

Corporate Design(CD)

Title: J-Auction

The name of the website takes the usual formula of the Jacobs University theme of putting “J-” first followed by a word describing the purpose of the platform. In this case it is an auction website hence the name, J-Auction. We have made the name of the website easily memorizable and self-explanatory to avoid confusion.

Key Phrase: Auction, Bid, Buy or Sell (Simple phrase that explains the general objective of the website.)

Logo: The logo has a bi-part design with a traditional looking cart on top. It is orange in color(following the background theme of our website). The color of the cart complements the text below which is of a “jacobs blue” color. The icon is aligned to be at the center of the text.



Our UI Design is very simplistic and unsophisticated and follows simple design concepts. It is composed of very few colors and basic shapes. As simplicity is the new trend these days we decided to implement our design in such a way.

Colors: The color scheme of the website is the orange brownish color palette. This palette of color is generally seen as an energetic theme and is often used to create a ‘Buy it Now’ call to action.

The navigation bar of our homepage is composed of colors washed out black and white. This gives the background and texts a very good contrast and visibility. We decided not to use vivid black as the contrast would be too much and can be a bit hard on the eye.

The main banner of the homepage consists of an image that showcases an auctioneer's hammer and a laptop that clearly explains the purpose of the website of conducting an E-Auction. Furthermore, the color of the banner image also matches our orange brownish color palette.

Fonts: The font we used is Arial. If the browser doesn't support the Arial font we have another font to back on as Helvetica. The fonts are very common and thus are not overwhelmingly unique.

Window SubDivision: The website is scalable to the window size. The cards on the recent bids and categories are systematically placed as a group of 3 frames. And as the window size decreases below 768px we bring it to the two frames of cards and below 500px aligns as one frame of card. In this way the website is responsive too.

Navigation Bar: The navigation bar on the centre of the header section consists of the Recent Bids, Homepage(Logo), and Categories field and clicking on each of the options brings you to that section of the homepage which seems to be really intuitive and easy for the user.

Meta Bar: The metabar on the left side of the page consists of a simple Search button that allows the user to easily search for the items that they wish to bid for.

Footer: The website has a really simple footer at the bottom of the page that states the rights reserved by the website information. It also consists of an **Imprint Page**.