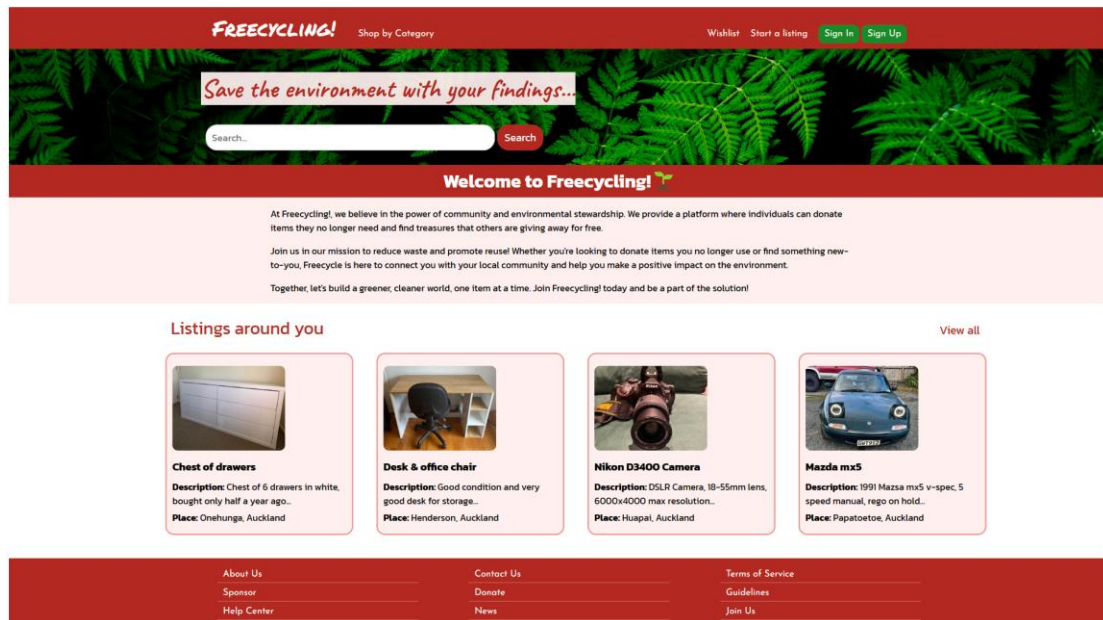1. Main page

On my main page, I used both symmetry and asymmetry to achieve a balance for my website overall. This whole page is centred with a symmetrical layout from top to bottom, except for the search bar and slogan. A symmetrical layout makes it easier for users to navigate and understand each function of the website, increasing the ease of learning. The same theme colour is applied on the three bars on top, middle-up, and bottom, they separate this webpage into two sections, the top section has a contrast of green and red, and the bottom section has a fading from red to light red, this is an emphasis design to separate the two sections since they have different functionality, increases the ease of learning. The top bar and bottom bar surround the page, reinforcing the overall structure with the middle-top bar; it provides a sense of unity and completeness. From the emotional impact level, an organized structure is more aesthetic and cleaner, giving users a more enjoyable experience. They would like to investigate the website further. I made the slogan and search bar towards the left side, providing uniqueness and an aesthetic design. It differentiates itself from other centred features, drags users' attention, telling them this is an important feature and encourages users to explore further. The blanket left on the right gives more space for the background; with the area principle, the larger area of uncovered tree leaves is more likely to remind users of the beauty of nature and encourage them to join the freecycling team.

2. Register page

My register page used the common fate principle that I aligned all the listed items to the left; this maintains consistency throughout the form and memorability for users, users don't have to adjust their reading pattern as they move from one section to another. It increased efficiency since users can complete the form with reduced time from searching for the information. I also listed different sections with bullet points and category names; this helps users to easily identify different sections and reminds them to do corresponding responses beforehand. The user control and freedom are enhanced as users can exit this page by clicking on both the cross sign and anywhere else outside the form. The neat and clean design will give users a satisfied experience, and it may increase the rate of successful registrations.

3. Top part

Green is complementary to my theme colour, which is a perfect colour to represent the idea of free recycling and reducing waste to protect the environment. The contrast of green and red matches the user's expectations of the real world; red represents urgency and danger, while green represents lives and nature. When I hover my cursor on the search bottom, it turns from red to green. I also used green themes on the sign-up and sign-in buttons on the top right. Users can get this kind of metaphor of how freecycling can save nature and turn the danger of the world into peace and life again. Therefore, I chose green leaves to be the background of my webpage, showing users a live world without polution. The emotional impact of wanting to protect nature can encourage more users to sign up to donate or obtain items from Freecycling!.

4. Listings

Showing the listings on the webpage would be useful as users can immediately see what sorts of items they can get from freecycling. I used the similarity principle and common fate principle to list the items for giveaway. The rounded square shape for each item and the information about each item are consistent and listed on the same line. The organized layout gives users the idea that this section is together at first sight before being looked into further. Recognition other than recall is applied to the layout of the item information because the information on different items, such as the image, name, description and pickup place, are all listed consistently throughout; users don't need to spend extra effort to find where the information is located on different items, giving them a smooth experience while browsing through. After hovering over different items, the light red background turns into light green; this is the same strategy mentioned in the top part of my design. I put this red-to-green contrast throughout the website to provide a continuous reminder to users and motivate them to help and save the environment.

I placed "view all" on the top right of the section if users want to access it further. After users view all the items, their cursor is more likely to be on the last item, which is on the right. Based on Fitt's law, it is more reasonable to place "view all" on the position closer to the last item for further access if users want to. This increases the website's usability by improving efficiency; users can save some time by not moving the cursors around with unnecessary effort. Overall, the users' experience is increased by a neat layout and reasonable placement of features, which drags users' attention with more chances for them to investigate further.

5. Bottom part

To make it look aesthetic yet also provide efficiency, I extended the length for each section so that users have more freedom to choose more parts to click on. These thin lines at the bottom can help users identify the length of each section without hovering over them. I used the common fate and similarity principle with a symmetrical design to make it look more aesthetic so users can easily separate and identify each function. Error prevention is also provided since, after hovering, a contrast from red to dark red is a clear indication that a certain function is selected. This can give a satisfied user experience from both the aesthetics and functionality.