



Consistent Colour Scheme

The overall colour scheme of the website includes my assigned colour #F54021 alongside #F9F0D8 and #000000. I chose a simple colour scheme to showcase and create brand recognition with the colour #F54021. This color scheme, alongside the concise design, keeps the website minimalistic and aesthetic, providing users only with what they need to prevent the user from feeling overwhelmed. This creates a more straightforward and user-friendly experience. The consistent colour theme also creates a sense of unity and cohesion between the homepage and the modal sign up window, with both spaces being styled in the same colours.

The orange #F54021 colour against the beige #F9F0D8 meets the WCAG AA contrast ratio for large text, graphical objects, and user interface components only so I ensured that my assigned colour was only used where appropriate to create an accessible user experience.

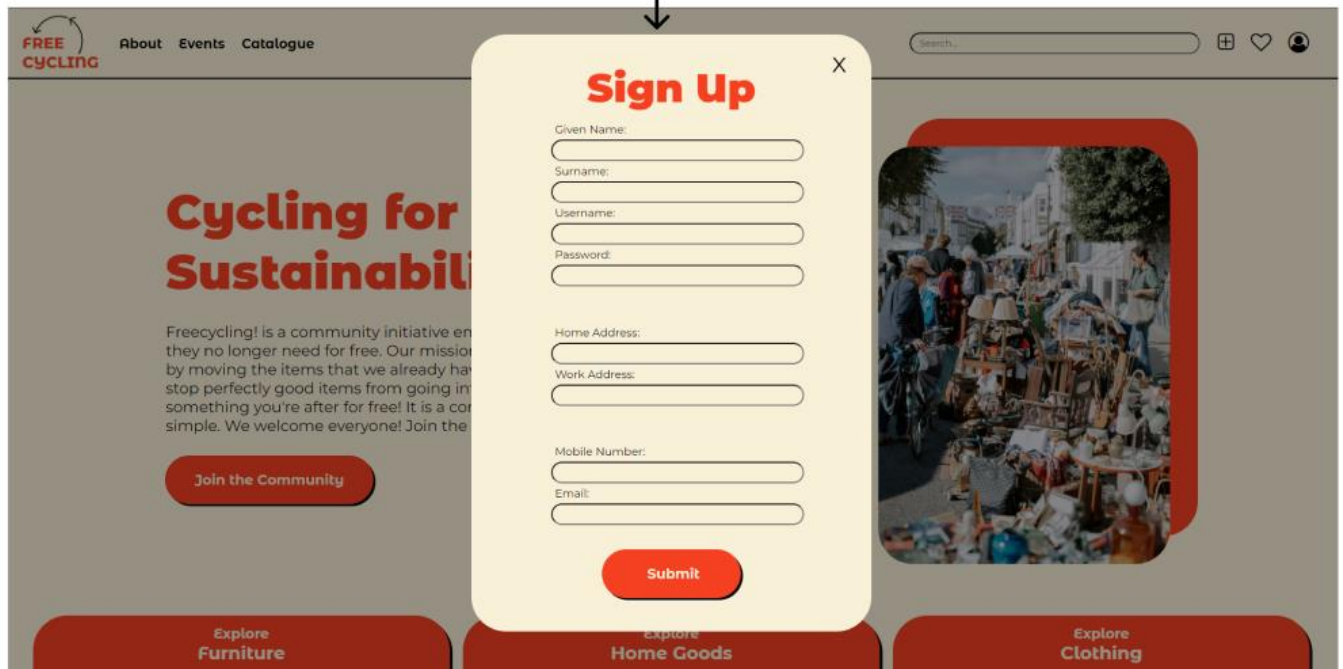
Informal Balance

The homepage also upholds the design principle of balance, featuring informal balance. While the “about” text and the image are not symmetrical, the asymmetry still feels balanced as the “about” section provides equal enough weight to the supporting photo. The orange brand colour featured in both the “about” section and supporting photo also supports the distribution of optical weight between the two sections, providing a feeling of equalness.

Rounded Corners

The motif of rounded corners creates further unity and commonality between the different components. It also makes a more visually soft and friendly interface design, preferable to harsh lines and sharp corners that would be more aggressive to the eye.

Principle of Surroundedness



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As the modal window is surrounded, it is seen as the figure rather than the ground. The dark gray overlay further emphasizes this surroundedness and puts the user's focus on the modal window. This shift in focus is important so the user can more easily recognize what actions to take next.

Principle of Similarity (service related buttons)

Principle of Similarity (icon buttons)



Principle of Similarity (Service Related Buttons)

The buttons on the website are styled in distinct ways to establish different functions. This applies Gestalt's principle of similarity, in which objects of similar characteristics are seen as related and as a group. The three text buttons on the left of the navigation bar are the same colour, font, and size, categorizing the links relating to the Freecycle! Service and company, including the website's about, events, and catalogue pages. Users are able to understand that these buttons will have similar functions when they are pressed.

Principle of Similarity (Icon Buttons)

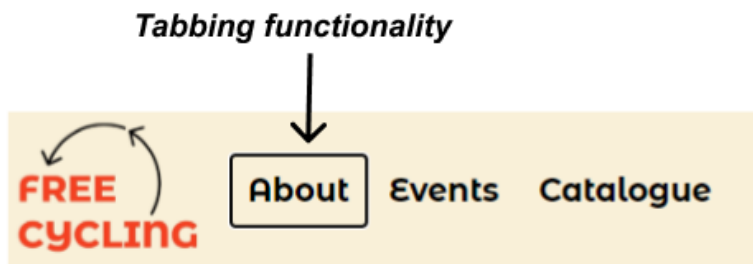
The icon buttons on the right signify the more personal, user side of the Freecycle! service, including add post, liked items and profile. The icon buttons are all black in colour and of a similar simple art style to each other so they will be perceived as a group.

Principle of Similarity (Explore Buttons)

The red half-rounded buttons are related to function and styling as they lead the user to various browsing categories. These buttons are also in the brand colour situated brightly at the bottom of the homepage, leading users to explore them due to their striking colour, similar to the call-to-action button.

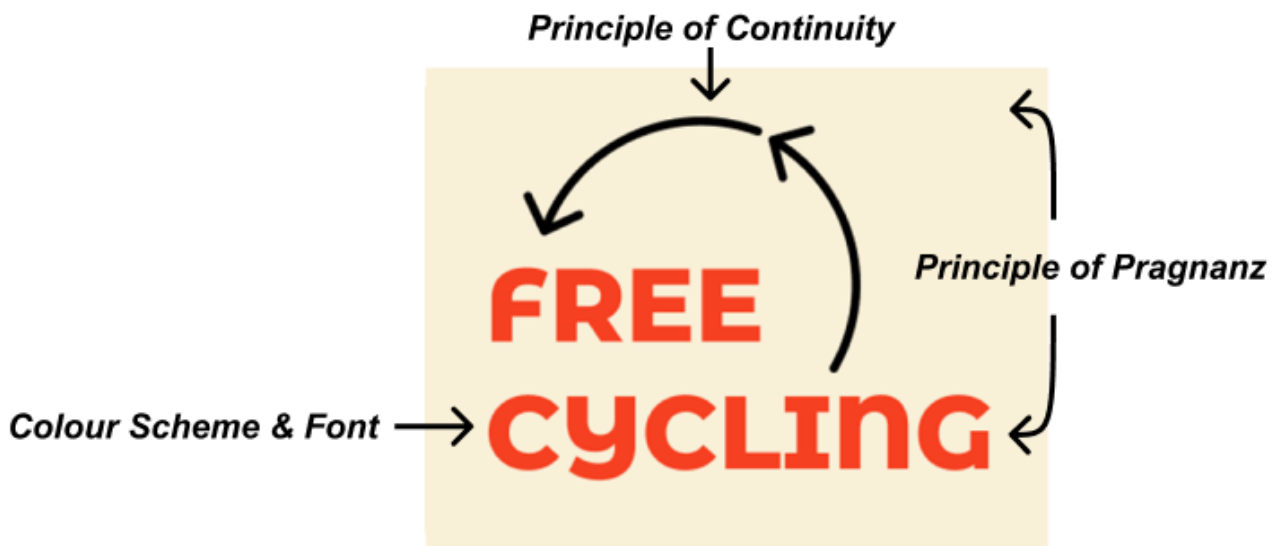
Underline When Hovering

Despite the differences between the three button styles, on hover, they share the same underline feature to show that they are all clickable objects. This is also an accessibility conscious choice made for people with colour blindness as it conveys that the button is being hovered over without features that rely on colour, such as the typical hover colour change.



Tabbing Functionality

For a better user experience for those who do not navigate the website with a mouse or trackpad, such as people with motor disabilities or who prefer tab navigation, I have ensured that the tab navigation order is correct and that the website can be effectively operated in this way.



Colour Scheme & Font

The logo that I have made utilises my assigned colour as a main part of the logo, emphasising its place as the brand's colour. It is also made with the font used frequently throughout the website's design, further consolidating the unity of the website.

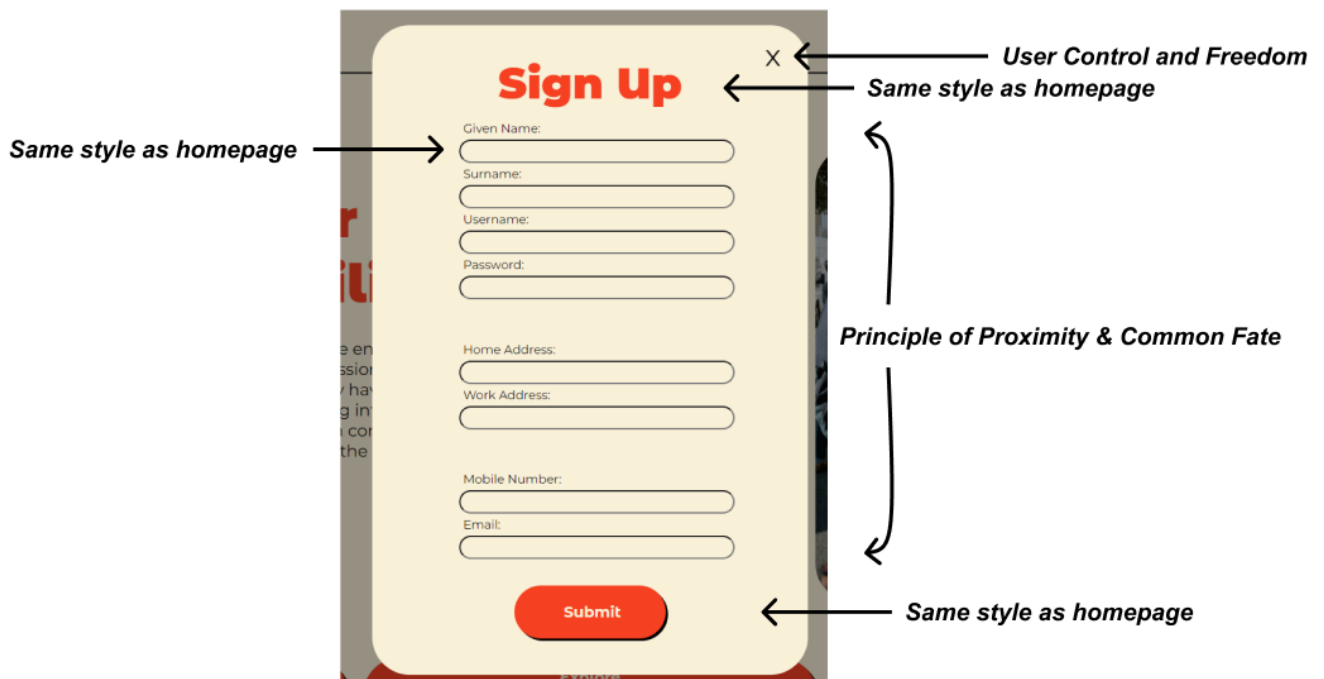
Principle of Pragnanz

The logo design also takes into consideration Gestalt's principle of Pragnanz, which suggests that people perceive complex shapes or elements as the most straightforward or complete interpretation. Rather than two curved arrows, the logo is perceived as a cycle. It conveys to the

user the circular and cyclical nature of freecycling, supporting the ideas that would also be explained in the “about” text of the homepage.

Principle of Continuity

The principle of continuity also plays into the effectiveness of the logo as the arrows are viewed as continuous despite being interrupted by text, leading the viewer to see it as a cycle as opposed to disconnected arrow segments.



Same Style as Homepage

The design principal unity is supported through the “Sign Up” title, input fields, and button style, which are apparent throughout the homepage and registration window. These features share commonalities with the homepage; they are seen as a whole and connected. In addition, the rounded corners of the modal window mimic the rounded corners prevalent in the homepage.

Principle of Proximity

The principle of proximity creates groupings for the different sections of the registration form. Separating the user, address, and contact details with space shows that the inputs belong to their respective groups.

Principle of Common Fate

All the input fields are directed as common fate and, because of this, are recognized as related. This provides the user with what to expect from the input types.

User Control and Freedom

The x button of closure is an example of user control and freedom; this enables the user to go back to the homepage without signing up if they wish.