

Youdle – Youdle.co.uk

A site that provides a new online learning system for computing students that combines interactive gamification with educational resources. To provide access to resources and extended features.

Features:

- Homepage
- Quizzes
- Discussion forum
- Chatbot
- FAQs section
- Contact us form
- Articles page
- Video guides

How we picked our quiz was looking at popular websites that do feature quizzes. Example: Kahoot was a great example as it is also an online game-based learning platform, which provides an interactive trivia multiple choice style quiz which is know worldwide, both having a fun & educational fundamental was something we took inspiration from. Honourable mentions: Quizlet & Quizizz, really helped give us a template for moving forth with the website.

Colour Palette

For Choosing the colours, looking at other popular companies and how they use certain colours which creates a distinctive style that users recognise them for. Example: Easyjet choses Orange as their distinctive colour which can be see everywhere whether it is on their website or even their apps. Honourable mentions such as: NHS (Blue), Starbucks (Green) & Cadbury (Purple). The Benefits of having a colour theme to represent your brand is that you are able to communicate with the users without having verbally say anything, the colour becomes the niche of your business enabling you to attract more users. Since our company is solely online, we don't need to think about things like physical product etc, however, we need to make sure from when the user visits our website they will have things that would be deemed visually memorable. Our Learning system will be mainly used by computing students as well as any university student intrigued in venturing into computing. We need to atleast provide brand & visual consistency.

Colours have a direct connection to emotions, so it was important that the colour chosen for our website should all have relevance with eachother. Example: Red is associated with power, danger, excitement, passion. Brown is nature, security, Purple is luxury & Green can represent sustainability. I've seen that White conveys a minimalistic feel, and from my prior research at other competitors on the market, I see that a lot of competitors went with a simplistic feel so clearly that is what is favoured in this field. However, with our audience I felt that the simplistic feel would be too simple & boring. So, I decided to mix the two together I chose the colour blue as it represented calm, trust & logic which are values that we present via our website, I also mixed white too which enabled to give that minimalism look too.

From further research into colour theory (<https://www.flux-academy.com/blog/how-to-strategically-use-color-in-website-design>) From further research we understand the use of tones/shades & tints of colours can also make the appearance of your website vividly better.

