and menu areas as well as the footer. The types used here combined with the relevant spacing, bolding and capitalization vary according to their use. The logo font is bigger than the menu but they both are quite readable which is ideal and a user with visual issues should be able to cope. Also, the background blue color brings the font to the foreground enhancing the readability. In the about page the font used for the headings separates the headings of the columns from its content. The size and font style tells the story.

Buttons (Search, call to action and back to top)

A search bar is available site-wide to enable the user to immediately find the desired content on demand. It is slightly animated and expands when clicked. This results in some form of interaction between the user and the search object. The user is also given the option to close the search box. It is easily identifiable by the search icon. A picture tells a thousand words. A subscribe button is also available and this call to action encourages the potential client to register so they can test drive one of the luxury vehicles. Well written call to action buttons are critical to a website's success. A back to top button exists in the footer area and allows the user to get back to the top of the website with just one click and in a smooth manner.

Color Scheme

A color scheme of blue, black and white is used with some gradient applied to give an ideal look to support the intended theme. It's also easier on the eyes. Blue is soothing and thus appeals to many users reducing stress that are caused by bright colors used in the wrong areas. The menu, side bar and footer uses this color scheme predominantly. The buttons on the form are charcoal and when the mouse is placed on the button it changes to a softer version of red which blends with the grey and blue colors. It is not too overbearing and compliments nicely.

Image

The image used epitomizes the theme of someone who is desirous of owning a luxury sports car. The color also blends nicely with the rest of the background.