

COMPSCI 345

Assignment 3: High fidelity prototype Report

Kylyn Wu (swu628)

Content

Gestalt Law	3
Similarity	3
Proximity	3
Closure	4
Balance	5
Emphasis	5
Unity	6
Colour scheme	6
Accessibility	8

Gestalt Law

Similarity

Using the principle of similarity, the navigation bar has been designed to produce a consistent and user-friendly interface, see Figure 1. This is accomplished by employing the Raleway font, black text colour, 16px text size, and icons with a similar design for navigation links. Additionally, the uniform spacing between navigation elements improves the perception of cohesion and relatedness within the navigation bar. Furthermore, when users hover over navigation elements, the background colour changes from white to light grey to indicate interactivity. Together, the aforementioned similarities suggest to the user that these links will perform the same function of bringing them to a new page, allowing them to recognise and navigate the options swiftly, thereby enhancing their browsing experience.



Figure 1: Navigation bar

Proximity

As shown in Figure 2, the Gestalt principle of proximity has been applied to the form page by positioning input fields in the same section close to one another while leaving space between sections, creating a visual grouping. According to the supplied information, there are three sections for personal, address, and contact information, with at least two inputs per section. Therefore, by placing the input fields for each section together, users can easily recognise their respective boundaries. In addition, by preserving a small, uniform spacing between sections, users can quickly identify which input fields belong to which section, reinforcing the perception of proximity. The clear organisation of the elements can guide users through the form-filling process, enhancing user experience.

REGISTRATION FORM

Please fill out the information below to register as a new customer

USER INFO

First Name

Surname

Username

Password

ADDRESS INFO

Home Address

Work Address

CONTACT INFO

Mobile Number

Email

CANCEL **REGISTER NOW**

Figure 2: Registration page.

Closure

The Gestalt principle of closure has been applied to several signs in the prototype, such as the "X" symbol on the registration page, see Figure 3. When users encounter the "X" icon, their minds interpret it as a closed shape, representing the act of closing or leaving. Over time, the "X" symbol has become widely recognised as a representation of closure or departure in various digital interfaces. Thus, the closure principle enables users to discern the "X" icon's intended meaning and function without additional text or explanation, facilitating effective user interaction with interfaces.

REGISTRATION FORM

Please fill out the information below to register as a new customer

Figure 3: Form header.

Balance

Balance is an essential design principle concerned with the even distribution of visual elements within a composition, resulting in an aesthetically pleasing and harmonious appearance. Multiple aspects of the prototype, including the homepage's heading and registration icon, exhibit symmetrical equilibrium, as shown in Figure 4. These components are arranged symmetrically about a central axis, creating a sense of balance and stability.

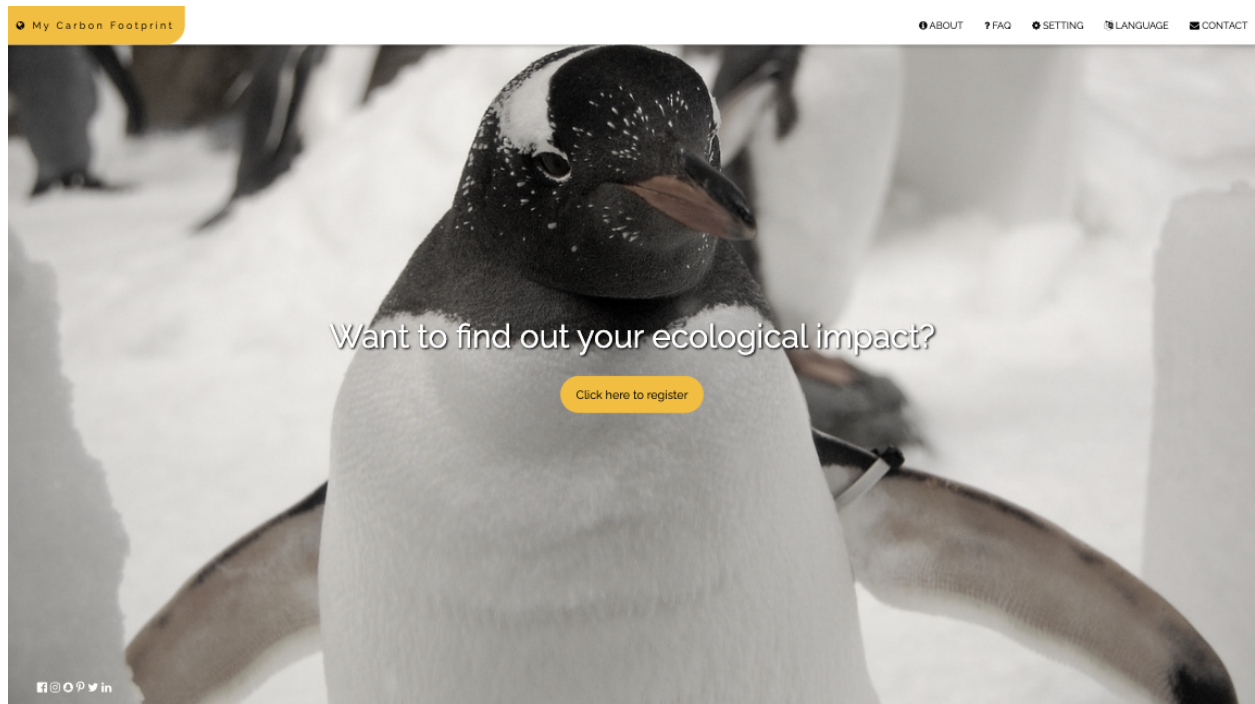


Figure 4: Homepage.

Emphasis

Emphasis has been deftly incorporated into the prototype using a large heading text and the brand colour for the registration button, see Figure 4. The large size of the heading text guarantees its visibility on the page, conveying the purpose of the page to the user immediately. The vibrant colour, #fcbb00, for the button and its contrast with the background, captivates the user's attention and encourages them to

take action. In addition, the positioning of these elements further emphasises their significance. Placing them close together, separating from the rest of the design, and centering them on the page increases their visibility and attracts attention. These designs improve the user experience by ensuring vital actions and information are effectively communicated and readily accessible.

Unity

The unity design principle has been applied effectively to this website, as evidenced by the consistent use of the Raleway font family. This strategy enables users to become accustomed to the website's typography as they navigate, fostering a sense of familiarity and ease of use. In addition, it creates a pleasant visual experience, allowing users to perceive the text elements as part of a unified system. Overall, the consistent use of the font family contributes to a unified and seamless user experience, enhancing the overall usability and effectiveness of the design.

The principle has also been applied to the registration page; see Figure 2. Along with the consistent font family, as mentioned above, the same font size, colour, shape of the input field, and the repeated use of the hover border colour for input fields; all create a sense of rhythm and continuity, tying various parts of the design together, making it clear to the user how much content they would need to fill out for the form at a glance, resulting in an overall design that is visually appealing and harmonious, enabling the viewer to interact with the design more effectively.

Colour scheme

The colour scheme has been incorporated monochromatically in the prototype. The only colour used apart from black, white, and grey is the brand colour #fcb000. The background image was selected

to have the same hue as the brand colour, although the saturation and value may vary. This would have a calming and harmonious effect.

In addition to the colours mentioned above, which constitute most of the window, some psychological associations of colours, such as red and green, were also used. Red is frequently associated with affection, vigour, anger, and alertness. Green is associated with nature, relaxation, optimism, and achievement. These two colours have been utilised for the registration form cancel and submit hover colour change. With the combination of the colours used and the associated iconography, such as the "X" and aeroplane icons, see Figures 5 and 6, it is intuitive to the user that the interaction associated with these is to close the pop-up window or submit the form without having to read the text. This provides quicker response time and makes the website user-friendly, enhancing the overall user experience.



Figure 5: Hover to cancel.



Figure 6: Hover to register.

The 80/20 rule was also incorporated. Although an image has been used as the homepage's background and encompasses almost the entire window, the chosen image has a snowy scene and a penguin as its focal point, meaning the predominant colours are black and white, so the website appears primarily vacant space. The registration form has a white background, while a small portion of the background colour is a light grey for the heading to draw the user's attention to the title, informing what the pop-up page is about. In conclusion, keeping 80% of the canvas natural and the remaining 20% using intense colour creates an aesthetically pleasing, simple, and uncluttered atmosphere, encouraging the user to navigate through the website and register an account.

Accessibility

The contrast of text colour has been considered while designing the website to make the text clear and simple to read for users. The text-to-background difference is greater than or equal to 4.5:1 for tiny text and 3:1 for large text. In doing so, a grayscale of 70% was set to the background image on the homepage. This is because the background image is predominantly black and white, which clashes with the text colour, mainly black and white. Also, to highlight the brand colour and the content rather than the image itself, the 70% grayscale could diminish the image's sense of presence. Finally, the homepage's heading has been designed with a white, large font and an associated black silhouette, as shown in Figure 7. This would ensure the text is legible on both black and white backgrounds, improving accessibility.

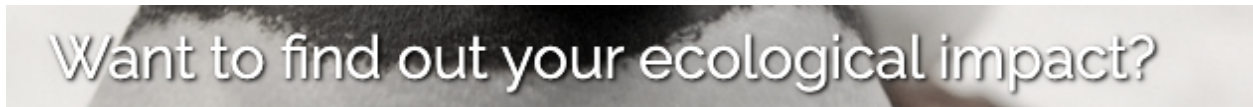


Figure 7: Heading.

Word count: 1191