Towards Final Design: Part 2

Considering the feedback you received in class and the four visual design elements summarized on slide 2, continue to refine the design of your three chosen screens.

For each of your three screens, document your design study as well as your final design (i.e., each screen you present on page 3-5 should be different to document/illustrate your process). Provide rationale for your design.
Study 1: Hierarchy
I changed the hierarchy of the font within each box. I tried central alignment, but then switched to left/right alignment with differing information on different sides. Also, similar information is now the exact same font instead of slightly different font. This provides stability for the user.

Study 2: Grid
The grid stayed the same. The feedback did not require me to change the grid.
However, all new text was realigned within the grid.

Study 3: Typography
I used Roboto and then used variations of font, including Thin, Condensed and Regular in order to have the typography provide different hierarchy.

Study 4: Colors
I changed the background image and increased the opacity of the top layer slightly. Overall, this color got the best feedback so I’m keeping it.
I decided to stick with the blue color scheme since I received good feedback on this design choice. The use of images and text for the appointments stays the same, although the hierarchy in the text has changed to better represent the important information for each appointment.
Screen Set 2

Study 1: Hierarchy
All content has now aligned left in the form.

Study 2: Grid
The grid has remained the same, but everything has aligned left in the form.

Study 3: Typography
The typography has stayed the same as the previous screen but the

Study 4: Colors
I added the same texture background as the other screens to this one. I also changed the color and opacity of the box a few times. In the end, I went for the less saturated, darker gray/blue which is also used at the header. This is an opacity of 40%.
### Process

**Synthesis**

**Screen 2: Final Design**

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<table>
<thead>
<tr>
<th>Location</th>
<th>Structure</th>
<th>Date</th>
<th>Client</th>
<th>Realtor</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zip</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**Final Design**

This is just a form so the format has not changed significantly. This final version has aligned all the form elements left instead of center, and the background texture has also been changed. The form box has changed colors and also been given a darker color and opacity of 40%.
**Process**

**Synthesis**

**Screen Set 3**

**Study 1: Hierarchy**

The overall hierarchy of the content stayed the same. The only thing to change was the local of some content and type.

**Study 2: Grid**

The grid is the same, but the top content (name & address) have now been aligned left. In fact, everything on the page is now aligned left.

**Study 3: Typography**

The typography and hierarchy changed a bit. Before, the ‘content’ was small and the ‘topic’ was larger. Now, the ‘topic’ is smaller and out of the way and the ‘content’ is larger and easier to read for the user. The content has also flipped from top to bottom in the white box. “Bedroom” is now on the top instead of the bottom and the font is a swapped.

**Study 4: Colors**

I changed back to the same dark grey/blue color instead of the brighter, more saturated blue. I also used opacity in the left column to create a sharpening of the content.

**Before**

**After**

*Elisabeth Prescott & Kimiko Ryokai*

*Interface Aesthetics*

*Spring 2015*
Synthesis

Screen 3: Final Design

JONES DUPLEX INSPECTION
45 Spruce Street Apt 4
Berkeley, CA 97409

4/10
Thursday
8:00 - 11:30am

Client
Bradley Jones
(510) 426-3221
B.jonesRaid@gmail.com

Realtor
Kim Hsu
(510) 426-3221

Payment
$600

Type
Duplex

Home
1450 ft²

Year Built
1948

Entire Lot
2250 ft²

Bedrooms
4

Bathrooms
2

Comments
There is also a small inlaw apartment in the back, which adds another bathroom and bedroom.

Final Design
The big changes were 1) the shift of alignment to the left. All the content that was centered is now aligned left on this grid, 2) font/hierarchy has become uniform. Before the white box had a different standard than the content around it, but now it’s the same content and the same style as the other content around it.