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

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

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
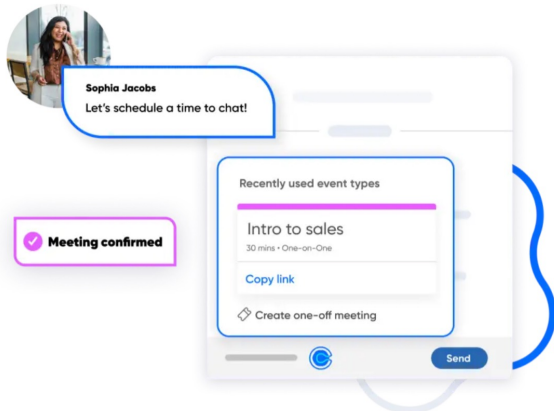
Calendly

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

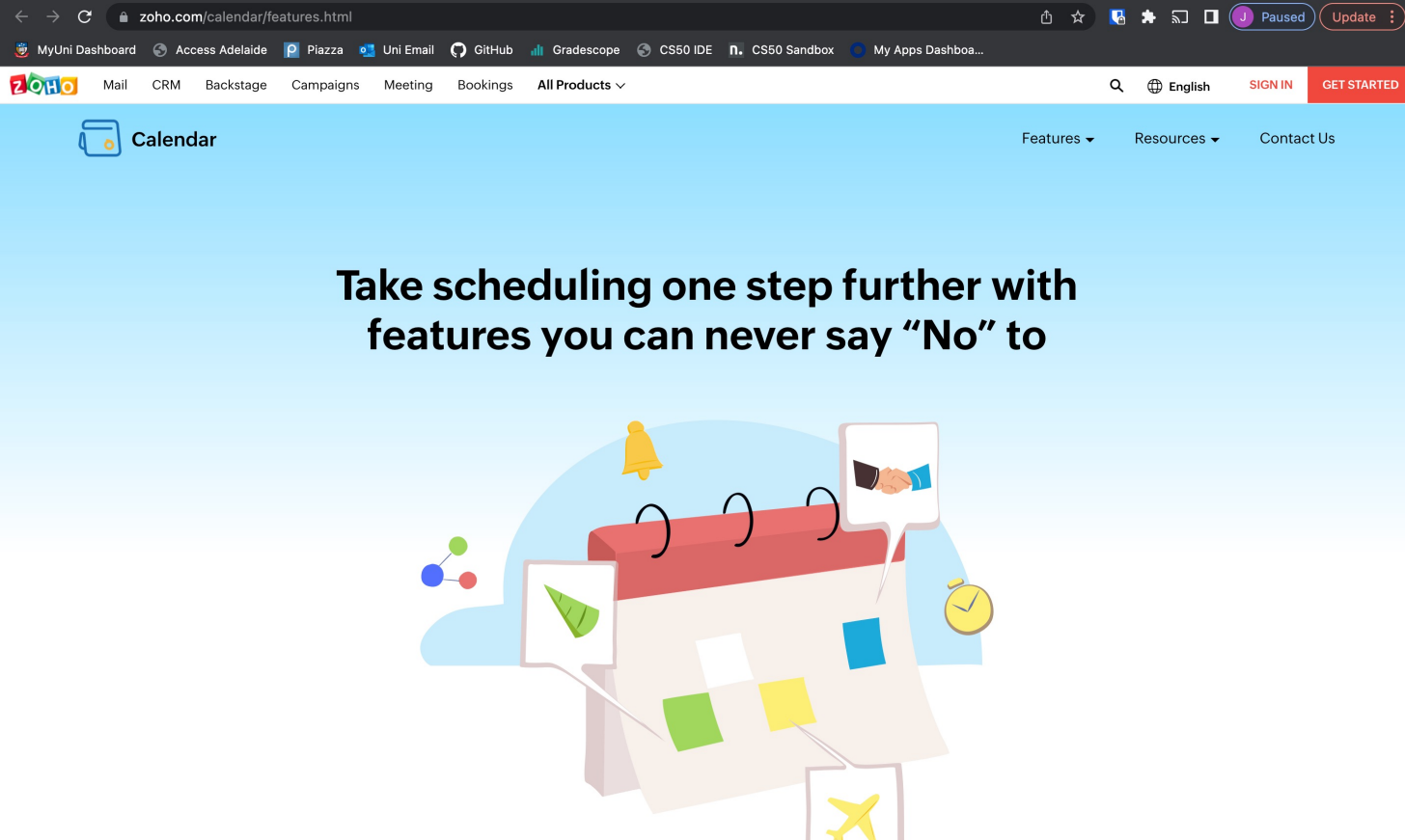- Sign in and sign-up in top right
- Sign-up button is bright and draws your eye to draw in new users
- Clearly contrasted top menu
- Low kinematic load as almost all buttons are in top half of screen, and in horizontal menus
- Minimal color scheme to highlight important buttons

Cons

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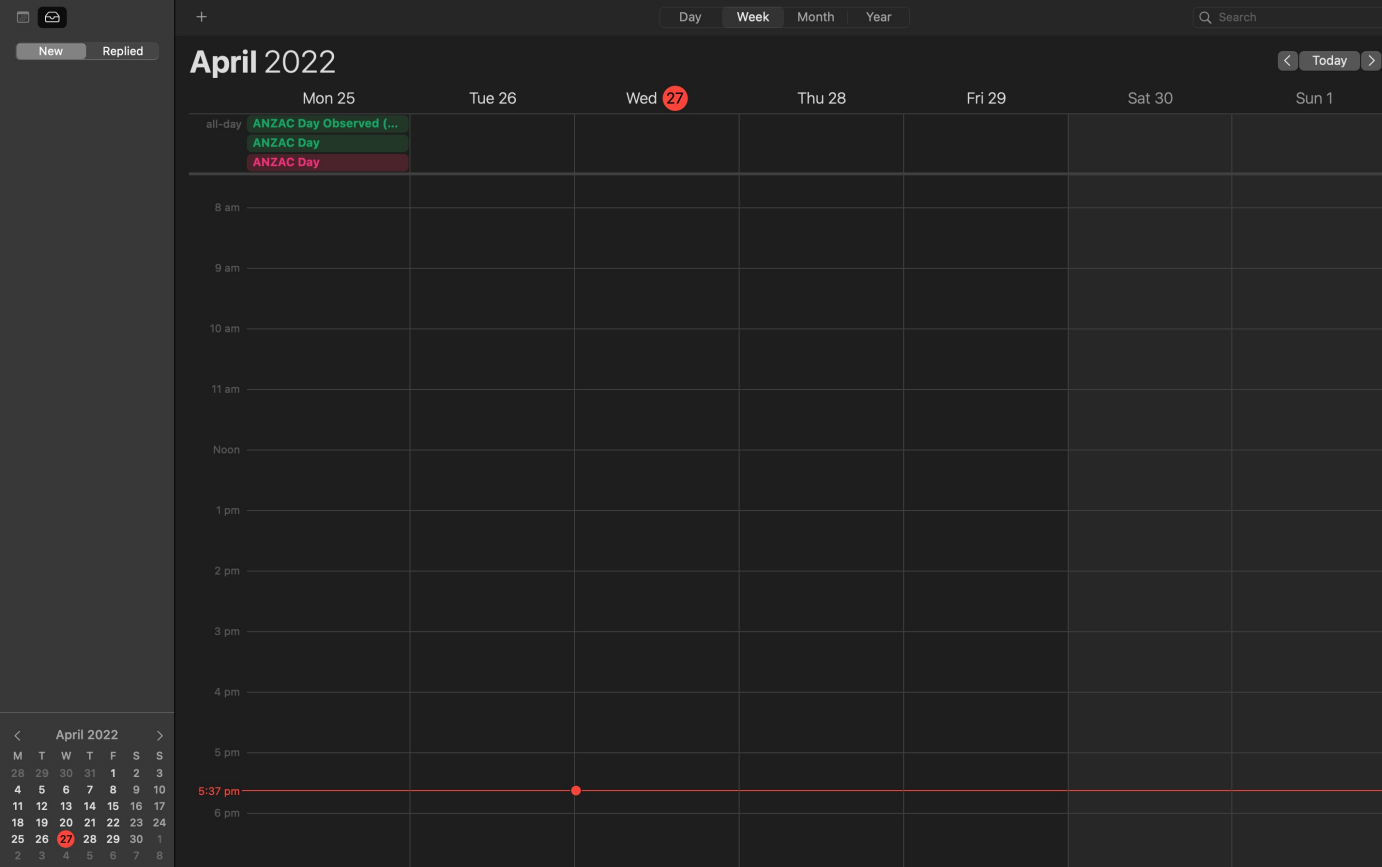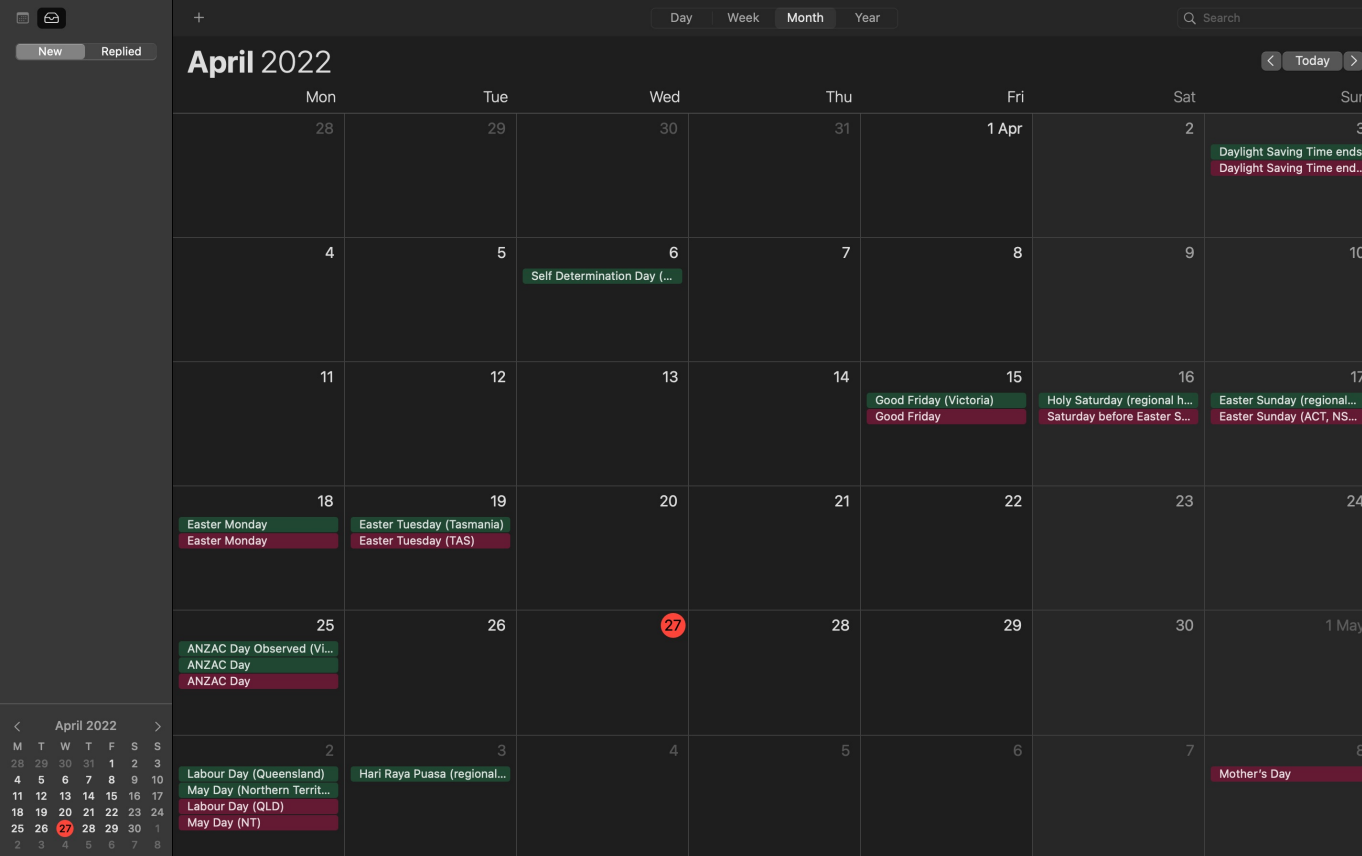
Apple Calendar Weekly

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