Aesthetic Analysis

Labii is an online platform targeting academic researchers to easily publish a profile for their lab. Based on this main service, I choose Academia and Squarespace, which both share a part of service similar to Labii. Academia is an networking platform targeting to academic researchers as well; while Squarespace is not targeting the same audience, they are one of the most popular personal portfolio hosting service.
The platform seems like not putting much effort on aesthetics, the color and font lacks design, which makes the overall style pretty plain. The website is text-heavy with few graphic elements, which relates to the fact that the most of the content is based on publications. Although the website does not provide any aesthetic feeling for me, the navigation is pretty straightforward, allowing users to easily go through the features.
Analysis 1
academia.edu

01 - Label
The Newsfeed is showed by block, each of the article took up one block. The use of bold and size of the font did make the hierarchy stands out to distinguish the title, brief of the publication.

02 - Label
The profile page also use the block as layout. The three column layout makes it hard to focus on one starting point. Also, it has three very diverse colors on the same page is distracting.

03 - Label
The intro page put the main features at the center, which is easily captured. But the color is very diverse, once again making the page does not look well planned.

Running Application for iPhone

Interface Aesthetics
Spring 2015
Elisabeth Prescott & Kimiko Ryokai
Objectives

**Objective 1**
Encourage users to upload their publications.

**Objective 2**
Encourage users to browse other’s papers.

**Objective 3**
Encourage users to join groups.
Users

academia.edu

Academic users use the platform to set up their own profile, sharing their publications, networking with other researchers.
Color Palette

01 - Label
R - 0%
G - 0%
B - 0%

02 - Label
R - 77%
G - 108%
B - 132%

03 - Label
R - 19%
G - 60%
B - 93%

03 - Label
R - 102%
G - 154%
B - 78%

04 - Green

01 - White
02 - Grey Blue
03 - Navy Blue
04 - Green
They choose navy blue as the main color, which can be conceived as calm and ration that reflects the core value of the science field.
Analysis 1

Typography

academia.edu

Type Inventory:

Open Sans

headline: 36 px
title: 18px
body: 14 px
annotation: 11px
I think they did not pay any attention to typography, but simply choose the one they think is easy to read. For that purpose, Open Sans might serve the goal, however it lacks more personality and emotion.
"I highly recommend to all of the junior faculty I mentor to not only put up their Academia.edu profile, but to use these analytics—just print up the actual pages—and include them as supporting evidence in their tenure application."

Brenda LeFrancis, Memorial University

"I have a road to forge to show my Tenure and Promotion Committee the value and contribution of modern academic librarians, and Academia.edu’s analytics are instrumental in that effort. My Academia.edu analytics are extremely helpful to paint a very clear picture of what it is that I do, how my research impacts people, and that people are looking for my research, just like any other traditional faculty member on campus."

"There are many indexes of impact, and I believe that in the future Academia.edu might become an official index showing readership. These analytics could be a sign for Department Chairs, for example, when deciding to employ someone or not. Academia.edu is like proof of your level of knowledge it creates a source of trust, proof that your papers are really published somewhere and that people have read them."
The only imagery on the whole site is the photos of existing users. They probably put whatever photos the users submitted to them, so it lacks uniform style.
Squarespace

Squarespace successfully creates a beautiful experience for users to explore how visually appealing of the existing templates they provided. Squarespace use a lot of photos to build the atmosphere, combined with the delicate interaction and fonts, making user can smoothly get their saling points.
Analysis 2

Examples

01 - Label
The homepage of Squarespace starts from a beautiful and mysterious image combined with clean title that attracts users to learn more about the story.

02 - Label
The templates are images heavy, so the background color and fonts are both as simple as it can be.

03 - Label
Again, image first, text later. They put the image at the right, which is where user usually starts from reading. And put the text on the top left corner. Although the layout is not symmetric, but it put weights on the text.
Objectives

Squarespace

Objective 1
Motivates users to build their own website.

Objective 2
Browse through the templates

Objective 3
Ensure building a website can be easy.
Users

**Squarespace**

Artist, photographers, small business owners. They use Squarespace template or editing tool to publish their own website without the pain of coding.
### Analysis 2

#### Color Palette

<table>
<thead>
<tr>
<th>01 - Label</th>
<th>03 - Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>R - 255%</td>
<td>R - 0%</td>
</tr>
<tr>
<td>G - 255%</td>
<td>G - 0%</td>
</tr>
<tr>
<td>B - 255%</td>
<td>B - 0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>02 - Label</th>
<th>03 - Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>R - 166%</td>
<td>R - 254%</td>
</tr>
<tr>
<td>G - 170%</td>
<td>G - 214%</td>
</tr>
<tr>
<td>B - 168%</td>
<td>B - 82%</td>
</tr>
</tbody>
</table>

#### Squarespace

<table>
<thead>
<tr>
<th>01 - Label</th>
<th>02 - Label</th>
<th>03 - Label</th>
<th>04 - Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Empty]</td>
<td>[Gray]</td>
<td>[Black]</td>
<td>[Yellow]</td>
</tr>
</tbody>
</table>
Squarespace

Squarespace uses plenty of images to vividly present the templates, and thus I assume they keep the core color simple to the three basic color: white grey black, so will not fight against the vivid color of the images.
Typography

Squarespace

Type Inventory:

Gotham

headline: 68-70px
title: 24-30px
body: 13 px
annotation: 11px
Analysis 2

Typography

Squarespace

I’m surprised to find out they only use one font type since the overall site looks well designed. I think they acknowledge that the images are more important, so they select a very light-weight font and stick to it to make the overall text area not too heavy.
Most of the images are well-crafted templates or websites hosted. They select a high quality photos, which makes the overall aesthetics highly appealing.