Aesthetic Analysis

I chose the WWF website because it is a categorized, media-rich website that organizes its content in a highly aesthetically pleasing and interest-grabbing manner.

I chose the Verold website because its content is somewhat similar to my anticipated content in that the Compliant Mechanisms database plans to include interactive 3D models and animations as a way to present the mechanisms.
WWF Website

The WWF website’s strength is in its large, high resolution images that provide the bulk of the content. Characteristic images used as links can stand alone without the need for descriptive text (i.e. in the species page). Hover-overs that provide the name of the species and an icon that hints that clicking on the image will take you to more information about that species help the success of this form of navigation through image tiles.

On the animal page itself, quick links to different topics are big and clickable. Unfortunately, these links are not tabs that switch out the page, but quick links to move to the appropriate location farther down the page. While I can see what the web designer was trying to achieve by putting these topics in a continuous vertical scroll, getting jumped around the page is quite annoying and disorienting.

The website also demonstrates good hierarchy and separation of elements on the page through clear blocking and hierarchy, although between topics, the style of the hierarchies are inconsistent (i.e. headers are not the same style between topics, even though it is especially important when they are in a single continuous page).
Examples

01 - WWF - Species Page
The use of representative photographs as thumbnail links to the species pages is an aesthetic and functional navigational element that also gives an overview of what species are available to choose in a graphic manner. The use of images rather than text also functions in a usability manner by helping users who don’t know the names of the species to visually identify what they are looking for or to attract their interest to other species. This thumbnail navigational view could be useful in representing the categories of the mechanisms in the Compliant Mechanisms Database.

02 - WWF - Tiger Page
The tiger species page is dominated by a compelling representative photograph of the species, with large, clickable tab navigation below. This could also be inspirational for how to present the mechanism pages for the Compliant Mechanisms Database.
Objectives

WWF Website

Capture and hold the user’s attention immediately so the users are curious to stay and find out more.

Convince the users quickly that these animals are worth saving.

Make it easy for users to take action to help these animals.
Users

WWF Website

Users of this website could be anyone from children to adults who love animals and are concerned with species extinction. Users probably come to the site to learn what they can do to help these endangered animals or to learn what the WWF is all about. This main function of the site seems primarily to be to convince users to donate to WWF’s cause. It caters both to users who already know about WWF and want to contribute, users who want to learn more about WWF, and users who are concerned but perhaps need to be convinced to contribute.
## Color Palette

<table>
<thead>
<tr>
<th>01 - Highlight</th>
<th>02 - Header Text</th>
<th>03 - Button Backgrounds</th>
<th>04 - Dividers</th>
<th>05 - Text</th>
<th>06 - Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>R - 255</td>
<td>R - 60</td>
<td>R - 204</td>
<td></td>
<td></td>
<td>R - 255</td>
</tr>
<tr>
<td>G - 123</td>
<td>G - 120</td>
<td>G - 204</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B - 0</td>
<td>B - 216</td>
<td>B - 204</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

03 - Button Backgrounds
- R - 67
- G - 67
- B - 67

05 - Text
- R - 0
- G - 0
- B - 0

06 - Background
- R - 255
- G - 255
- B - 255
WWF Website

The primary black, white, and gray of the interface is probably meant to help the colors of the animals in the photographs stand out, since their bright colors is part of their beauty. The WWF logo is also black and white shapes. The orange highlight on the “Donate” and “Adopt” buttons reflects the orange of the tigers that are one of the main faces of the organization’s endangered species. The blue probably is used as a contrast color to the orange.
WWF Website

**Type Inventory:**
- Page Header: WWFRegular, 48px
- Content Header: Open Sans Light, 36px
- Labels: Open Sans Regular, 12px, bold
- Body: Open Sans Regular, 15px, bold, italic, regular, allcaps
- Buttons: Open Sans Regular, 15px, bold

There are only two fonts used in the website: WWFRegular and Open Sans Regular/Light. Sizes and styles vary (e.g. bold, italics, allcaps). It is difficult to know whether styles are consistent because there are so many categories of headers, content, etc. going on in the site.
Typography

WWF Website

Open Sans Regular/Light is a sans serif font that is very readable on the screen. The font appears simple and out of the way, so the content reads more than the font. The font also performs well in a variety of styles and sizes. The WWFRegular font they use is probably a custom font for the company judging by the name of the font. It is likely used for brand recognition.
Assets

WWF Website

See next page.
Protecting species contributes to a thriving, healthy planet.

Saving wildlife is at the core of WWF’s mission. Why? Because animal populations are disappearing at an alarming rate. But even in the face of threats like poaching, habitat loss and overuse of natural resources, WWF is creating a better future for wildlife every day. Protecting these species also contributes to a thriving, healthy planet for people’s health and well-being—from forests that slow climate change and filter water to oceans that provide more than one-sixth of the world’s food.

Adopt an Animal
Make a symbolic species adoption to help save some of the world’s most endangered animals from extinction.
WWF Website

Their imagery is primarily brightly colored, high-resolution photographs of the endangered species they are trying to save. Since the goal of the website is primarily to educate and encourage people to donate to the causes of these animals, these photographs are probably meant to showcase the beauty of these animals they want the user to help save.
Verold

Verold’s aesthetics are simple to support, rather than enrich, their media-heavy products. The nature of their interactive 3D web model software is such that the content can be highly variable (spacecraft, brain anatomy, product display, etc.) so the website’s aesthetic may be deliberately minimalist so that the user is not distracted from what these 3D models can do.
Analysis 2

Examples

01 - Verold - Example Projects Page
This is a more text-heavy navigational element than the WWF website’s species page. Perhaps if an image thumbnail alone is insufficient to give enough information to the user to know if that is the entry they are looking for, using text below the image in this manner could be one way to provide additional information.

02 - Verold - Orion Example
This example page showcases the 3D interactive model by spreading full screen across the available screen space. The media content is effectively separated out from other elements of the page by being bounded by the title bar and side bar.

Compliant Mechanisms Database

Interface Aesthetics
Spring 2015
Elisabeth Prescott & Kimiko Ryokai
Verold

Promote the use of their web tool.

Demonstrate the interactivity of websites you can create with their web tool.

“Wow” the users with the novelty of the websites you can create with their web tool.
Verold

Verold is geared toward users interested in exploring alternative interactive website UI’s. This user would probably be the website developer for companies and organizations wishing to demonstrate their product, digital artists wishing to showcase their work, or labs/individuals wishing to provide an educational experience for visitors to their website.
Verold

The primary use of white, black, and grays for their backgrounds and text is meant to stand in the background for their multi-media content.

The purple highlights reflect the pinks, purples, and blues of their logo.
Verold

Type Inventory:
Headers: Proxima Nova Semibold, 36px
Example Titles: Proxima Nova Semibold, 20px
Example Subtitles: Proxima Nova Regular, 18px
Features: Proxima Nova Regular, 18px
Descriptions: Proxima Nova Regular, 16px

All fonts used on this website are Proxima Nova in various styles and sizes for headers, subtitles, etc. Styles are consistent across content type. The only exception is the company’s logo, which is similar, but not identical to Divulge Light.
Typography

Verold

The designers likely chose Proxima Nova because it is a clean and simple sans serif web font. Verold wants to come across as a modern, high tech web company and so they chose to use an up-to-date popular web font.
Verold

See next page.
Verold Studio Features

Verold Studio gives you an easy to use visual editor to create 3D projects that you can view and share across mobile, tablet and desktop.

Verold is powered by Three.js and WebGL, which is widely supported in modern browsers:

Chrome  Firefox  Safari  Explorer  Opera

Examples

See how Verold Studio can be used to create a wide range of 3D web content.
Imagery

Verold

The imagery is purple and cartoonish in a website way. The cartoonish-ness of the icons and images are probably meant to support the idea that their web tool is simple and easy to use. The purple-ness of the imagery is probably meant to reflect their logo’s colors and reinforce their brand in the mind of their users.