

Fig 1) Freecycling! Homepage

Gesalts Principle, Colour Scheme:

Utilising the area principle, the main image spanning the entire resolution is set as the background. In contrast, the central figures were scaled down, setting them as figures which create a clear visual hierarchy that guides users' attention.

By applying the surroundedness principle, the main image depicting household items in a circular formation is naturally set as the background. The elements encircled therefore serve as the figures which attract users' initial attention.

The dark background with low opacity in contrast to the figures with a bright white and green hue coupled with box shadows, naturally shifts the users' focus to the figures.

We used green borders to differentiate buttons from regular text, communicating that elements with green borders share a common interactive function.

User Experience:

The green visual elements induce meaningfulness as they align with FreeCycling's environmental values and also target usability. The elements improve memorability and ease of learning, resulting in a more intuitive user experience. Additionally, the green borders follow the principle of "Recognition rather than recall", allowing for quick recognition and reducing cognitive load.

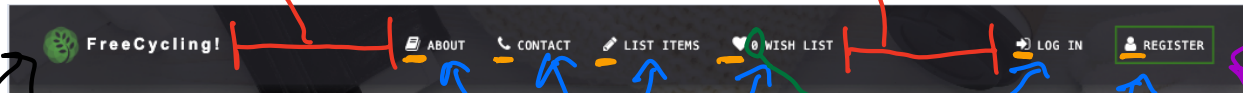


Figure 2) Navigation bar

Gestalt Principles, Unity, Balance:

By applying the similarity principle, we ensured that all navigation options shared the same font, size, and color. This uniformity encourages users to view the navigation options as related elements.

We utilised the proximity principle to group certain navigation options together, such as placing the FreeCycling logo on the left, four options in the center, and login and register options on the right. This arrangement creates vertical symmetry which further enhances readability.

This facilitates ease of learning and a seamless navigation experience as it prevents users from wasting time scrolling for options or deciphering various design elements.

User Experience:

We enhanced accessibility by adding icons to each navigation option, providing visual aids for easier navigation.

We included a numeric indicator in the wishlist option to ensure the principle of "Visibility of system status", allowing users to stay informed about ongoing actions and promote a sense of control.

Emphasis:

We emphasised the key call to action button, such as the register button which was highlighted with a border, serving to attract new users and encourage signups.

The FreeCycling! logo was sized in a larger, bold format to further emphasise its significance as the brand.

Colour Scheme:

The navigation bar is colored with the brand's signature colour (#26252D) complemented by a lower opacity. By positioning it at the top in a fixed location, users consistently associate the brand color throughout their browsing experience. The lower opacity blends seamlessly with the background while ensuring the brand color remains prominent.

Navigation options are highlighted in white for effective visibility over the darker background.

Share More, Waste Less

Freecycling! enables users to sign up for a freecycling network in their local community, where individuals can give away items they no longer need for free...

LEARN MORE

Figure 3) Main text

Emphasis, Balance, User experience:

The Freecycling slogan is emphasised by using a notably larger font size compared to the surrounding text. This balances the optical weight towards the slogan, guiding users to an understanding of Freecycling!'s message. Additionally, the central alignment of the texts creates vertical symmetry, contributing to an organised and visually appealing layout without overwhelming users with clutter.

To emphasize the 'Learn More' button, we've added a border that targets emotional impact, sparking curiosity and encouraging users to learn more about what Freecycling is about.

Colour Scheme:

Once more, the font color is set to white, creating a sharp contrast against the low-opacity background, enhancing the visibility of the text and ensuring it stands out.

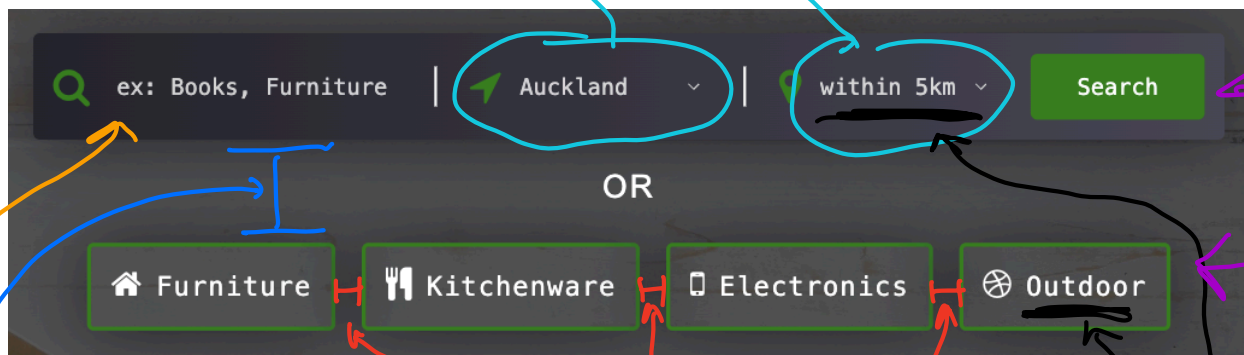


Figure 4) The search and category bar

Gesalt Principles:

The search bar and the category section are divided with proximity to visually separate them while maintaining their shared purpose. This arrangement helps users visually distinguish between the two elements, facilitating ease of use with their browsing experience.

Each category is in close proximity and shares one common fate. Their similar visual characteristics further reinforce their relationship, ensuring that users can easily identify and explore relevant categories with efficiency.

Colour Scheme, Emphasis, Unity:

The search bar integrates the brand color (#26252D) in a gradient with an analogous hue (#494756), ensuring a polished and harmonious design and maintaining brand identity.

Both the search bar and category section are emphasised in white font color against their background colour, enhancing readability and clarity for users.

User Experience:

We've provided users with the option to either search for specific items or browse categories, enhancing the emotional impact and subjective satisfaction. This empowers users with a sense of control, allowing them to tailor their browsing experience accordingly.

The dropdown menu enhances the efficiency of use and aligns with the principle of "Recognition rather than recall". By using dropdowns instead of input fields, users are less likely to make typos or select unavailable options, reducing error frequency.

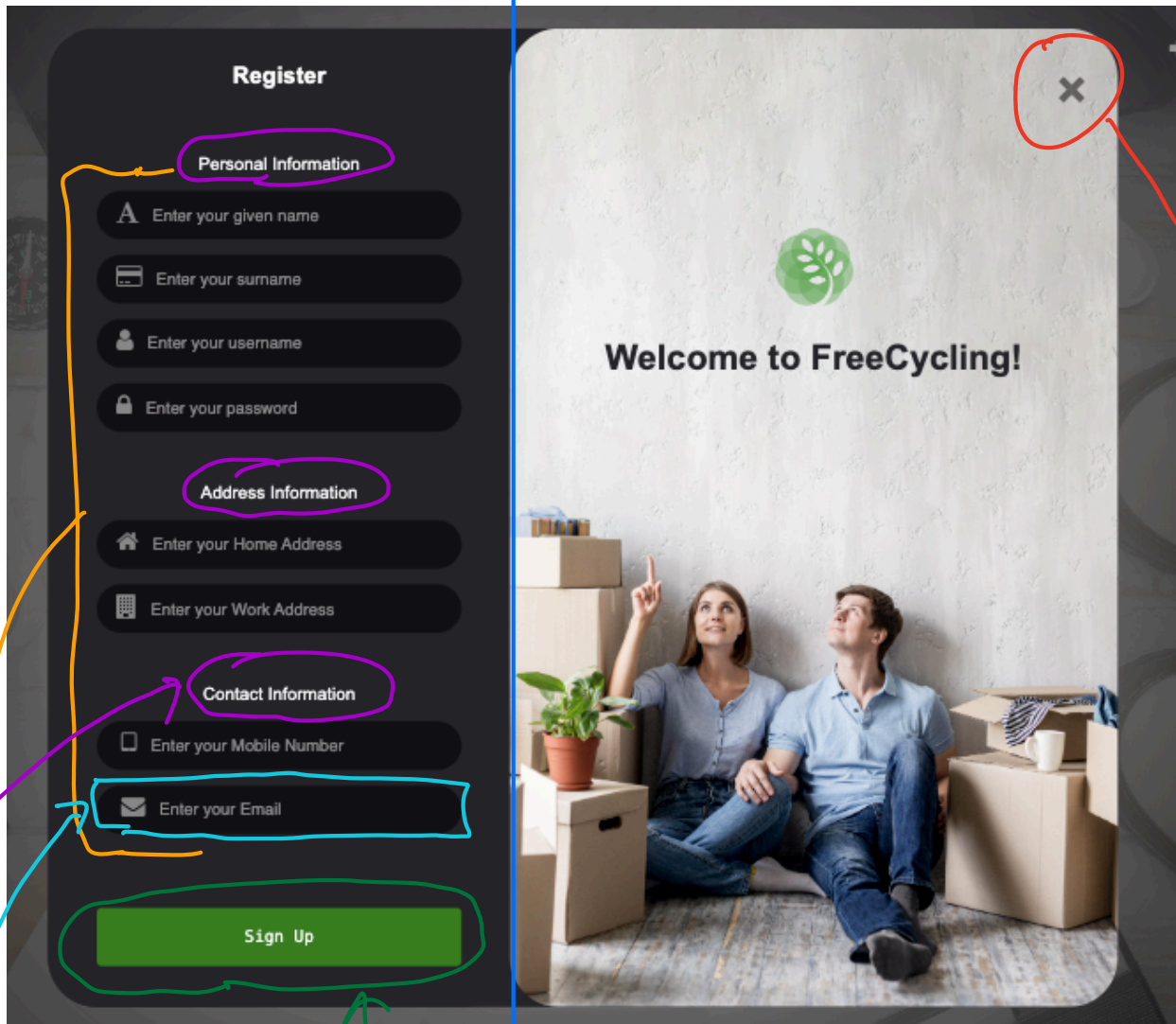


Figure 5) Signup modal

Balance and User Experience:


Applying the Balance principle, the modal is divided asymmetrically into the signup and welcome sections. The wider welcome section naturally draws users' initial attention, enhancing the efficiency of use by providing a clear visual hierarchy.

The close button in the signup modal enhances "User control and freedom", allowing users to exit unwanted states. Additionally, the close button serves to users as a familiar element in user interfaces, aligning with the principle of "Match between system and the real world".

Gestalt Principles, Unity:

Input fields are arranged in a single column, directed towards one common fate. The fields are unified into their respective sections using the proximity principle. This deliberate alignment facilitates a sense of direction and an intuitive flow of action for a smoother signup experience.

Emphasis, Colour Scheme:



All headers and section headers use bold font and contrasting colors (white against the brand color (#26252D) or black against white), creating hierarchy and clarity while aligning users with Freecycling!'s brand colour.

The signup button is highlighted with a green square background, enforcing its importance and prompting action.

The input field boxes are black with grey prompt text, providing a subtle yet clear contrast against the background (#26252D), ensuring consistency with the color scheme and a modern appearance.