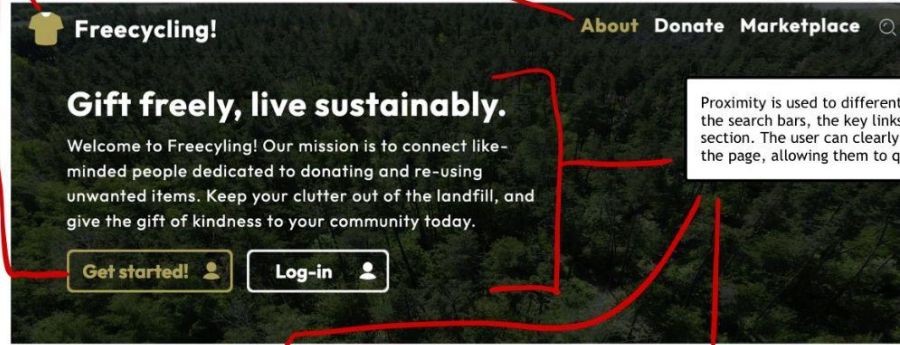# High Fidelity Prototype Report

myan565

My brand colour was #AEA04B, which is used as part of the logo image and to emphasise highly important aspects of the landing page – namely the call-to-action "Get started!" button, and the "About" section on the navigation bar. I have also used it to outline the input fields in the bottom left corner. My given brand colour has higher contrast on darker backgrounds and for highlighting non-text elements, and as such is used in this manner to meet accessibility guidelines.

Proximity is used to group the navbar elements together, such that these items can be used for convenient navigation. Positioning them closer to the edge makes these elements easier to access through the rule of infinite edge.

Figure 1: Main page

Proximity is used to differentiate three key sections using whitespace: the search bars, the key links, and the information/call-to-action section. The user can clearly see these groupings upon first landing on the page, allowing them to quickly find related information.

The rest of the colours include white, black (with altered opacity), and two colours #72661C and #EFECBD. These colours were chosen based on a monochromatic colour scheme, and adjusted to better fit contrast accessibility requirements. Specifically, #72661C was chosen for text on a lighter background, as it has a dark enough contrast to be visible against both white (5.78:1) and #EFECBD (4.79:1).

Unity is established through convention and the similarity principle. For example, important items are highlighted in the brand colour, and the same font with only two different weights is used throughout the website. This makes it easier for the user to navigate through the page, as they can more easily glance through content and find what they are looking for. It also allows for the main page to be perceived as a whole, visually appealing website.

Freecycling!

About Donate Marketplace

Gift freely, live sustainably.

Welcome to Freecyling! Our mission is to connect like-minded people dedicated to donating and re-using unwanted items. Keep your clutter out of the landfill, and give the gift of kindness to your community today.

Get started!   Log-in

Find an item...

Categories...   Region...

Why freecycle?
View recently posted items.
View your local community.

The law of common fate is applied to the information block. The heading, main text, and buttons each begin from the same point, providing them with a common movement towards the right. This groups and draws user attention to the most important information on the main page in a visually appealing way.

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The background of the information block uses a related image of a forest to communicate the environmentally friendly and sustainable theme of freecycling. The background has been given a darker overlay in order to heighten the contrast between it and the text, allowing all aspects of this section to be visible.

The log-in button is white in order to effectively emphasise the registration button, which is the only item that differs in colour within this grouping. This catches the user's attention, making them more likely to click on the register button and sign up to the website.

Icons are used in order to indicate how to use each search function, and each icon is given an alternative text to assist any users with visual difficulties.

Figure 3: Bottom search and navigation section

Balance is used to establish a common group and functionality in the search bar section, in which the bar most likely to be used ("Find an item...") encapsulates the length of the two alternative search options ("Categories..." and "Region"...) such that the user can access it easier.

Find an item...

Categories...   Region...

Why freecycle?
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Balance is used to make both the bottom search and key links section more visually appealing. The search bars and key links both take up roughly half of the bottom section, with the large shapes of the search bars being asymmetrically balanced by the smaller text of the key links. The search bar is functionally more useful to the user, which is reflected by a greater optical weight.

Figure 4: Key links

The key links follow the law of common fate in order to establish them as moving together, creating a perception of them as a group. This is done by having all the text start at the same point, and having all of their 'Learn More' icons within the same column. This also gives the perception of text moving towards the icons, as if suggesting the user click on them to explore the website further.

Why freecycle?

View recently posted items.

View your local community.

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Get started!

Log

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Register now ✕

Sign-up to begin Freecycling!

Given name...

Surname...

Username...

Password...

Home address...

Work address...

Mobile number...

Email...

Sign-up

Items in the sign-up form are split solely by the principle of proximity into three conceptual groups as per the assignment requirements: user details, address details, and contact details.

Unity is established through the use of similarity through colour scheme and shape across all input fields, following from the search bars in the prior main page. This allows the user to understand how to proceed, as there is an established convention for being able to type into coloured boxes as per Nielsen's consistency heuristic.

The surroundedness principle is used through a high-opacity black overlay, creating the perception of the registration form as the figure and the main page as the ground. This creates emphasis on the form, signalling to the user to interact with this element first.

Figure 6: Registration form

Register now

Sign-up to begin Freecycling!

Given name...

Surname...

Username...

Password...

Home address...

Work address...

Mobile number...

Email...

Sign-up

There is a clearly marked exit button in the top right corner of the form, positioned out of balance with the other centre-aligned elements for emphasis. This allows the user to have the freedom to exit if they have mistakenly clicked on the form, and a clear direction of exactly how to exit.

All items in the sign-up form follow the law of common fate, in which they all begin and end at the same point within their column. Similarly, all the text within each input field begins at the same point. This provides the user with a sense of continuity, and groups the entire form as one entity.

The text in the input fields is the smallest text on the website at 30px, which meets accessibility recommendations for text size, of which the recommended minimum is 16px (Bureau of Internet Accessibility, 2023).

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