Consistency and standards: The buttons are the same format as well as the nav bar items, this lessens cognitive load for the user and provides a consistent visual experience enhancing usability and familiarity allowing for quicker recognition.

Proximity principle: Clear groups of items such as the nav bar being a group of navigation options, the main text and 'GO TO SHOP' being a group which is the main content/call-to-action, the images is a group which is the visual content associated with the main content. By using spacing in between the groups there is visual separation so that users are able to identify the different elements of the page and understand the relationship between them for clarity.

Similarity principle: the same sized fonts and same font family at the nav bar are used to have visual similarity indicating they belong to the same group. This aids the user in quickly recognising and understanding the navigation options available to them.

Weight: The heading stands out as the largest font size, drawing attention as the main content of the page. Additionally, links within buttons are visually emphasised as it is a different colour and has a wider area, to highlight their importance as key interactive elements.

Emphasis: When users hover over buttons or links, a change in colour creates contrast with the surrounding elements, signalling and guiding user actions. Also, by incorporating the brand's colour throughout the design reinforces brand identity and consistency. Using the brand colour for headings, buttons, or other key elements to draw attention to the important content while strengthening brand recognition.
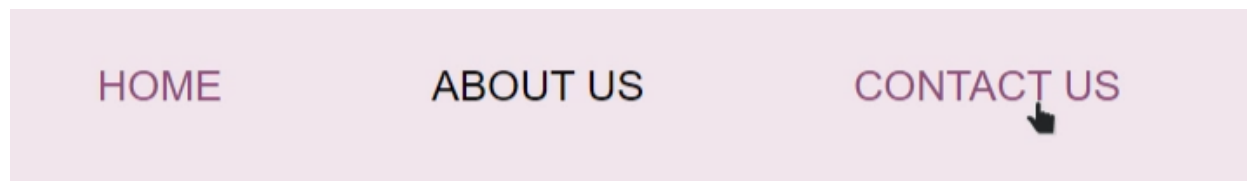
Visibility of system status: The 'HOME' link is highlighted in the navigation bar, and when hovering over the other links such as 'ABOUT US' and 'CONTACT US', the colour changes from black to the same as the 'HOME' highlighted colour. This colour change provides feedback to the user that these links are interactive, it indicates available options and also the page that the user is currently viewing.

Match between system and real world/Consistency and standards: The search icon is universally recognized as the search functionality. The visual appearance of the buttons given a button's pressable nature invites the user to interact with it. The 'X' icon, like the search icon is universally reconciled, it indicates closing or dismissing. These matches between the system and the real world allows the user to just recognise straight away what each of the conventions mean and would be able to use them without much effort at all.
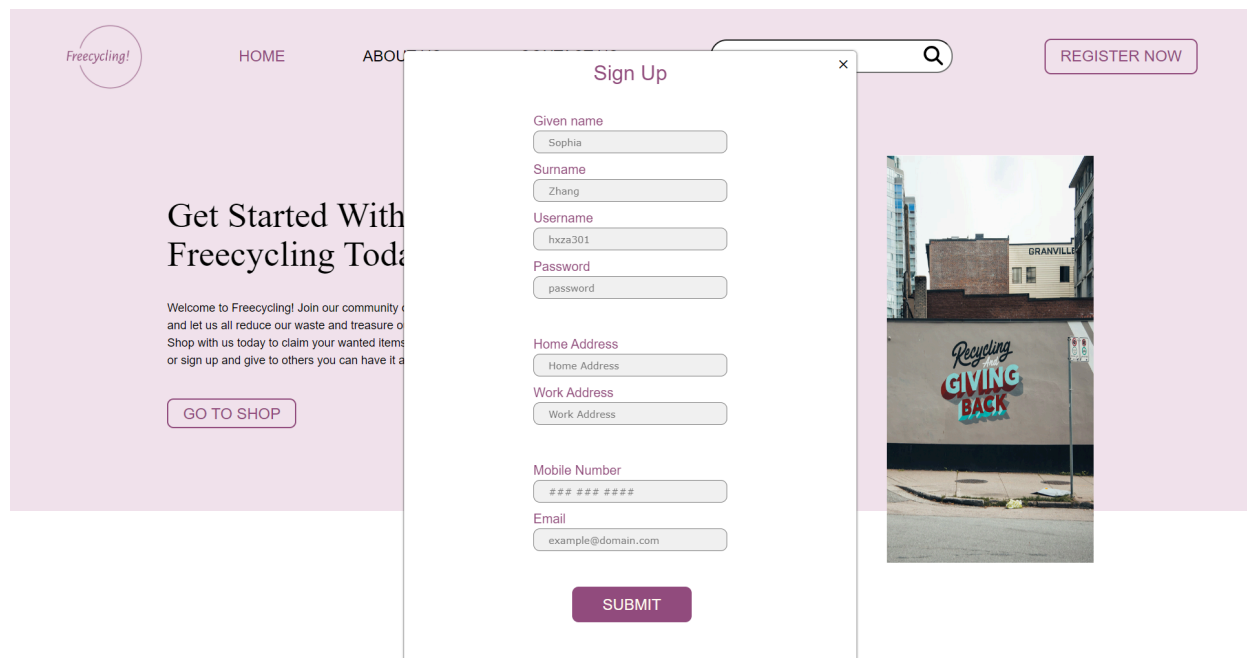
User control and freedom: The user is able to click into the form using the 'REGISTER NOW' button and is also able to close it by pressing the 'X' on the form, this enhances the users control and freedom in interacting with the form allowing the user to go back onto the main page if they have pressed the button by accident.

Help and documentation: The placeholders inside the input fields help the user to identify what is expected of them and being able to fill the form accurately and efficiently.

Proximity principle: The user, address and contact details uses the proximity principle of spacing that allows the user to visualise them as separate sections even without lines in between.

Surroundedness principle: When the form pops up on the main page, the form serves as the figure, while the main page acts as the ground. Due to the form's smaller area compared to the main page, it appears visually surrounded by the surrounding content, emphasising its prominence as the focal point of user attention.

Unity: The different coloured form on the pinkish coloured main page stands out as a distinct element, contributing to unity through consistency within the form itself. The constant use of brand colour in the form and main page reinforces the brand identity and creates an intuitive user experience.
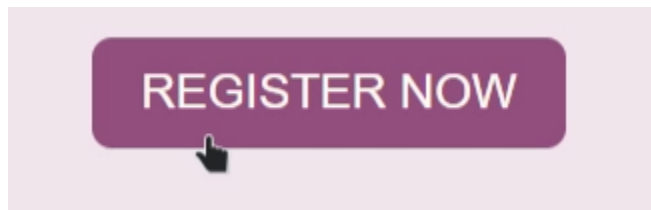
Visibility of System status: When a user hovers over the 'REGISTER NOW' , 'GO TO SHOP' and 'X', the colour changes, it provides immediate feedback to the user that the button is interactive. This informs the user that the button is clickable and ready for interaction, enhancing the usability of the interface.

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GO TO SHOP

Given name

Sophia

Surname

Zhang

Username

hxza301

Password

password

Home Address

Home Address

Work Address

Work Address

Mobile Number

####

Email

example@domain.com

Common fate: The main contents and the form items all incorporate common fate. The heading, text and button all aligned to the left and in the form the text also all aligned to the left with the search box. This alignment shows directional flow which allows the user to be guided to browse left to right.

Overall:

Aesthetic and minimalist design: There are only necessary items on the main page and form, reducing cognitive load and preventing information overload. This allows clearer visualisation improving user experience.

Colour scheme:The colour scheme throughout the main page and the form utilises single hue tints of my given colour for the background, while the given colour itself is used for text and logo colours. This creates a balanced contrast and easier readability. Black and white are also integrated into the scheme to provide essential contrast and balance. The branded colour is emphasised as it is used for main functions to reinforce brand identity, contributing to brand recognition.

<u>**Referencing:**</u>

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