

SOFTENG 351

Assignment 2

Report

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Assigned colour: #1D1E33

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Table of Content

1. Introduction	2
2. Main concept	2
3. Layout and Colour of the Design	3
3.1. Top Navigation Bar	3
3.2 Main Introductory Section	4
3.3 Secondary Introductory Section	6
3.4 About/Content Section	7
3.4 Registration form	8
4. Colours	9
5. Miscellaneous	10

1. Introduction

The rationale behind Carbon Tiptoe's (CT) website is that aside from being a carbon footprint calculator, it also engages in climate positive actions and activities that reduce and offset the carbon emissions. Based on this concept, we incorporated the Gestalt design principles in the overall layout, and the website was implemented with a lively theme that promotes the preservation of nature, but also carry a serious and passionate undertone with the brand colour assigned (#1D1E33)

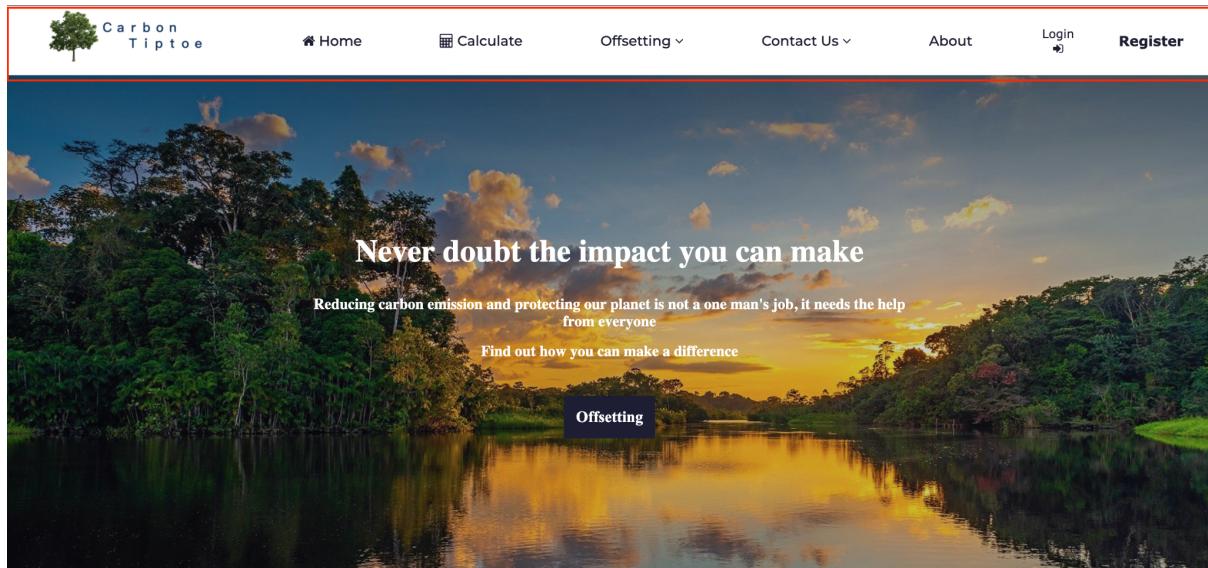
2. Main concept

CT's website allows users to calculate and compare their carbon footprints. On top of that, CT also encourages and engages in the preservation and carbon emission reduction.

The calculator as a primary function is the first step to nature preservation, the result of the calculator would be a meaningless number without a reference, therefore comparison with others is encouraged, this will give users more incentive to act. The website also offers many tips on carbon reduction / nature preservation, and events that the users can attend, encouraging them to become a member.

3. Layout and Colour of the Design

3.1. Top Navigation Bar



The top navigation bar (header) is in a fixed position on the website, giving the user clear and easy to follow directions at all times. Following the Gestalt principle of proximity, the CT brand logo is set slightly away from the rest of the bar items, this allows the logo to stand out to improve brand recognition.



When the user hover over any of the bar items, a box shadow is applied to allow the user to see clearly where they are clicking. This design also follows the proximity principle, as it puts emphasis on the grouping of the items. The page the user is currently on is shown in bold, applying the emphasis principle.

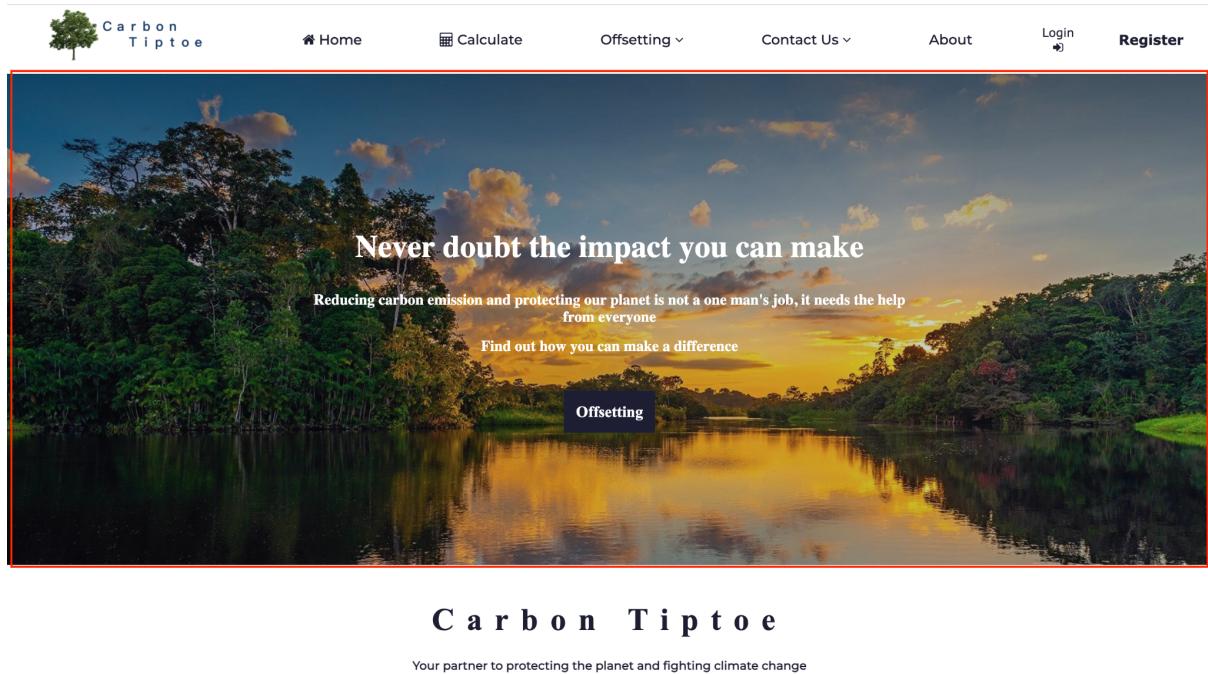
Following the design principle of emphasis, the register button can be seen in bold, allowing it to stand out. And this emphasis on importance is further supported by the

Login
→

Register

colour change with transition animation when hovered over, the brand colour assigned is used here in clear contrast with the entire navigation bar and its items which are coloured white.

3.2 Main Introductory Section



The placement of the text and the button are all centred and symmetrical, which follows the design principle of symmetrical balance. Symmetry is found everywhere in nature, which complements the background image. The centre placement also reinforces the emphasis principle, providing easily recognisable content.

The “Offset” button is a rectangle instead of the usual round button. Applying the principle of similarity, using differently shaped buttons allows users to differentiate the different purposes of each button. The register button has rounded edges so it appears smoother and easier on sight, and therefore more welcoming, which encourages people to sign up. The offset button is a rectangle with sharp edges, along with the brand colour assigned, it carries a more serious tone, emphasises and implies that CT is serious and passionate about their goals.





Both the text and the offset button when hovered over are coloured white, they contrast with the dark brand colour and the darkened background image and the application of the emphasis principle, allowing them to stand out.

The background image of this section is a picture of nature which reinforces the idea of nature preservation.

The opacity of the picture is reduced slightly to 0.79 and a dark background is applied, this is done to reduce the brightness of the picture. Applying the Gestalt principle of area, the darkened picture as the ground puts more focus on the main content of the section.

3.3 Secondary Introductory Section

The screenshot shows the Carbon Tiptoe website. At the top, there is a navigation bar with links: Home, Calculate, Offsetting, Contact Us, About, Login, and Register. Below the navigation bar is a large banner image of a lake reflecting trees. Underneath the banner, the brand name "Carbon Tiptoe" is displayed in a serif font, followed by the tagline "Your partner to protecting the planet and fighting climate change". Below the tagline are four main functional icons: "Calculate" (calculator icon), "Compare" (bar chart icon), "Reduce" (downward arrow icon), and "Offset" (trees icon). A red rectangular box highlights the "Compare" section. To the left of the "Compare" section is a photo of a smiling woman leaning against a tree. To the right of the "Compare" section is a purple box containing the text: "Who We Are", "We are a group of young and enthusiastic individuals passionate about making a change and restore our mother nature to her purest form.", and "Working with our partners, together we have helped reducing almost 20% of total carbon".

This section provides further information on CT and what it does. After the calculation, the users can compare their results to others allowing for better interpretation, rather than just a meaningless number. The users are then further encouraged to act on reducing and offsetting their carbon emission.

All the colour used in the icons is black, and the assigned brand colour for the text. These colours are easily recognisable in contrast with the white background. The brand name “Carbon Tiptoe” stands out from the emphasis principle, this is done to improve brand recognition and further solidify the brand identity

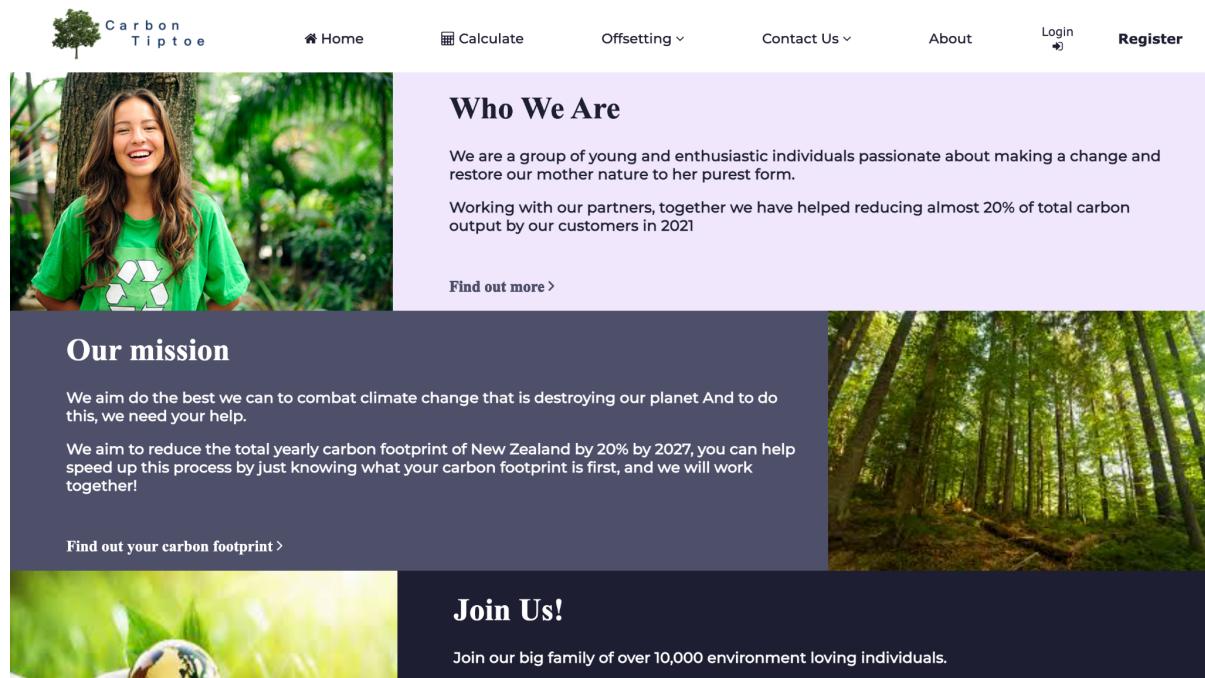
The layout applies the principle of symmetrical balance, aiming to convey CT’s passion and seriousness in protecting the planet.

The sliding hover effect that fills the text from left to right, while changing the text colour to white in contrast applies the emphasis principle which allows them to stand out as the main functions of the website.



This section also acts as an introduction into the next “about/content” section which provides further information on CT.

3.4 About/Content Section



The screenshot shows the 'Who We Are' section of the Carbon Tiptoe website. At the top, there is a navigation bar with links for Home, Calculate, Offsetting, Contact Us, About, Login, and Register. Below the navigation is a large image of a smiling woman in a green t-shirt with a recycling symbol, standing in a lush green forest. To the right of the image, the heading 'Who We Are' is displayed in bold black text. Below the heading is a paragraph of text: 'We are a group of young and enthusiastic individuals passionate about making a change and restore our mother nature to her purest form.' Another paragraph follows: 'Working with our partners, together we have helped reducing almost 20% of total carbon output by our customers in 2021'. A 'Find out more >' link is located at the bottom of this section. To the right of the main content area is a smaller image of a dense forest. Below the main content is a dark blue sidebar with the heading 'Our mission' and two paragraphs of text: 'We aim do the best we can to combat climate change that is destroying our planet And to do this, we need your help.' and 'We aim to reduce the total yearly carbon footprint of New Zealand by 20% by 2027, you can help speed up this process by just knowing what your carbon footprint is first, and we will work together!'. A 'Find out your carbon footprint >' link is located at the bottom of this sidebar. At the very bottom of the page is a dark blue footer bar with the heading 'Join Us!' and the text 'Join our big family of over 10,000 environment loving individuals.'

This section provides the user further information on CT regarding their brand, goals and company activities.

The colour scheme of the individual sub-sections are CT's brand colour, complementary and analogous colours of the brand colour. These colours are used to improve the brand identity and brand association.

The Gestalt principle of area is applied to the pictures as they are figures, and the meaning that the images convey are associated with the content in the subsections (Girl in picture representing “who we are”).

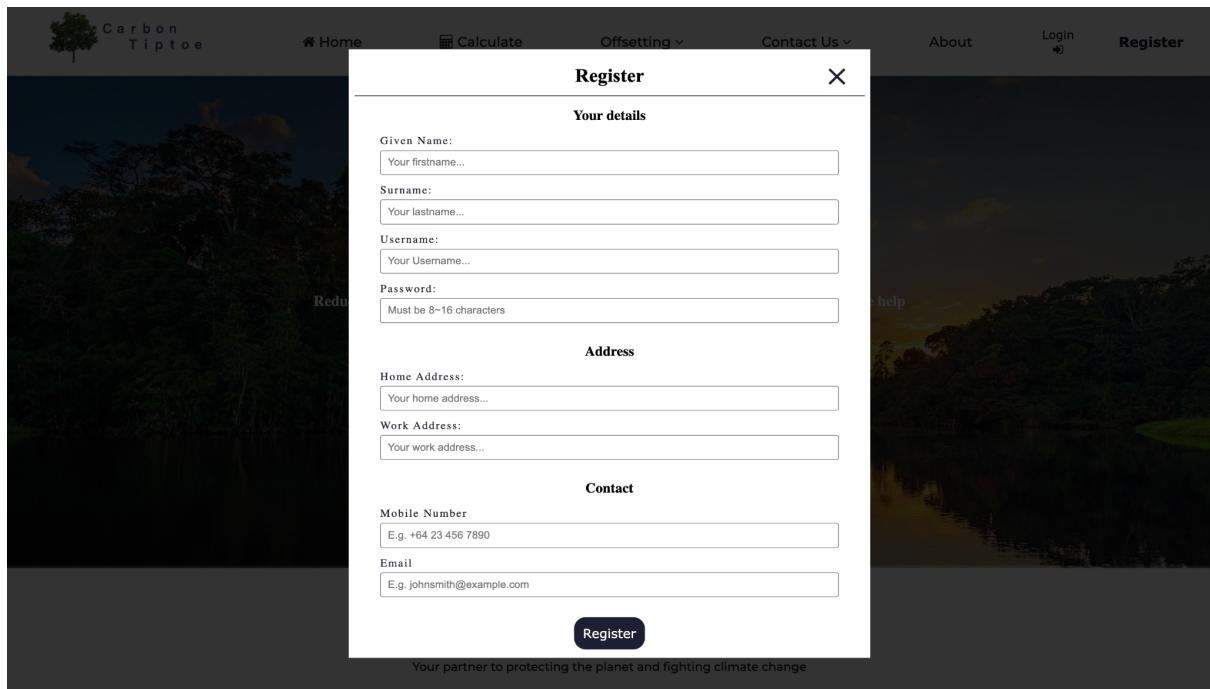


The subsections are laid out according to the asymmetrical balance principle. Asymmetry is a break in symmetry, this is used to reduce the seriousness established in previous sections, along with the content, they reestablish the sense of welcoming again.

The colour of the text is also in clear contrast with each respective background colour. In the last subsection, the “Join the family” link along with the other text links have hover effects, it also leads to the registration form, allowing for another option to navigate to the registration window.

Join the family >

3.4 Registration form



The image shows a screenshot of a website for 'Carbon Tiptoe'. The header includes a logo of a tree, the text 'Carbon Tiptoe', and navigation links for 'Home', 'Calculate', 'Offsetting', 'Contact Us', 'About', 'Login', and 'Register'. A dark overlay covers the background. In the center, a white modal window titled 'Register' contains fields for 'Given Name', 'Surname', 'Username', and 'Password'. Below these are sections for 'Address' (Home Address and Work Address) and 'Contact' (Mobile Number and Email). A 'Register' button is at the bottom. At the very bottom of the page, a footer bar reads 'Your partner to protecting the planet and fighting climate change'.

Applying the emphasis principle, upon navigating to the registration form, it pops out as a window and the background behind it darkens, shifting the focus/emphasis to the form.

The overall design of the registration form is kept very simple and elegant, even for the hover effect for the button. This is done for an easy and smooth sign up process without unnecessary obstacles for the user.

The form follows the common fate principle, as all the input fields “move” together in alignment. It also follows the principle of proximity for each section, grouping the input fields by their respective field of information.

Everything in the form uses the CT brand colour, this is done to further familiarise the user with the CT brand by increasing the recognisability of the brand identity through its colour

4. Colours

The assigned brand colour is #1D1E33, this colour is incorporated into the majority of the elements in a design that is themed around liveliness of nature, it adds a serious tone and emphasises the importance of nature



#1D1E33

Using the <https://paletton.com> website, #4E506A is an analogous colour to the brand colour. The colour #f0e8fc provides contrast and can act as a transition from the colour white to the brand colour.



#4E506A



#f0e8fc

5. Miscellaneous

Following the assignment brief on checking the resolution of the screen, this is what the website looks like in 1920x1080 resolution in the inspect element on google.

