





The palette was definitely not the best for an app, but there are usually sacrifices made in a group project made worse by the need to execute as quickly as possible. The palette came about from the mood board and at some point, we lost sight of the fact that this would eventually be used on one (an app). Plus, color is a very subjective choice. To add contrast, we removed two colors and replaced them with black and white (please see addendum for color palette candidates used and what could have been potentially improved).

I don't feel good about the overall design as a result, but I think the mock-up is probably one of the better combinations that can be made given the color restrictions. It just drives home the fact that we need to have more foresight, care and consideration at all stages of development which would inevitably mean dealing with and hashing out creative differences. Yes, our mood board did capture some of the community feel, but the main question to ask would be *"how do we translate it to a design friendly app?"* and then we could have had a more functional color palette.

Other than the palette, design-wise I think it captures the recognition versus recall that is needed in a decent UX/UI design. The layout is what any users can relate to without learning something new. Black has been thankfully used to notify when a link has been clicked. The color white is a much better contrast candidate for fonts given the background colors. Toggle switches have been used where expected. People know what chevrons to click on to hide or show the sidebar, the option to message a friend has been underlined so the user knows he can interact with a particular selection. Fonts have been used with a style choice to evoke a more College / University feel that most people liken to a dormitory / community. I wish I had more design chops to add more elegance through the use of Miro but it is what it is.

Addendum

Old Palette:



New Palette:



Future Test Palette:

