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.
Hierarchy & Composition

Have you created order and level of importance in your design? Established the visual levels of dominance and subordination?

White space: “Nothing is an important something.”

Empty space is needed in all compositions. It is imperative to accessibility and navigation. Space provides pathways, or channels, that lead the eye through the design, while directing the visual focus toward the positive areas of the compositional space.

Grid

Baseline used or not? When is grid broken?

The grid renders the elements it controls into a neutral spatial field of regularity that permits accessibility—viewers know where to locate information they seek because the junctures of horizontal and vertical divisions act as signposts for locating that information. The system helps the viewer understand its use. In one sense, the grid is like a visual filing cabinet.

Effective grid is not a rigid formula but a flexible and resilient structure, a skeleton that moves in concert with the muscular mass of information.

Typography

What does the type signify?

The key to good type layouts is contrast. In choosing to mix typefaces, be sure to select counterparts with enough contrast—but be aware of their similarities as well. E.g., different in stroke contrast and detail, but construction is similarly geometric.

Colors

Which color contrast(s) are used in your design and why you chose the particular color contrast(s)?

We experience color based on the interaction among colors. People respond to the relationships among colors. In human visual experience, colors appear as interrelated sensations that cannot be predicted from the response generated from viewing colors in isolation.
Process

Synthesis

Screen Set 1

**Study 1: Hierarchy**
The tab buttons below the navigation bar are used to toggle between daily and weekly leaderboard. The lighter color is used to indicate the active tab.

I decided to move the phone and watch icons to the side of profile picture to de-emphasize their importance.

**Study 2: Grid**
I created a baseline grid as a general guide, however because the types and sizes of the elements are different, I did not closely follow the grid. However, it still provided guidelines to align all the different elements on the page.

**Study 3: Typography**
I was overall happy with the typeface I had chosen before, so I did not change it. But I thought the labels on the tabs were somewhat narrow, so I used a heavier weight for them.

**Study 4: Colors**
I was using the light-dark contrast but was not entirely happy with the of mint and navy. So I used a brighter mint green and brown.
I applied the new color palette to the page, aligned the elements to the grid, and changed the font weight of tab buttons.
Study 1: Hierarchy
In the previous iteration, I had centered the dates, which made it difficult for the eye to follow the information. So I left-aligned the dates to make it easier to distinguish similar information.

Study 2: Grid
I used guides to better align all the different elements together.

Study 3: Typography
I did not change the typeface on this page, however, I was not happy with the icons I was using. They were inconsistent and it did not feel like they were part of a set. Therefore, I changed them with two newer icons that look more consistent and are also more aligned with the overall look and feel of the app.

Study 4: Colors
I applied the new color scheme to the leaderboard and all of its elements.
Synthesis

Screen 2: Final Design

Final Design
I updated the color palette, icons and the layout of "previous activities".

<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
<th>Coins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon, Mar 23</td>
<td>7,832 Steps</td>
<td>3</td>
</tr>
<tr>
<td>Sun, Mar 22</td>
<td>10,442 Steps</td>
<td>4</td>
</tr>
<tr>
<td>Sat, Mar 21</td>
<td>11,015 Steps</td>
<td>4</td>
</tr>
<tr>
<td>Fri, Mar 20</td>
<td>9,148 Steps</td>
<td>3</td>
</tr>
<tr>
<td>Thu, Mar 19</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The “chosen avatar” is the first element that is seen on the screen. A small portion of the alternative avatars are seen at both sides of the selected avatar to clue and encourage the user to scroll and see them. I moved the chosen avatar up to make it more dominant on the page.

**Study 2: Grid**
I used the baseline grid as a guideline to equally space the elements on the page.

**Study 3: Typography**
This page does not contain much text. I only changed the text on “OK button” to give it more weight and make it easier to read.

**Study 4: Colors**
I applied the new color palette this page.
Synthesis  

Screen 3: Final Design

I kept the new color palette, for this page; I aligned the elements to the grid, and I changed the font weight on the bottom button.