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Foster Collar



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COLOUR

Colour Swatches



Figure 1- Main Colours

GENERAL

	PAGE		HEADER		FOOTER	
TEXT	#000000	●	#FFFFFF	○	#FFFFFF	○
BACKGROUND	#FFFFFF	○	#F4364C	●	#454A55	●
SHADOW	N/A		#000000	●	N/A	

BUTTONS

	TEXT	BACKGROUND	SHADOW	BORDER
NORMAL	#FFFFFF	○	#F4364C	●
LINKED	#FFFFFF	○	#F4364C	●
DISABLED	#FFFFFF	○	#AAAAAA	○
FOCUSSED	#FFFFFF	○	#F4364C	●

MENU

ICONS	#454A55	●
TEXT	#454A55	●

COMMON

CLICKED LINKS	#690097	●
NOTIFICATIONS	#FEA853	○

Figure 2 - Colour usage in elements

Colour Usage

Colour Pallet Justification

The chosen colour scheme follows an analogous complementary colour palette to provide users with a visually serene experience and it also reflects the overall business marketing strategy that the website targets. Target of the selected colour pallet is to give messages that touch users' emotions and to make them engaged with the site.

Red Salsa (#F4364C)

The usage of red in our product works as an inviting element. Red being a colour of love, it contributes in increasing the heart rate of the viewer and the call for urgent action as it evokes strong emotion, energy, and enthusiasm. Such strength and emotion are important in engaging the customer to the content and actions of the site consistently. Red is an ideal colour as it is highly visible and brings text or images to the foreground. The colour stimulates visitors to be engaged with the site and it will contribute to touching their emotions, combined with the images that are being used.

Rajah [Shade of Orange] (#FEA853)

Rajah was chosen as one of the colours because it adds fun to any website or marketing material. The orange colour increases the enthusiasm in viewing our website and promotes positive thinking which will lead users to engage in more. It also reflects the user's enthusiasm and excitement. The usage of orange in the web application is to promote action which maybe in the form of subscription or purchase and increases the customer base. Using this colour for elements such as notifications will always tempt the user to click on such elements and that will contribute a lot in increasing customer engagement.

White (#FFFFFF)

To provide a simplicity and clean portrayal, the white colour is used. It also symbolizes the purity and goodness while increasing the clarity of other elements in the foreground. When white is used as a background colour, it will bring text and image to the foreground. As our website promotes an animal related concept, the usage of white highlights the pureness in our website and promote the business strategy of applying to become a sitter.

Gray Variants (#AAAAAA and #454A55)

To give the application a professional modern and a classy look, it was decided to use Gray and variants of Gray. One of the greatest advantages of Gray is that changing the shade will give a customized mix of properties from white and black. It certainly is a powerful tool in skilful hands.

Black (#000000)

To make the application precise and luxurious, usage of black is acquired. It increases the brand value. It can take on varying features depending on its supporting colours. Its strength amidst neutrality makes it the colour of choice for long blocks of text. For most websites, black is used to create an instant feeling of sophistication and timelessness. Black shows strength and authority making it ideal for formal or authoritative websites. The feeling of elegance is especially strong when paired with white font and set against a minimalist layout.

References:

https://link.springer.com/chapter/10.1007/978-981-15-0790-8_19

<https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/>

<https://www.ma-no.org/en/web-design/the-meaning-of-colors-in-web-design-a-little-bit-of-psychology>

<https://thenextweb.com/dd/2015/04/07/how-to-create-the-right-emotions-with-color-in-web-design/>

LOGO

Logo Comparison - Light vs Dark Backgrounds



LIGHT



DARK

Figure 3 - Logos for light and dark backgrounds

Logo Spacing

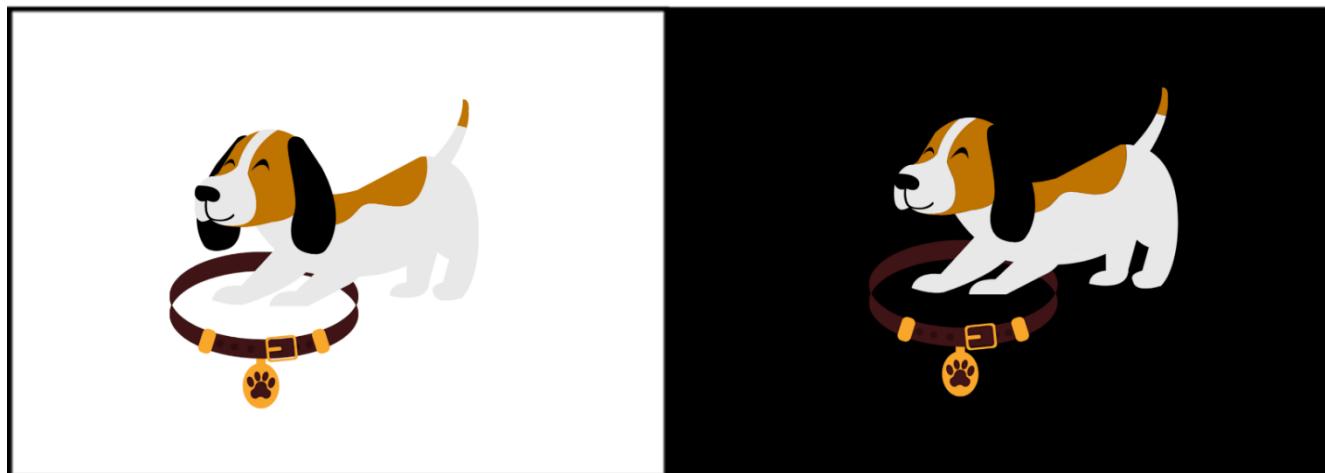


Figure 4 - Spacing of logo

Alternative Formats



Regular Format



Compressed Format - Dark

Compressed Format - Light

Figure 5 - Alternate small logo

Logo Usage



Don't stretch or condense logo dimensions



Don't shear logo



Don't re-colour logo identity



Don't crop the logo



Don't resize logo elements



Don't add extra elements



Don't alter typeface



Don't rotate the logo

Figure 6 - Logo usage representation

Logo Justification

The idea behind a logo is to represent something that is uniquely identifiable about the related entity. This logo emphasizes the domain and identity of the newly established business in a modern, unique, and precise way, giving a creative and happy feel to it with the artistic painting typography used. Two terms directly relevant to the domain and are easily understandable, were chosen to pass on the feel of the brand to inspire emotions of the potential market consisting users of all age groups above 13.

A simple design was chosen as that way, the idea will be very clearly understandable. Also, that will help in maintaining the scalability of the logo, giving it more flexibility in maintaining the striking look on different mediums. To maintain the clean look and feel, abundant space was maintained between the elements and text of the logo. Balance between the text and elements were maintained in a way to give out the feel and main idea of the business while text was used to describe it. In the logo, either text or elements not overpowering each other was assured, giving high priority. Both text and elements are doing a balanced job at representing the disposition of the business. Two variants of the logo were created to look equally well in both light and dark backgrounds. Black is used as the main colour of the logo to give out the elegance and formality while brown colour of the dog represents the resilience, reliability, dependability and security giving users the confidence to have trust on the business. An alternative smaller logo version, containing only the elements in logo was created to be used in places with space issues. It is important to mention that this logo can be used in both light and dark backgrounds as its elements are clear in both backgrounds.

TYPOGRAPHY

Typography Usage

Montserrat Font

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Montserrat
Weight: 100
Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Montserrat
Weight: 100
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Montserrat
Weight: 100
Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Montserrat
Weight: 200
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Montserrat
Weight: 300
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Montserrat
Weight: 300
Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Montserrat
Weight: 400
Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,:?!\$&*)

Montserrat
Weight: 500
Style: normal

Figure 7 - Different weights and styles of Monstserrat font

Typography Justification

As mentioned in the font selection, a sans-serif typeface named “Montserrat” is used throughout the application maintaining the consistency. Sans-Serif fonts have less amount of stroke width. These qualities convey the modernity and the simplicity of an application. Sans-Serif fonts are considered to have high legibility on a screen. Hence, such fonts are highly suitable for web applications. Montserrat font has a high x-height. Due to this factor, it allows more balance and contrast throughout the web application.

Since Montserrat font has a lot of variations such as “Thin”, “*Thin Italic*”, “Light”, “*Light Italic*”, “Regular”, “Semi Bold” and “**Bold**”, it is usable for many different use cases of typography, mixed with required colours. With these variations, users will be able to feel the difference between diverse sections of the web application. To improve readability and scalability of a web application, the line spacing is also important. A line spacing of 150% of the font size was maintained throughout the application, following the rule of thumb for line spacing.

Font colour is one of the mandatory concerns which needs to be fulfilled in a web application. Font colours should not disturb the user and at the same time it should be attractive. The selected font colours for Foster Collar are **Black (#000000)**, **White (#FFFFFF)** and **Red Salsa (#F4364C)**. To show system response for clicked links, the contrasty colour **Purple (#690097)** is used. These colours were chosen to make the things explained in fonts to be much clearer and more precise while having a friendly look. Also, these colours are perfectly matching with the site content and it helps to maintain the consistency as well.

References:

<https://medium.muz.li/typography-in-mobile-design-15-best-practices-to-excellent-ui-5eaf18280ad>

Ed, A. M. *et al.* (2016) ‘Design, User Experience, and Usability’, 1(July), pp. 578–586. doi: 10.1007/978-3-319-40355-7.

ICONOGRAPHY

Iconography Used

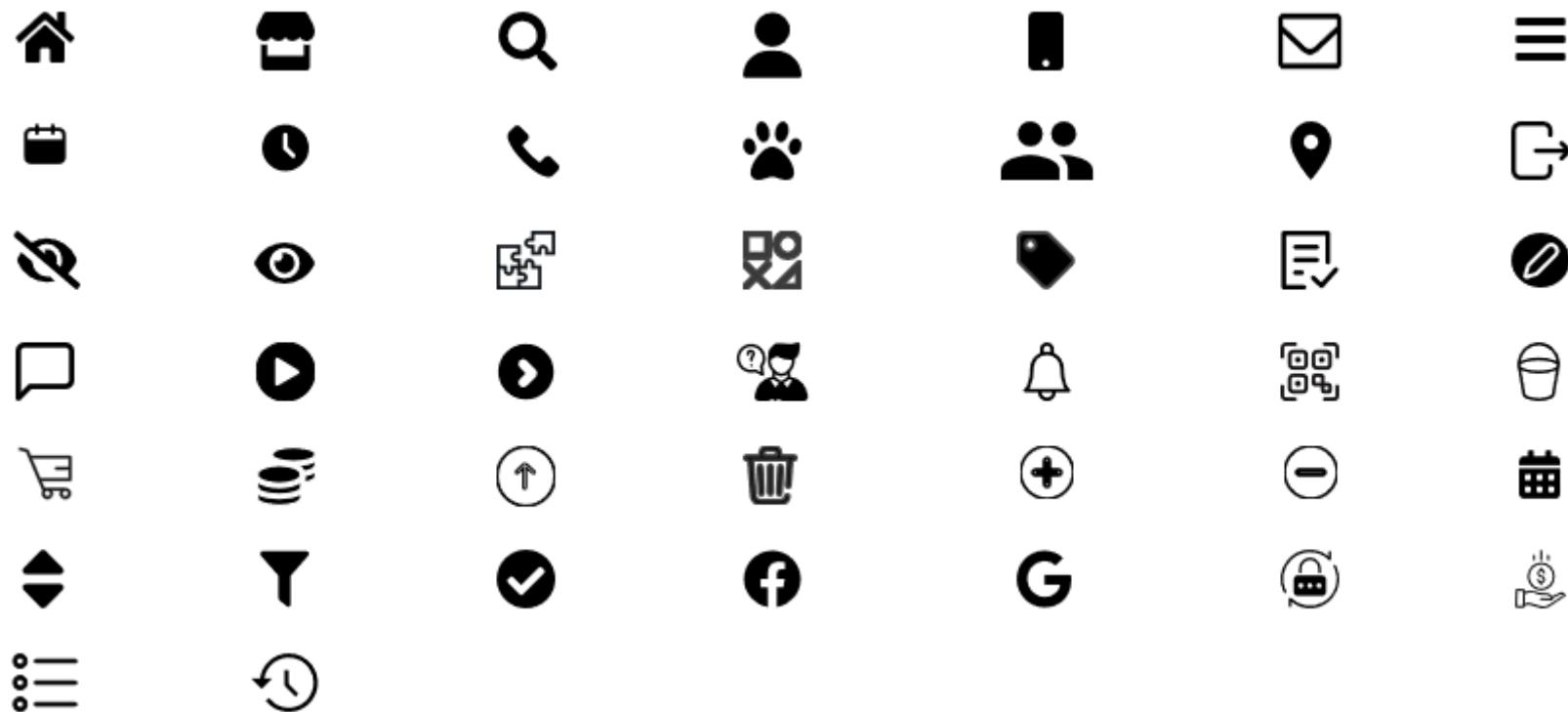


Figure 8 - Icons used in the application UI

Iconography Justification

Icons are a visual communication method which plays a major role in web applications. No matter where the icon is used, it is supposed to give out the visual message of what the section is going to be about. Hence, it is important for these icons to be clear, meaningful, recognizable, simple scalable, non-offensive and attractive.

“Font Awesome” icons were chosen to be used mainly because of its cleanliness and due to the fact, that “Font Awesome” is having icons which meets the requirement of the use case. It was made sure to use more of universal icons since such items can be understood rather quickly by users, compared to other complex and non-universal (conflicting and unique) icons. For examples, home, search, store, cart, coins universal icons were used where it is noticeable for the users.

Use of conflicting icons are limited within the application but icons such as heart and star, which are commonly used in mainstream applications for similar actions, were used in the application to improve the understanding of the user about the use cases and to decrease the ambiguity. Star icons were used for rating and heart icons were used to managing favourites list.

Original icon pack obtained from: <https://fontawesome.com/>

References:

<https://blog.tubikstudio.com/small-elements-big-impact-types-and-functions-of-ui-icons/>

PHOTOGRAPHY

Photography Usage

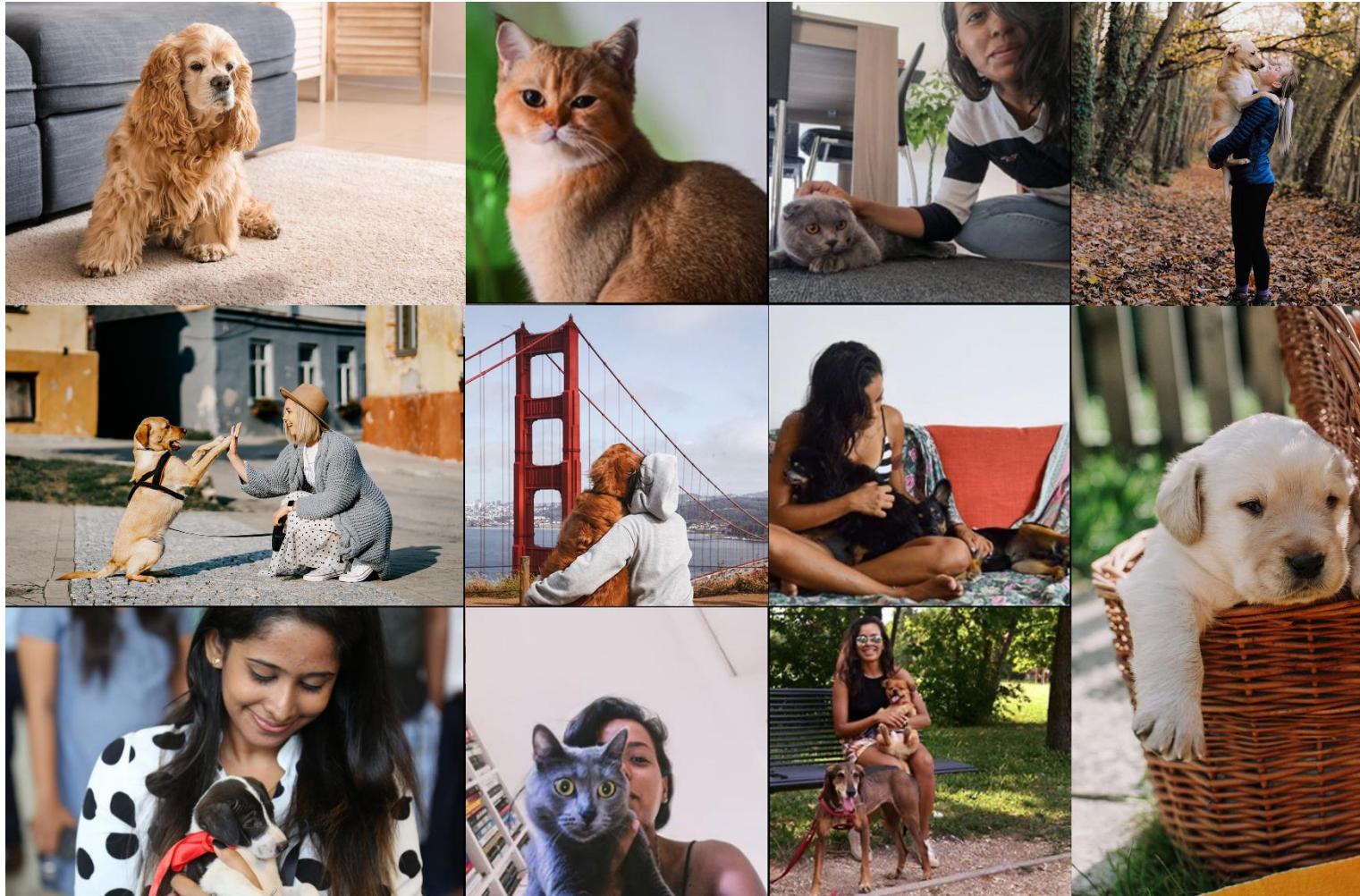


Figure 9 - Photographs used in the application

Photography Justification

It was decided to use photographs of pets to portray the main message that the website is all about pets. It was made sure to use photographs which portray the love towards the pets. It is a design choice which was taken based on the domain which the application is connected to. Photographs were preferred over illustrations as photographs tend to be realistic and contribute to touching emotions of the customers. Considering all these factors, a set of realistic photographs were chosen to be used which are also using the colour themes of the application. That way it is simpler to communicate the message that those photographs have a connection with the purpose of the application and those will not look odd to the viewer. These photographs convey a message specific to the scenario where those are used. Left aligned thumbnails to represent profile pictures will be used in search for sitters and reviews section.

Most of the photographs are being used in sitters' galleries and most of such photographs have a human and a pet in them. Such photographs are aimed at conveying the connection between the sitter and the pets to make the customers feel that their pets are loved with the sitters. This will build confidence and trust in customers.

Another important factor is the quality of the photographs. Use of low quality photographs will look unprofessional and that will reduce the confidence in customers. Hence, it was decided to use high quality open source images in the application which will get rid of the copyright issues as well. Photographs which follow rule of thirds to keep the user's focus and golden ratio to keep it in focus were given priority to be used.

LISTS

Lists Justification

It was decided to use un-ordered list to represent the elements which are related. Unordered lists have a better accessibility as the user can easily recognize the relationship and offer much more convenient navigation through the list. Unordered list was chosen to represent the sitters as it is, without favouring any of the mentioned items/sitters. The design concept that was used to design the list is the three-line list UI design for the sitters list, this allows the component of a list to have a primary text and secondary text paragraph containing two lines. This is a very convenient way for users to get an abstract description of the component beforehand itself.

Lists were designed such that those can be easily scanned by the users and those also provide sufficient information at first glance. Content of the list are left aligned because it has been proven that the left side of the screen receives more attention and user's read from left to right and therefore the most important information should be kept on the left.

Proper font sizes and font styles were used to guide the users' attention to the most important elements. Section dividers for unordered lists were added to distinguish different items, as it will give a better recognizability for the users. A consistent colour scheme has also been maintained for the list because colours increase the ability to scan. Sorting and filtering options have also been provided such that the web application can interact with the list efficiently. White spaces are the key to a perfect UI design, and we have integrated it into our list as well to provide a simple but informative list structure.

Reference

https://link.springer.com/chapter/10.1007%2F978-1-4302-0225-7_6

<https://www.justinmind.com/blog/list-ui-design/>

FORMS

Forms Justification

The main component to take user inputs are through forms. All the forms were designed such that it has one column, as multiple columns disturb a user's thought process. All forms have top aligned labels because those type of labels are very visually appealing to the eye and, they translate better on mobile applications. The length of the field was designed in a way that it will be suitable for the answer. As humans process information in batches, long forms will be not be visually compelling for users. Forms are designed in logical groups such that the user can easily make sense of the form much faster. The form's call action specifies the actual action and does not represent a general action such as "submit".

Foster Collar's forms have reduced the interaction cost, by having elements use processed data, for example the booking sitter form contains a pet bucket, such that during booking a sitter, the user doesn't have to enter pet details, the pet bucket will hold the pet's detail and it will be added directly. As reduced interaction cost makes an effective form, it was integrated into the application. Application's forms have viewing hidden passwords option, as this will be convenient for the user when filling the form in a sign-up process. All the labels used in forms do not use the all-caps text, as mentioned by Miles Tinker, all caps reduce the speed of scanning and reading.

All the above details were considered to design the web application in a consistent manner, such that it will be user friendly.

References

<https://www.crazyegg.com/blog/guides/great-form-ui-and-ux/>

<https://www.smashingmagazine.com/2018/08/best-practices-for-mobile-form-design>

EMPHASIS CLASSES

BUTTONS: ACTIVE

PRIMARY

SECONDARY

TEXT BUTTON

BUTTONS: FOCUSED

FOCUSSED

BUTTONS: DISABLED

DISABLED

ALERTS:

This is a danger alert

This is a success alert

Emphasis Classes Justification

The main component of increasing productive user experience in any platform is the usage of UI buttons. These are essential elements to improve the positive atmosphere of the website.

The UI button elements function mostly as a link to navigate to other pages or also used to perform actions such as submission of form or registration or purchase.

The type of action that was chosen to represent the button action throughout the application is Single Tap. It allows users to perform the actions efficiently using different button types such as text, ghost, toggle and action.

Text buttons also has been chosen to represent link as they are considered as a low-level emphasis and they would not disturb the user's attention and thus the user can give priority to the most important functions.

Shadow was added to buttons instead of borders to emphasize the contribution of secondary actions. Buttons are the indicators which guides the user to perform various tasks, interactions. Due to this the buttons were chosen based on the shape, colour and size.

The **Red Salsa** colour was chosen to represent the buttons as the colour red has a strong visual attraction. All the buttons designed will follow **round edged rectangle shape** throughout the web application. The shape was selected based on design research; the round edged buttons increases the information processing procedure of the element faster while navigating the user towards the element. The buttons will also be **responsive** to ensure that it will be consistent throughout different screen sizes. The size of the button was determined by the thumb rule, smaller buttons are usually not accessible for touch screens and therefore the **size** of the button was selected such that it will be tappable by anyone and accessible.

As the application is targeted towards devices with touch screens, there are no hover effects in any of the elements. Hover effects would never be used in a touch-based application. Hence it was decided to use Active, Focused and Disabled buttons throughout the application.

The button consistency has been followed throughout the application on both iPad and iPhone design. Red and green colours were chosen to represent the danger/error and success alerts.

UI Elements

Bars

Header –Top Bar



Figure 10 - iPhone main header



Figure 11 - iPhone sub header



Figure 12 - iPad main header



Figure 13 - iPad sub header

Navigation Bar



Figure 14 - Navigation bar



Figure 15 - Navigation bar showing current page

Footer



Figure 16 - iPhone footer



Figure 17 - iPad footer

UI Elements Justification

UI elements are mandatory in any application. The reason is there are enough and more web applications for people to select and use. Briefly, the look and feel of the UI should give a user the temptation to use the application, considering it better than all the rest of such applications. That feature is offered by the UI elements of the web application.

There were two types of headers used throughout the application. First the main header which consists of the company logo in the left corner and hamburger menu icon in the right corner was used in all the main pages where there are no back links. In the iPad version, complete main company logo was used in the header as there was sufficient space but, in the iPhone version, to use the space efficiently, smaller alternative version of the company logo was used. In the Secondary header which consists of a back button in the left corner and a hamburger menu in the right corner was used in all the subpages where there needs to be a back link. Main colour for the application which is **Red Salsa (#F4364C)** was used as the background colour for header. The hamburger menu icon in both main and secondary headers and back icons of secondary header were coloured with **White (#FFFFFF)** to visualize them clearly.

For the background throughout the site, **White (#FFFFFF)** was used to give the site a clean look and to improve clarity and emphasis of all other elements. Everywhere in the application symmetry between elements was maintained to give a balanced look and to make the peace of mind of the user, making it possible to recognize important elements immediately. Gestalt principles were closely followed to maintain similarity, proximity, closure and continuity.

For the buttons, a flat design with rounded four corners was used as rounded corners are way easier on the eyes compared to sharp edges. For the base of the button, **Red Salsa (#F4364C)** was used throughout the site. Whenever there is a linked button to another page, to make that visible, a light shadow in the same colour was used for the button, giving emphasis to it. It will be helpful in getting user's attention to the activity which is needed to be performed.

For the most important process of making a booking with a sitter, a progress bar is shown to make sure the user knows what steps are needed to be followed and to show the path to perform the action successfully.

A navigation bar was added to the bottom of the page instead of to the top, thinking about the user experience. A study in 2017, which was done by Steve Hoober, proved that more than 75% people are just using their thumb to touch the screen (one handed use). Since, the hotspot for touching the screen is around the middle and bottom areas of the screen. Because of this, users are more comfortable with a bottom navigation bar. Based on those findings, it was decided to use a navigation bar which is more user friendly and accessible. Such navigation bar will contribute in increasing user engagement as well.

References:

<https://uxplanet.org/mobile-usability-made-simple-945e106e23eb>

<https://uxmovement.com/thinking/why-rounded-corners-are-easier-on-the-eyes/>

*Foster
Collar*

