

# COMPSCI 345 / SOFTENG 350

## Assignment 2: Registration form for a book club website

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## Design Choices

### Colour Scheme

The allocated colour for Assignment 2 is #316650, which is the colour green with a sense of deepness. To Utilize it wisely, I eventually choose #f18d00 (orange) and #ffeac7 (colour of skin) to pair with the allocated colour as the three primary colours of my colour scheme.

The allocated colour green is used both in the background and in the foreground (displaying texts) with its contrasting skin colour. The colour of orange plays a role of embellishing in less important aspects; for instance, the text gets changed to orange when the user's mouse hovers onto the skin colour text.

The rationale of the chosen colour scheme is to create a sense of natural feeling to the user. The combination of green, orange and skin colour represent the blackboard, the border of a blackboard, and the participants (user himself/herself). This colour scheme matches BDS's background, which lends books & professionally prepared discussion notes to self-directed book groups and raises discussions between participants.

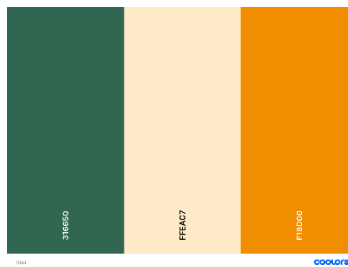


Figure 1: Colour Scheme

This colour scheme also meets the accessibility guideline of having a contrast ratio of 5.67:1. Arguably, this colour scheme does not pass the WCAG AAA test for normal text could be a potential problem. As a solution, this problem is resolved by using large text (fonts with at least 36 points).

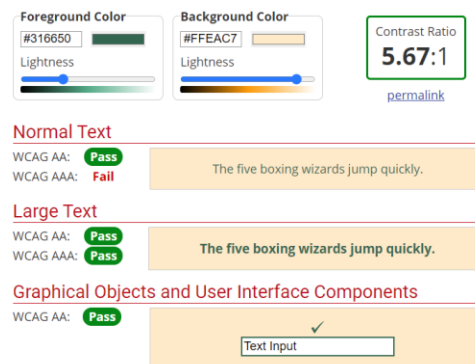


Figure 2: Colour contrast ratio

## Quality and clarity of justifications for user experience

The style of my design following the principles of minimalistic. In terms of ease of learning, a minimalistic design allows the user to learn fast. The burden of recognition will be low by following such a design style.

There are several design decisions that have been made to better the user experience.

### Readability improvement:

In my design, I use three different fonts – Verdana for the top navigation bar, Spinnaker for titles and Helvetica Light for descriptive texts on the home page.

Comparing the text in the navigation bar and the text in the “About” section is noticeable Verdana is less aesthetically appealing but more readable. This design decision is made due to the consideration that users will be most likely use the navigation bar frequently to seek what they want.

And increasing the readability of the text inside of it could potentially allowing the user to recognize faster the button that they want to click, ultimately enhancing their efficiency during navigation.



Figure 3: Navigation bar



Figure 4: About Section

### Minimizing the effect of scrolling:

A link called “Back to top” at the bottom of the page brings the user back to the top of the homepage after clicking it. The design decision has been made to minimize a user’s effort to go back to the top and continue exploring. Ultimately, this benefits in improving the user experience by providing a solution to get rid of unnecessary/trivial actions.

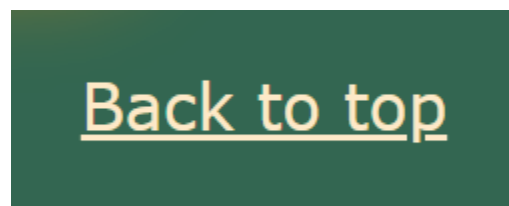


Figure 5: Back to top label

## Design Principles

In this part, I will be justifying my implementation of design principles of emphasis, balance, and unity by referring to related Gestalt principles inside each subsection.

### Emphasis

Emphasis as a design principle is widely used in my webpage design. It is implemented by using contrast and placement.

Recalled that “The login or registration form is usually one of the first elements we see on a website, the first impression visitors get from the organization or service.”, hence it is worthwhile to spend extra effort in the login/registration form’s design.

Referring to the design of the top navigation bar, it is noticeable Register is different from other buttons of having a skin-colour background and bolder text in green. It allows us to emphasize the ‘Register’ Button in multiple visual aspects by creating a contrast in font-weight, background colour and text colour, thus allowing the ‘Register’ Button to stand out from the rest of the buttons.



Figure 6: Navigation bar

Placement is also used as another technique to implement emphasis. The figure below shows the main page's layout of having a banner image of a group of people reading books with the text “BDS” and “Book Discussion Scheme” in its middle. The central placement of these two texts allows us to quickly emphasize the brand recognition of BDS by having a dominant central vision. Additionally, the contrast of these two texts will bring their emphasis further.

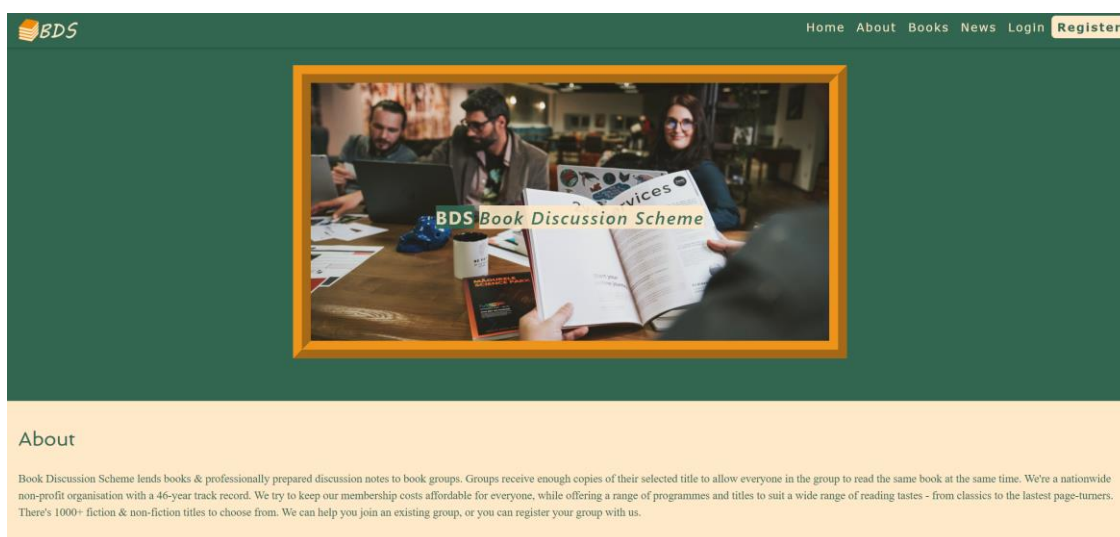


Figure 7: Banner Image

## Balance

Balance is implemented in both formal and informal aspects.

On the one hand, the symmetry principle has been used to achieve formal balance easily. Referring to my design of the following card objects, though each card objects contains an image of a book cover, its name, and genera (except for the last one). However, if we consider every individual card object as an independent element, a corresponding card object is horizontally symmetric to it.

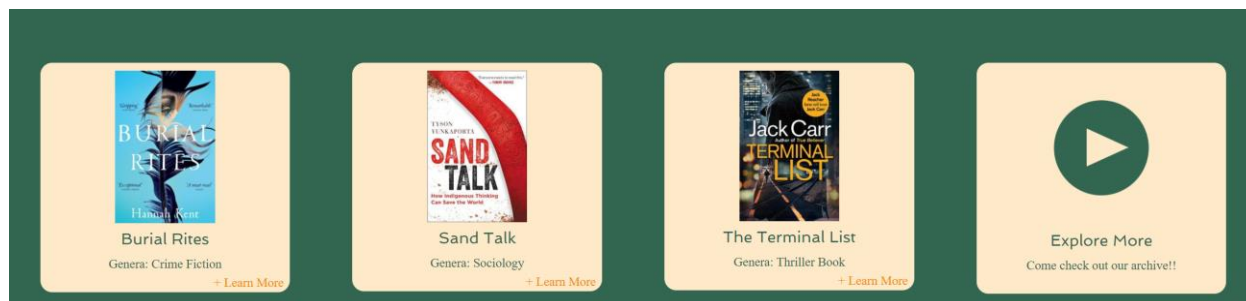


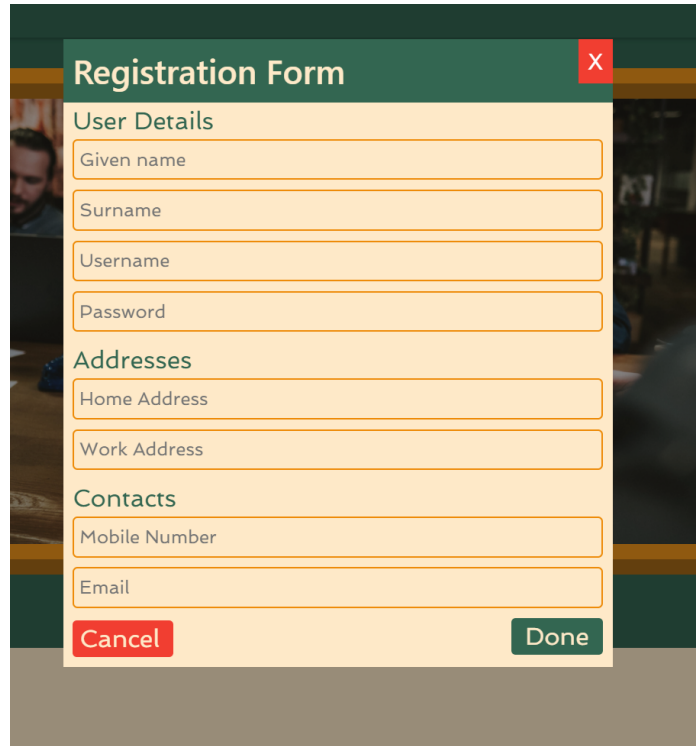
Figure 8: Card Set

On the other hand, informal balance is seeming to be less obvious and harder to notice. It still can be implemented by “proving an equal ‘weight’ of screen elements”. Referring to my design of titles (headers), we can clearly see they use the same font family, style, weight and margin alignment (i.e. the text “About” and “Book Recommendation”) share the same style.



Figure 9: About and Book Recommendation Header

Additionally, the use of Common fate principles and similarity principles allows us to implement informal balance better. The registration form below shows input fields under a section are aligned tidily to both left and right by following the common fate principle. Moreover, every input field under a section has an identical shape, width, height, and colour by following the similarity principle. Combining the similarity principle and common fate principle allows these input field elements to be perceived as a group and related to each other, consequently allowing us to implement informal balance.



The image shows a registration form titled "Registration Form" with a red close button (X) in the top right corner. The form is divided into three sections: "User Details", "Addresses", and "Contacts". Each section contains input fields for user information. At the bottom, there are "Cancel" and "Done" buttons.

**Registration Form**

**User Details**

Given name

Surname

Username

Password

**Addresses**

Home Address

Work Address

**Contacts**

Mobile Number

Email

Cancel Done

Figure 10: Registration Form

## Unity

In general term, the design principle of unity can be easily concluded as “all parts of our design have some commonality”. And unity has also been applied in many aspects of my design.

The most obvious one is the colour scheme. The allocated green colour and the colour of skin has made up almost every part of the homepage. When green takes the background, the skin colour will be on the foreground, vice versa.

Since these two colours have been vastly used in this design, the user will gradually perceive these two colours as the website's main theme. Consistency will still persist even there are alternations and switch around between two major colours. (e.g. from the about section to book recommendation section)

Overall, unity as a design principle has been implemented and applied by using a consistent colour scheme.



Figure10: Consistency Comparison

## Reference

W3 School template:

[https://www.w3schools.com/w3css/tryw3css\\_templates\\_architect.htm](https://www.w3schools.com/w3css/tryw3css_templates_architect.htm)

Banner

<https://unsplash.com/photos/qGHH7nxXrKs>

Books

<https://d1w7fb2mkk3kw.cloudfront.net/assets/images/book/lrg/9781/4472/9781447233176.jpg>

<https://d1w7fb2mkk3kw.cloudfront.net/assets/images/book/lrg/9781/9821/9781982152895.jpg>

<https://d1w7fb2mkk3kw.cloudfront.net/assets/images/book/lrg/9780/0629/9780062975621.jpg>