





Google Calendar



Pros

- Has daily schedule so it fits neatly on one screen (for phone)
- Option to toggle to monthly view
- Uses icons for half the buttons, so takes up less space
- Very minimal, both content wise and color wise which is ideal for mobile
- Low kinematic load, most buttons are all accessible on the top of page

Cons

- Assumes users know the use of buttons represented by icons
- Lots of space taken up on top and bottom of screen by menus


4:22    


 calendar.google.com 

Cancel **Save**

What


When

From at 

to at 

Where

Calendar









Description

Created By

jessemansbridge@hotmail.com

Add a person to this meeting



Google Calendar – Add Event menu

Pros

- Same color/minimalism palette as main page
- Low kinematic load, user moves straight down list to add event information
- Low cognitive load, input descriptions are very simple (What, When)
- Input descriptions are all bold and stand out

Cons

- Light blue text on light blue background, higher contrast needed for accessibility

4:22 4G

Cancel New Event Add

Title

Location or Video Call

All-day ☐

Starts 27 Apr 2022 4:00 pm

Ends 27 Apr 2022 5:00 pm

Repeat Never >

Travel Time None >

Calendar • Calendar >

Alert 2 days before >

Second Alert None >

Add attachment...

Apple Calendar

Pros

- Simple and minimal color scheme
- Contrast is strong for good accessibility, black text on white or grey background
- Low kinematic load as all inputs are on right side, user would follow down
- Headings are in black, user inputs in darkish grey
- Low cognitive load, event info split up into sections to differentiate
- Cancel button clear in red
- Add button on right, and cancel button left

Cons

- Input text for user may be too light in contrast to the white background as it's the same color as the primary background



The Calendly Blog

ALL

WHAT'S NEW

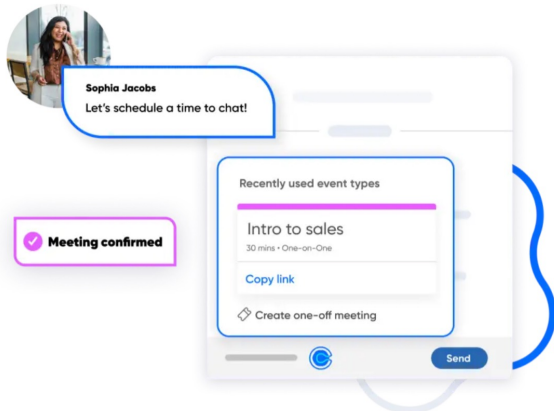
SALES

RECRUITING

PRODUCTIVITY

CUSTOMER STORIES

CREATING CALENDLY



WHAT'S NEW

LinkedIn + Calendly: Never lose a meeting opportunity

Share scheduling links instantly in LinkedIn Messaging with Calendly's updated browser extension.

Read the article →

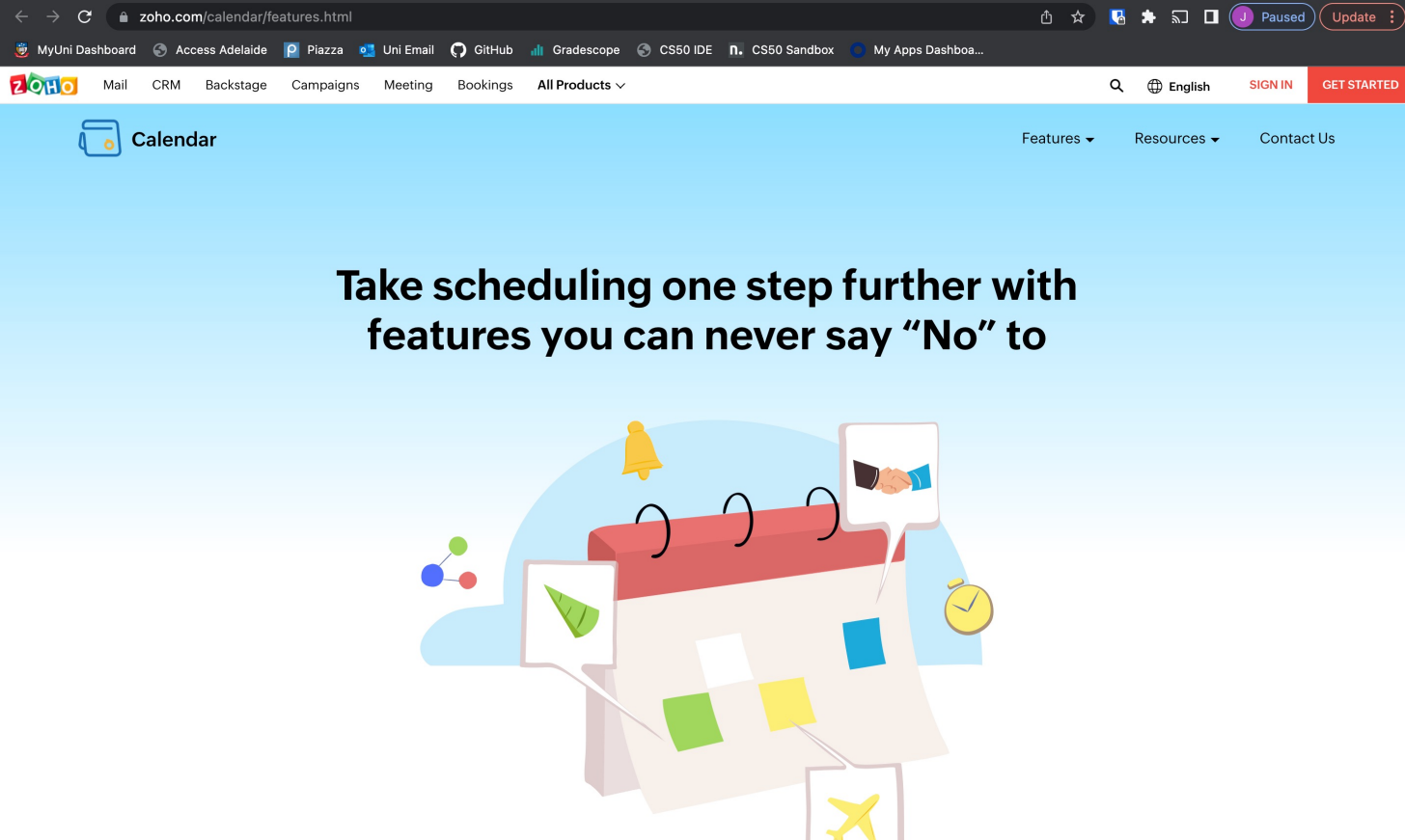
Calendly

Pros

- Log in and sign-up in top right
- Sign-up button is bright and draws your eye to draw in new users
- Clearly contrasted top menu
- Low kinematic load as almost all buttons are in top half of screen, and in horizontal menus
- Minimal color scheme to highlight important buttons

Cons

- Page title and blog title are same size, needs to be more differentiation to show importance and hierarchy
- Two horizontal menus, slightly confusing as to which does what so adds to cognitive load



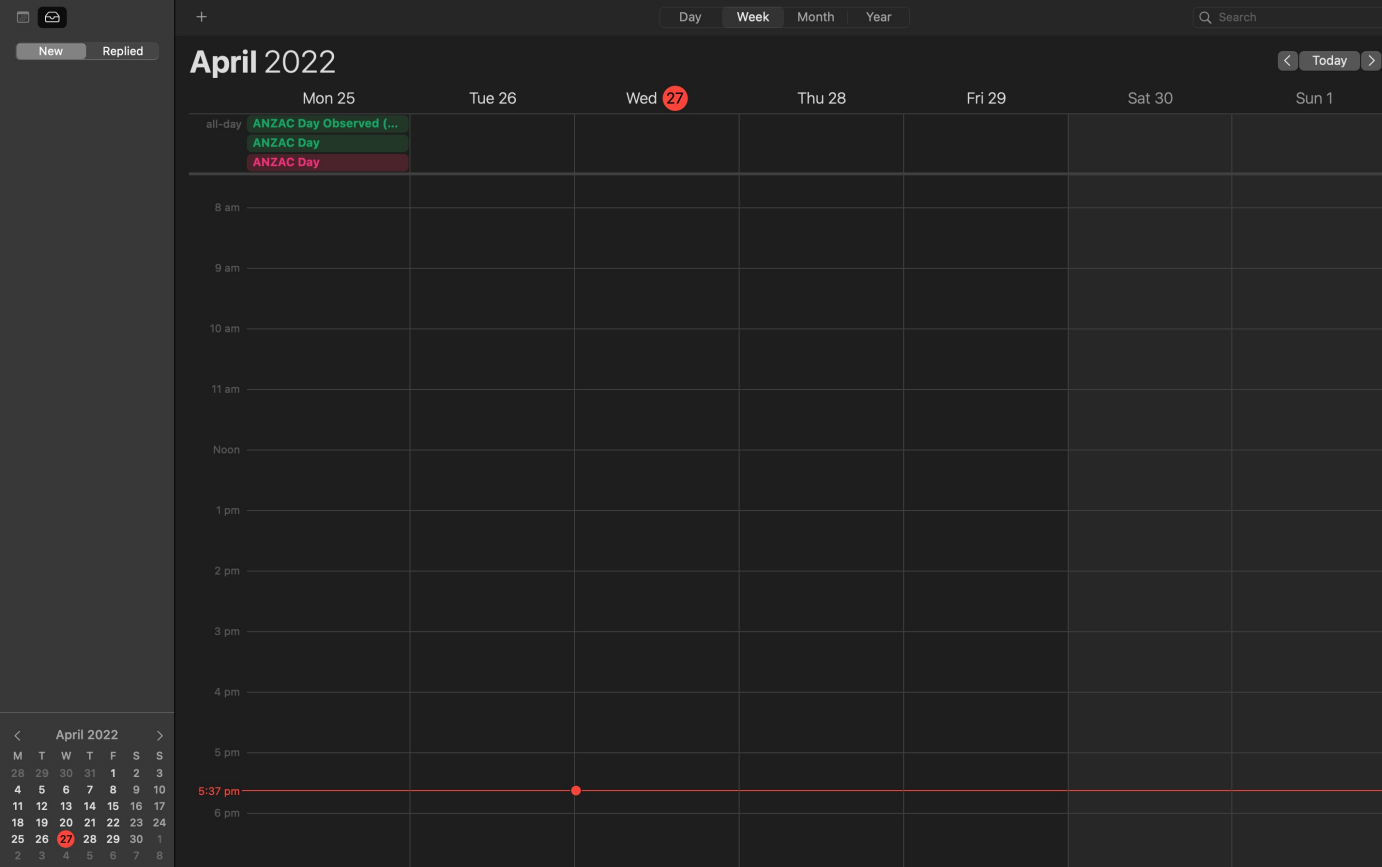
Zoho

Pros

- Sign in and sign-up in top right
- Sign-up button is bright and draws your eye to draw in new users
- Clearly contrasted top menu
- Low kinematic load as almost all buttons are in top half of screen, and in horizontal menus
- Minimal color scheme to highlight important buttons

Cons

- Potentially wasted space on bottom of page
- Text at top is relatively small and squeezed in, which lowers the pages accessibility



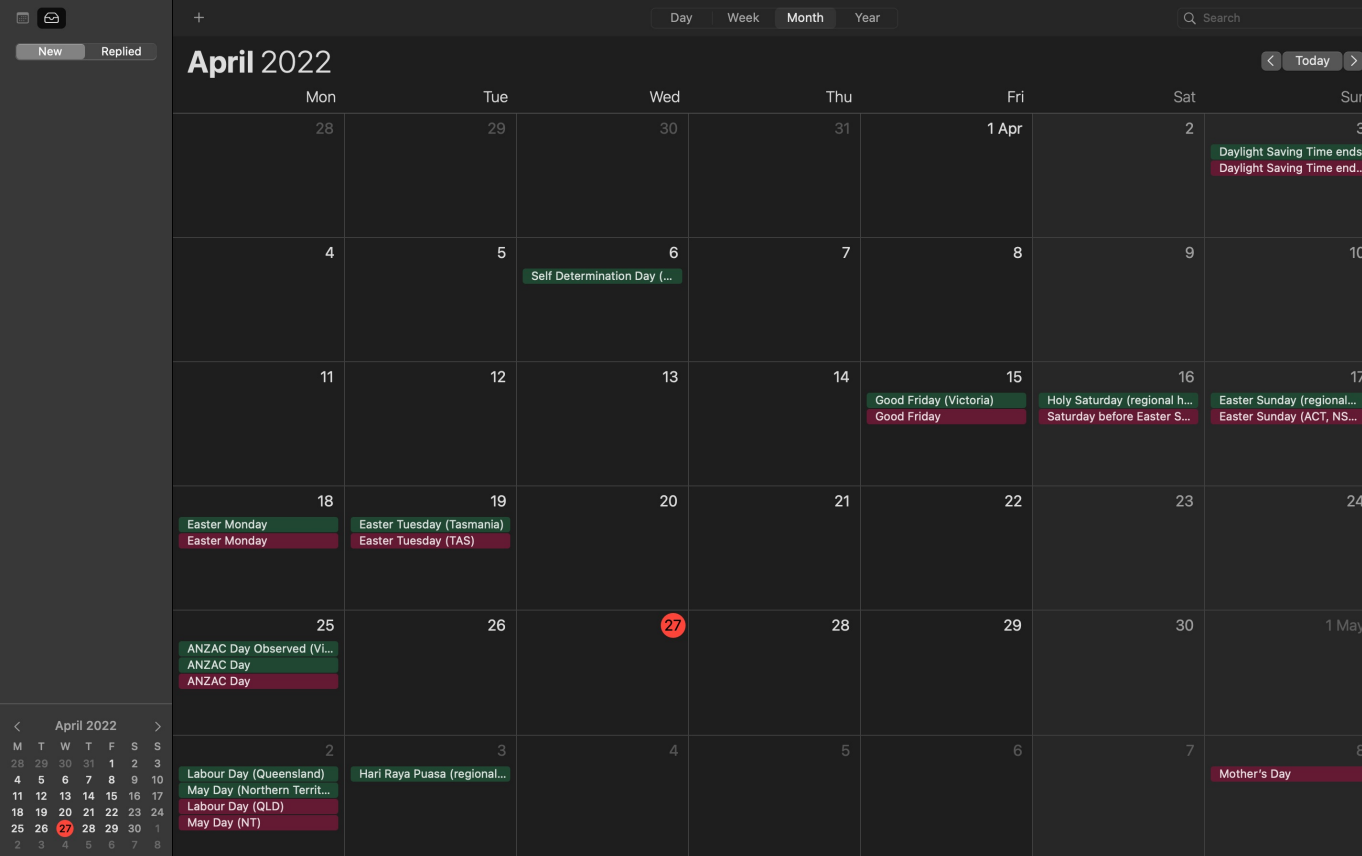
Apple Calendar Weekly

Pros

- Clear daily, weekly toggle in top middle
- Minimal color scheme, bright red used to show current date and time
- Color coded events allow events to stand out, or be organised by type
- Side menu to see new events and peoples replies to events

Cons

- Buttons are not clearly indented so users may be unaware they are buttons



Apple Calendar Monthly

Pros

- Clear daily, weekly toggle in top middle
- Minimal color scheme, bright red used to show current date and time
- Color coded events allow events to stand out, or be organised by type
- Side menu to see new events and peoples replies to events

Cons

- Buttons are not clearly indented so users may be unaware they are buttons