



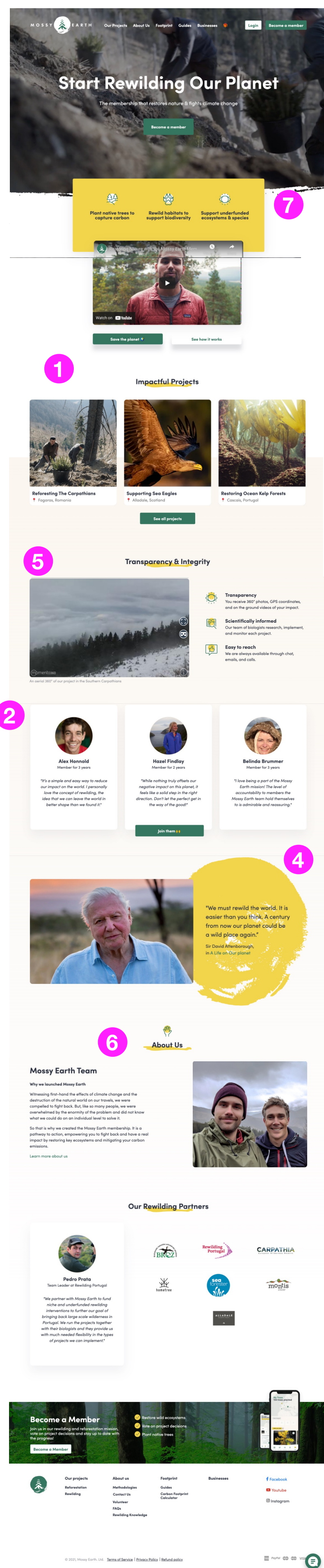
VISUAL AUDIT

MOSSY EARTH VISUAL AUDIT

To be able to give a greater insight of a business you should get to know who they are and the brand. This could be done by finding out what their values are, how they present themselves and how they speak to their users. Your job will be to come up with a system that compliments the businesses beliefs and values as well as their brand. This information is usually found throughout their webpage.

CATEGORY	NOTE
BUTTONS	The webpage has multiple of sized buttons with green and yellow for the primary button and a white secondary button. This could give a feeling of overstimulation for some because it could be confusing. Does the different buttons have their own special purposes, or are buttons made with different sizes for the aesthetic of design?
SELECTOR	Selectors are a great way to spice up the design pattern on a website. It makes it easier for the users to select what they want without having to type it physically into a field. The website uses this in a good way, but the sizes of some of the selectors could change a bit. The colours of the drop-down should also be up for evaluation of change.
DATA INPUT	Data input is some of the most important features of a webpage that has any form elements. Mossy Earth has good sizes on their, and the recognition of card type function is well-received. A reduction of the colour scheme should be taken to consideration to gain a harmonisation of the design .
DATA DISPLAY	There are not a lot of data display considering the website is using emotions through images to convey their message to the user's. They are also showing where they are working from the interactive map they have on display. There are some minor mistakes with it, but this is an issue that could be solved by coding in a correct reaction to the click on the icon.
ICONOGRAPHY	Mossy Earth has used icons for all it is worth. They are using it right by adding icons for their message of what they do, and reuse the same icons in their headings. They make this work well. The icons in the buttons does not work as well since it throws off the dynamic of the website. It gives the sense of an older generation that wants to be relevant and takes away the cleanliness of the design.

DESIGN PRINCIPLES



- 1 Alignment**

All elements of the webpage is entered to the center placement in all formats which creates a feeling of unity and cohesion. Longer text has a left alignment and smaller has a centred alignment while the boxes themselves are placed in the center of the page. There should be made a grid and spacing system to improve the layout of the website.
- 2 Framing**

Framing is a principle that is recurring on the website. Information boxes, photos and banners are explores of framing techniques used on the site.
- 3 Layering**

Layering is used when the website wants to spice up the information while also catching the user's attention. There should be an evolution of changing the cards to clean up the design.
- 4 Colour**

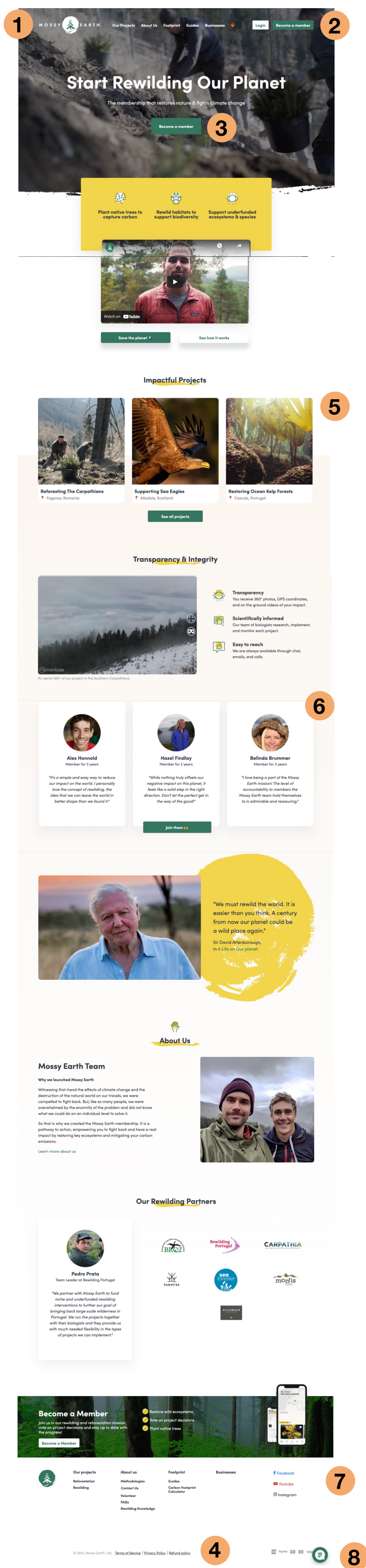
Colours are a major part of the website. They are using colours to showcase what the topic of the website is about and they are also using is as a way of highlighting the important parts. This will create a way of controlling where the users are focusing. They are also using colours to highlight areas that will cost money with the use of two different colours on the label of the button. There should be a change in the system of using a shade system for the colours instead of having multiple single colours.
- 5 Picture superiority effect**

Pictures is worth a thousand words. The site is using pictures of the nature to strengthen their message of being environmentally conscious.
- 6 Constancy**

The whole page is based on the consistency principle. All the pages as the most important information and elements on the top followed by the additional information/elements and then their contact information and social media at the bottom. They are following their alignment structure and the layering of images, icons and text. A grid and spacing system will improve the constancy of the webpage (See alignment)
- 7 Icon representation**

Icons are highly efficient to use. People are used to icons and would know what they stand for without having to read the content. Mossy Earth let the user know what the site is about by using this for both illustrations and for donating button. An icon guideline for with frame and without frame should be implemented in the design system.

INTERACTION NOTES



1 Top Navigation

The Navigation is simple to understand, where you have the pages and buttons to donate, login and become a member. However, the donation icon could be either ignored since some people do not understand the icon, or they will be curious enough to click on it to see what happens. The top navigation are in a fixed position that works well for the webpage.

2 Buttons (secondary and primary in navigation)

The top navigation menu has one primary (become a member) and one secondary (login). These are in different sizes, and the login is the only button with this dimension. The top navigation should be changed to have the same size for all buttons. This could be done by removing a button or change the navigation menu.

3 Buttons (enlarged button different in height)

Most buttons are in a good size, and having a larger button would indicate that this is a way to get to the important information. However, there is no need to have the 'become member' straight after the top navigation where the become a member is placed. This can be solved by changing the content of the header.

4 Hyperlinks

The hyperlinks of the page will lead the user to another main page, sub page or to their socials. They have many different colours and there should be a change where the hyperlinks that leads to another page of the website has one colour, and the socials have their iconic colours. Meaning that only the social will be able to have other colours.

5 Types of Cards

Some information is presented as cards and other information are presented as cards. Some layered imagery will work, like header and banner. Other layered content should be made into cards with a frame for the image and one frame for the title, text and button.

6 Testimonials

The testimonials have a clean setup. They are have a frame, image and the information. The button here should change by removing the icon inside of the button, and set a default size of the buttons in general.

7 Footer

The footer is made up by content blocks. Including the logo, all pages, socials and payment methods. It is great that people can go down to find all information, however there should be a consideration of how we can change up the layout for the footer content, to find out a good way of making this a good responsive footer.

8 Chat

Buttons are in a good size for a desktop. They are giving a clear indication of what will happen when you press them. The chat icon clearly lets the user know what the function will include and the fact that it is following the user the same way as the top navigations will give the user the option to click the button if they are wondering about something while scrolling through the content.



DESIGN SYSTEM

THE BRAND (Tone, Voice, Message)

To be able to give a greater insight of a business you should get to know who they are and the brand. This could be done by finding out what their values are, how they present themselves and how they speak to their users. Your job will be to come up with a system that compliments the businesses beliefs and values as well as their brand. This information is usually found throughout their webpage.

Brand/ Design Purpose And Shared Values

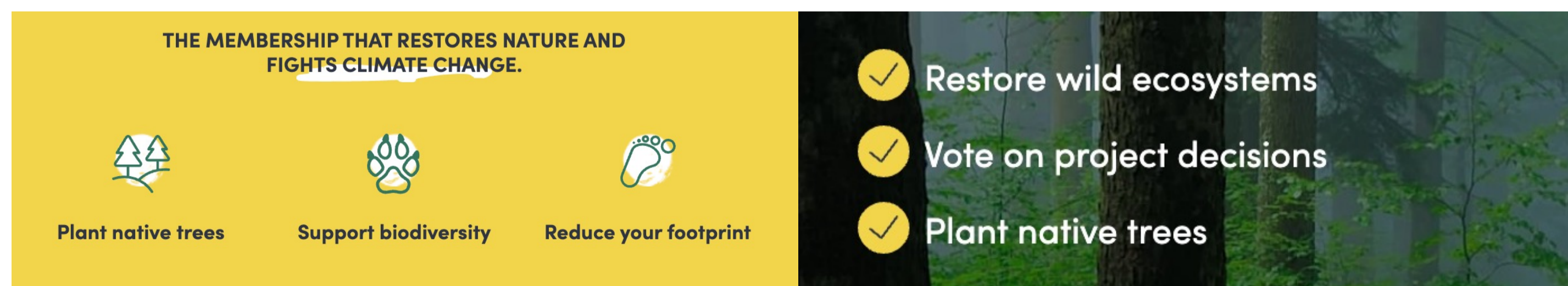
Their purpose is to inform the masses of how we can reduce their footprint and how they can help. They are also advocates of reserving the wildlife and plant life.

Design Principles

Mossy earth is a company with the passion for the outdoors and the preservation of the natural world. They are environmental fighters who have the mission to restore wild ecosystems, support wildlife, biodiversity and help fight climate change.

Brand Language And Identity

The company is all for fighting for the environment. They are using earthy colours to showcase what topic of interest they have. The brand also shows this by icons combined with text as well as nature photographs. The way they are showing that they are fighting is to use the symbolic of the powerful sun. The strong yellow is their way of saying enough is enough, we have to do something about the problem. This is showcased in the entirety of the webpage.



INTERACTION DESIGN PRINCIPLES

1 Alignment

The website should have a consistent centred alignment. This will make the user feel familiarized with the whole page by just looking at the home page.

2 Error prevention

The website will let the user know when they have made a mistake by giving them a red error and a helping text in the field to help them to correct their error.

3 Layering

Layering should be used on cards to save space and give as much information without having the user to think too much about it.

4 Hierarchy

The hierarchy of the content will be icon and/or heading at the top, picture and text underneath and button in the end of the content block.

5 Picture superiority effect

Pictures speak more than a thousand words. The website should use the power of emotions through pictures to showcase what they are doing.

6 Consistency

There should be a consistent pattern throughout the layout of the website, so the user will not have to adapt to major changes.

7 Icon representation

Icons should be the storyteller next to the photos. Add icons where there is important information to signal what kind of information it is.

8 Common fate

The buttons on the homepage should lead the user to other subpages of the website.

9 Highlighting

Important information about the work Mossy Earth are doing will be highlighted with icons a splash of colour or both.

INTERACTION DESIGN DIMENSIONS

1 Text

The design has a lot of pictures and icons, but they should also have text included for the users that wants to learn more about them and the work they do. It should be easy to consume and written in an easy-to-understand language.

2 Visual representation

The website should contain a visual representation of the text for the user to quickly understand what will be written in the text to belong to the visual representation.

3 Physical objects

Animals and nature is associated with life and protection, which are great tools to use when you are making a website for environmental conservation.

4 Behaviour

Photos and videos of animals can motivate the user to help Mossy Earth with their work.

PERSUASIVE DESIGN PRINCIPLE

5 Behavioural

The website gives feedback to the user if they are using an interactive element like a button or a video.

6 Visceral

The photos on the website can motivate the users' behaviour on the website The same effect has the colour of the labels on the buttons. They can see which projects that has been implemented and which projects that are still in process and need their help.

7 Framing

The website is sectioned into boxes or frames. This makes the content more consumable for the user in regard to the information the website is displaying.

8 Social proof

The sections with testimonials can give the user an impression that the company are a trustworthy company that does what

INTERACTION DESIGN MODEL

1 Conceptual model

The user will know that by clicking a button they will be able to interact with the website. This could be reading more about a topic or use a specific page for a specific purpose. Most users will also understand that the gift button at top will include giving a gift or donation.

2 Model Human processor

The users will know that if a picture is in motion when interacting with it, or hovering over it, it will lead them to a page with more information about the topic of the picture.

ELEMENTS OR PATTERN

4 Elements

Logo
Social media buttons
Form Fields
Login options

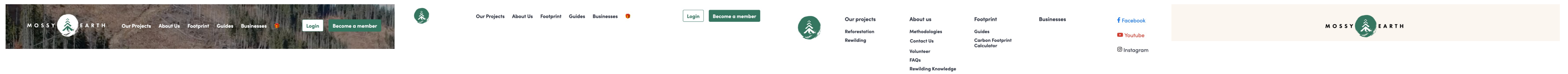
5 Affordance

The icons are associated with the topic they represent.

6 Menu

The menu bar is always present for the user to easily navigate throughout the main pages on the website.

LOGO USAGE



LOGO GUIDELINES

Padding

The logo needs breathing like the rest of the elements in this design system. This should follow the spacing guidelines as well as the grid.

Placement

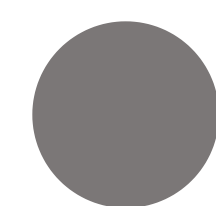
The logo will be placed at the top of each page as well as in the footer. The top navigation menu will contain both full version and logo symbol only, while the rest of the pages without a standard top navigation bar. The footer will only contain of the logo symbol version.

Centering

The top navigation menu logo and the footer will be a left alignment following the grid system. The pages without a standard top navigation bar will have a left alignment where the center of the logo will be placed in the center of the page.

Size

The smallest logo size will be at 50x50px whilst the largest can be up to 244 x 70px.



70 x 70px



50 x 50px



244 x 70px



174.29 x 50px



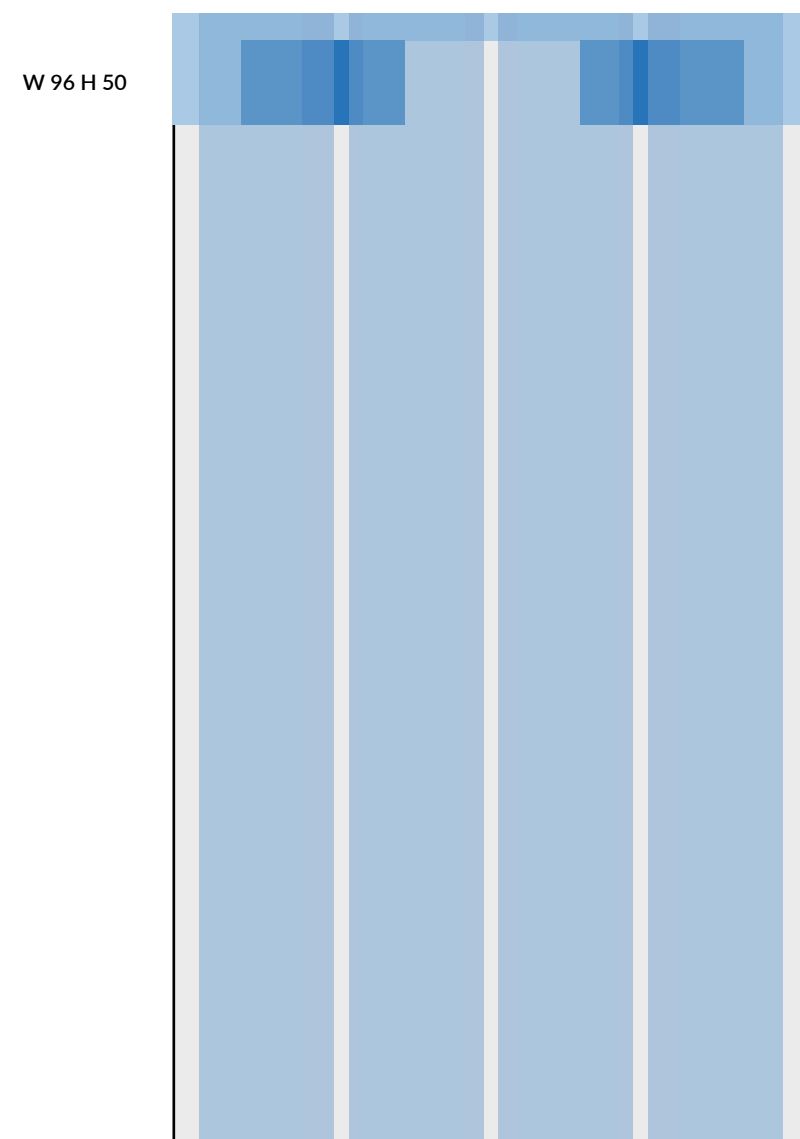
LAYOUT AND SPACING (Grids)

GRID

To be able to make the right sizes for the different device formats you should have some sort of size guidelines. When the content start, when it ends and where you can break it up. It is also important that the grid system follows the spacing guidelines. They will only function if they work together. These are the design systems Yin and Yang.

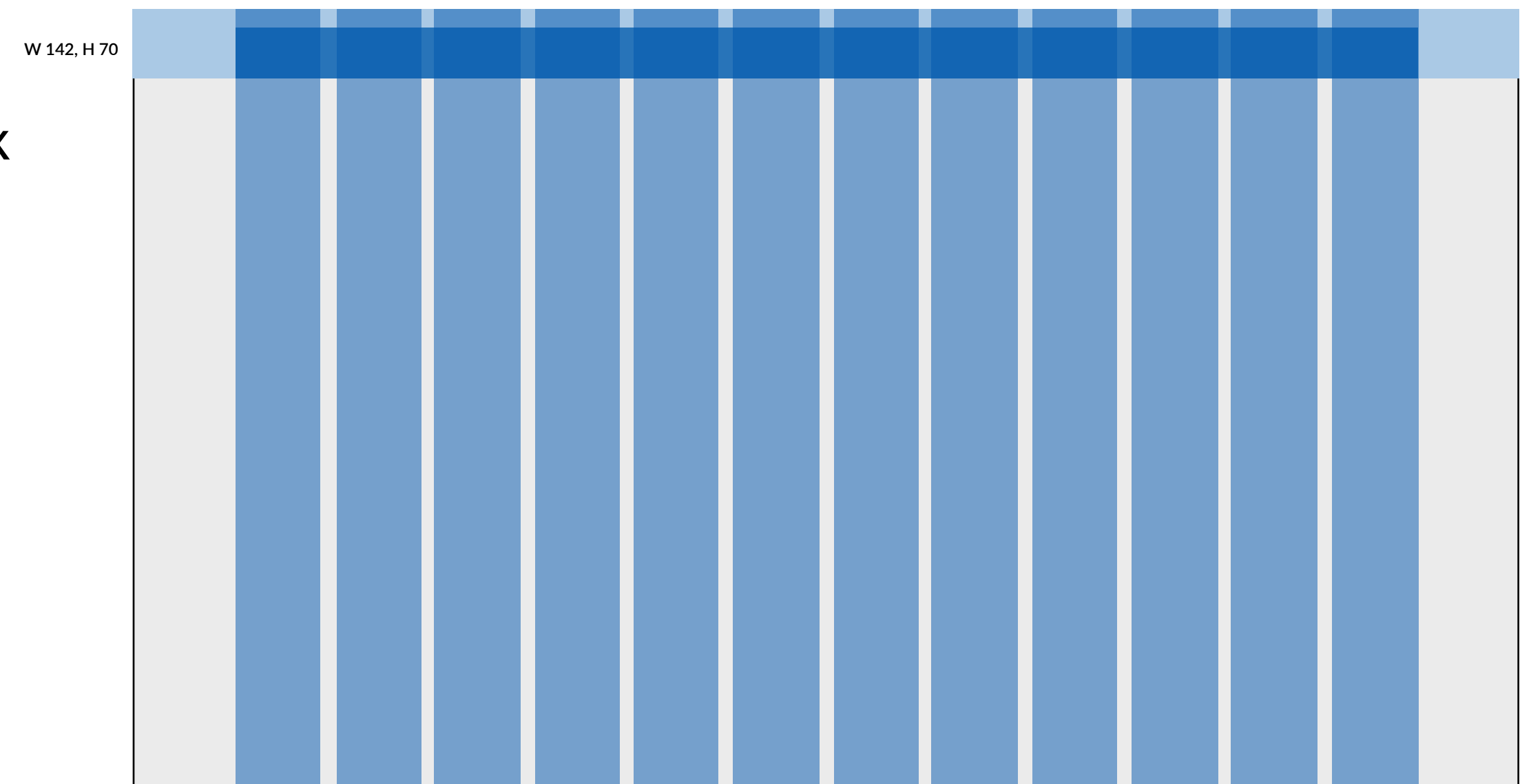
Small

MARGIN: 16px
GRID: 79px
GUTTER: 9px



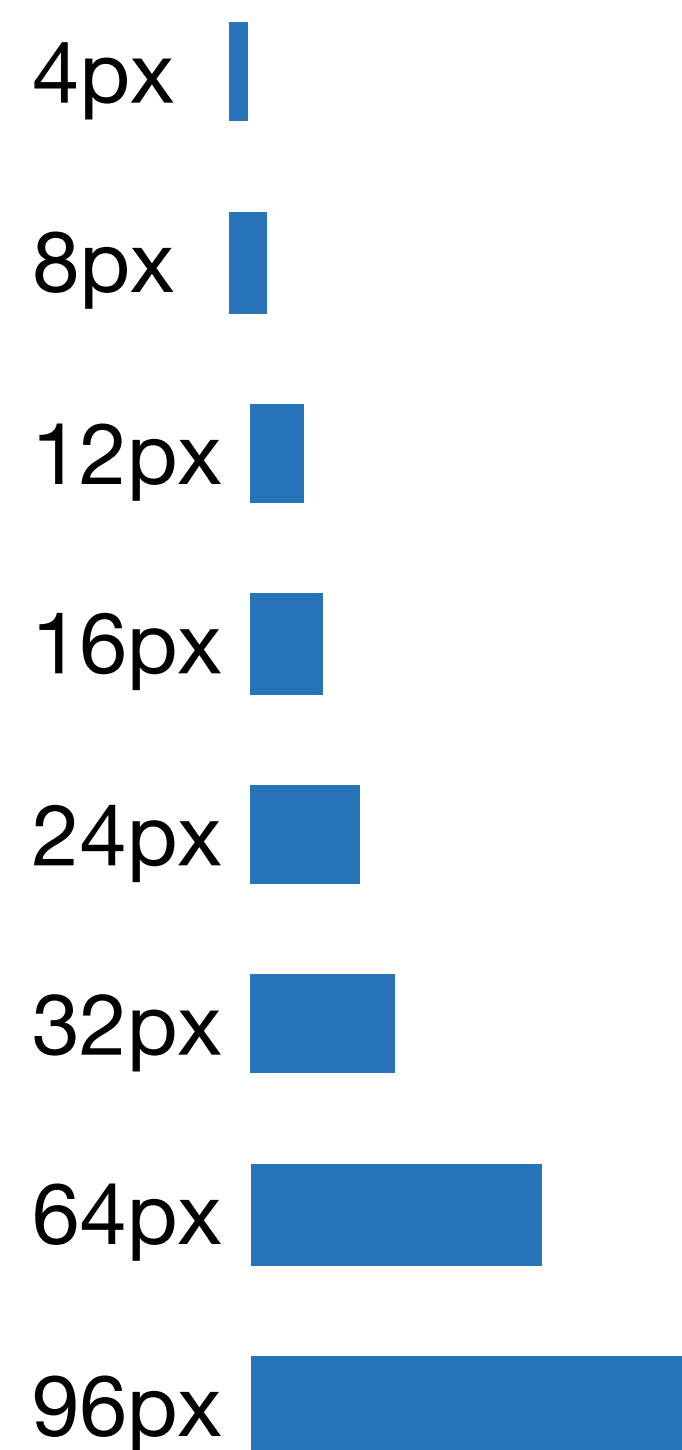
Large

MARGIN: 142px
GRID: 118px
GUTTER: 20px



SPACING

The spacing is a set of measurements which goes into a system. The guidelines used in this spacing system is multiplied by 4. This means that the spacing between the different elements of the page should be following at least 4px between each other or go up by 4 every time you need to increase the spacing between the elements. These guidelines also fits into the proximity principle where the closest elements are perceived to belong together while the elements further away would be perceived as another section of the content.



TYPOGRAPHY (Include A Type Scale)

The written word is as important as the visual representation. This means that they should have multiple fonts that can fit different website formats. The job of finding the right fonts using browser extensions could be an overwhelming process. However, You are allowed to remove fonts that are similar to each other if you feel that the website has too many fonts with the same purpose. It is also important to showcase the font information and a preview to get the feel of how it would look like.

This design system is using the font Poppins, a modern sans serif font, that is easy to digest in a large and small format. The default body text is 16px for optimal reading visibility.

TYPE SCALE

Typography	Mobile	Desktop
Headings		
Heading 1	48px	72px
Heading 2	40px	60px
Heading 3	36px	48px
Heading 4	32px	36px
Heading 5	28px	30px
Heading 6	22px	24px
Heading 7	18px	20px
Body text		
Paragraph	16px, 14px	16px, 14px
Labels	16px, 14px	14px, 12px

COLOUR USAGE

Colours are where the design comes to life. Choosing the right colour scheme is important to communicate your message to the users as well as showing off the businesses branding. Using the yellow colour to break up the content will create a sense of curiosity for the user. The break-up from calm to extreme could be an eye-catcher and the user will feel that there is something important about this section of the page. The colour scheme will also showcase the shades used so you as a designer don't limit yourself to just a few colours.

The brand colour is the fir tree green colour, the same as in the logo. There will also be a hint of yellow to symbolise the sun and red for warning (error).

Primary



#709C8E #5C8F7D #47816D #33725D #295B4A #1F4439 #142E25

Neutral



#000000 #24252A #3A3B3E #7C7C7F #A7A8A9 #D3D3D4 #FFFFFF

Yellow shades



#F6E281 #F4DD6F #F4D95D #F3D54B #DBC044 #C1AA3D #AA9535

Red shades



#E1634D #DD4B33 #DA341B #D61E00 #C01C00 #AB1900 #7F1300

IMAGERY

Images and videos is a powerful way of conveying a message. Thumbnails, avatars, images and banners are all imagery. These can be both interactive and non-interactive elements. Thumbnails are small images where you include a component in the form of a button or a hyperlink, avatars are smaller images of people and banners are often layered elements that goes from each end of the webpage. It is important to get the sizes right when it comes to imagery as well as making them responsive.

Photographs



Cards



Avatar



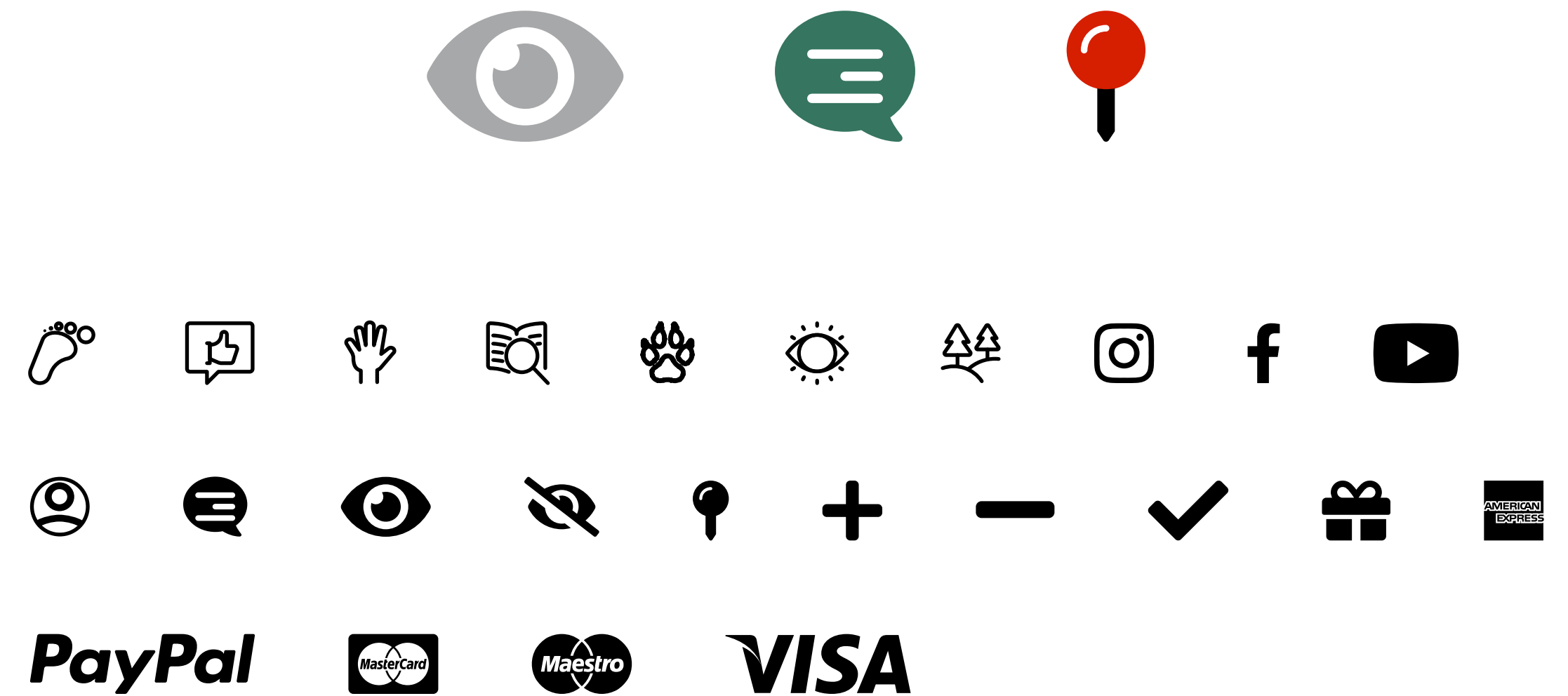
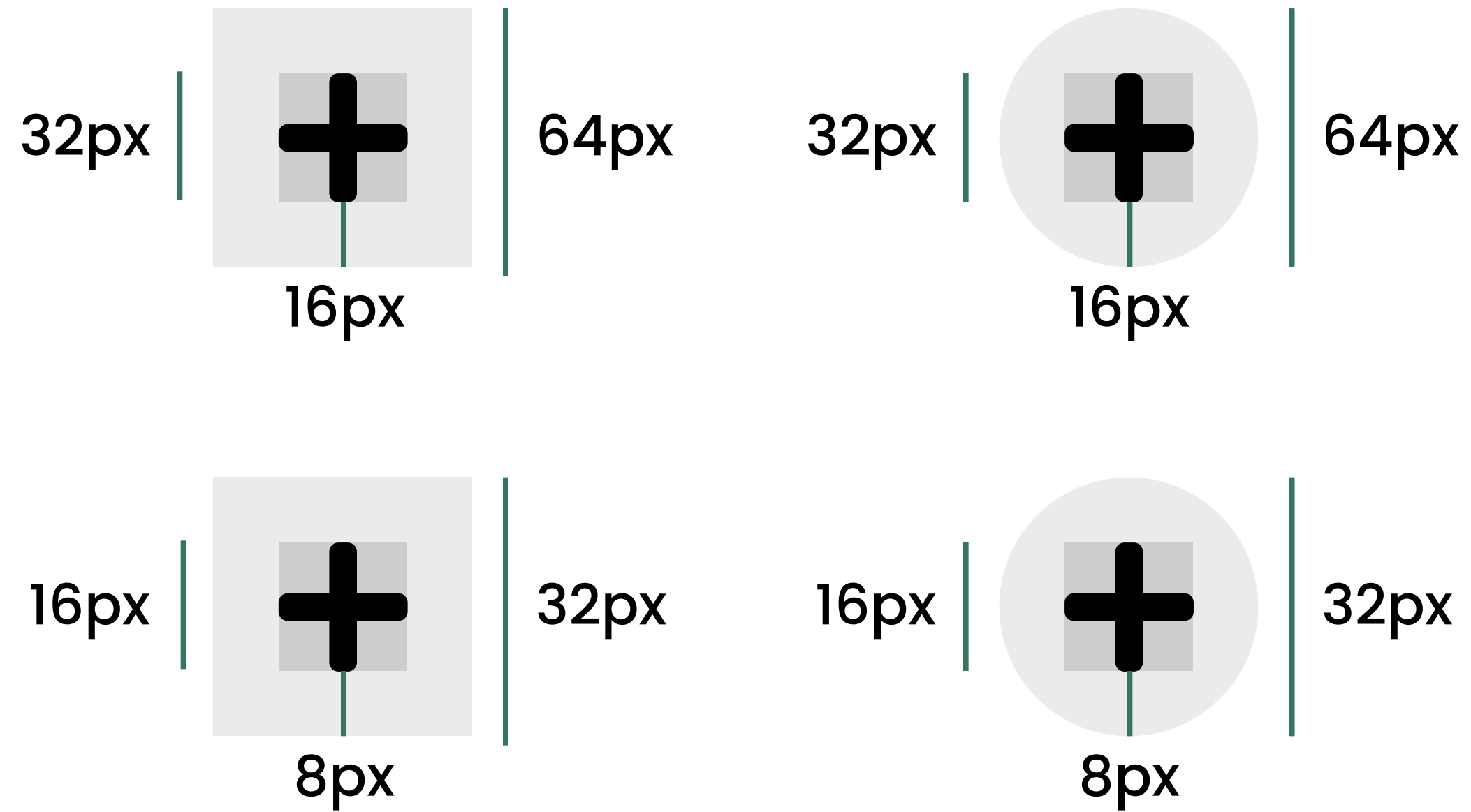
Video Content

Video content will be shown in the header and as a link to their YouTube content to tell their story with the help of motion



ICONOGRAPHY




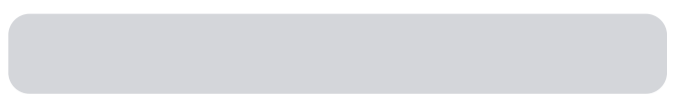



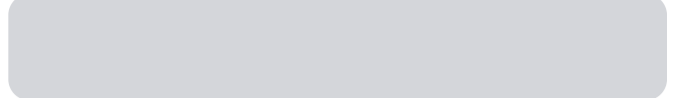



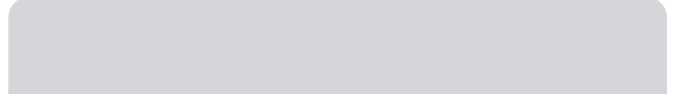

Icons are a great way to communicate with the users. Some users will not read everything that is written. This could be because of different reasons. But icons are images or symbols that will help the user understand what is going on without having to read. This makes the content more pleasant to consume for the mind and the eyes of the user if the icons are used right.



COMPONENTS


Components are Molecules containing atoms and tokens to make interactive elements of a web page. They should all complement each other and the site by following the branding guidelines of colour scheme, typography, identity and language. It should also be obvious for the user that these elements are interactive.

Button





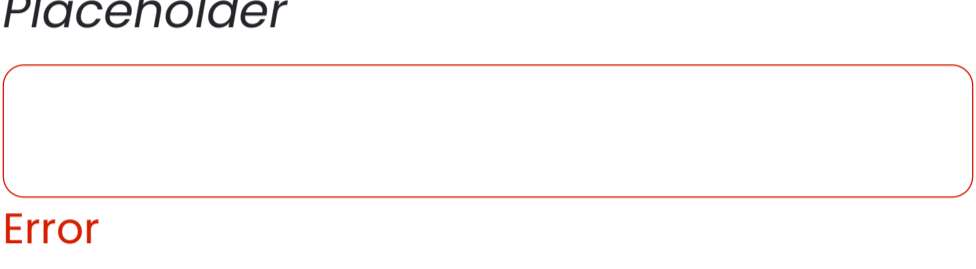
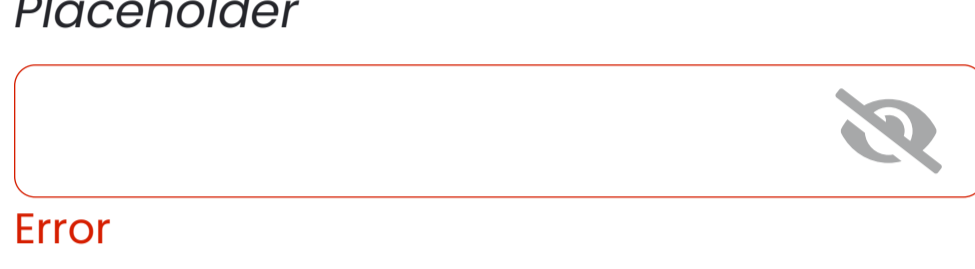
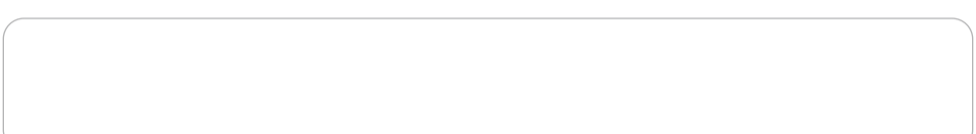
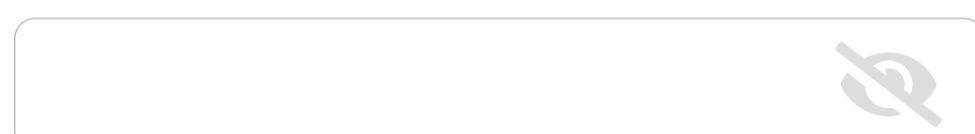
	Primary button	Secondary button	Icon button	Component scale
Default				Extra small  30px
Active				Small  40px
Disabled				Large  48px
				Extra large  60px

Text field input

Label — Password


Type in password 

Placeholder text Icon



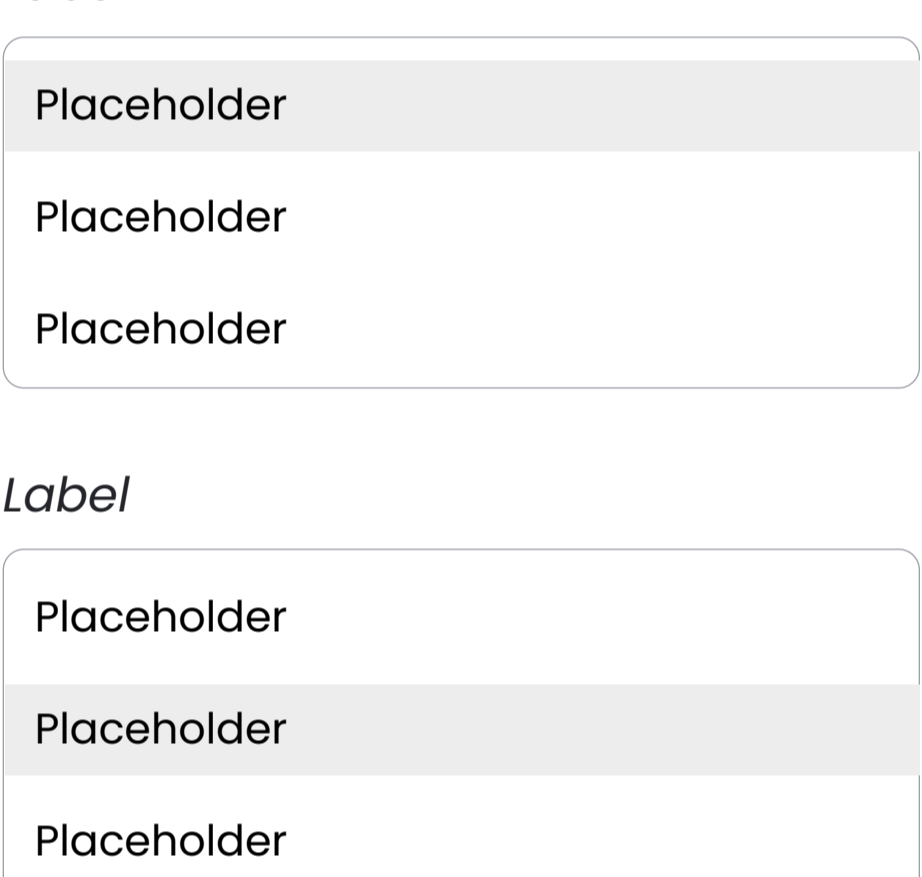
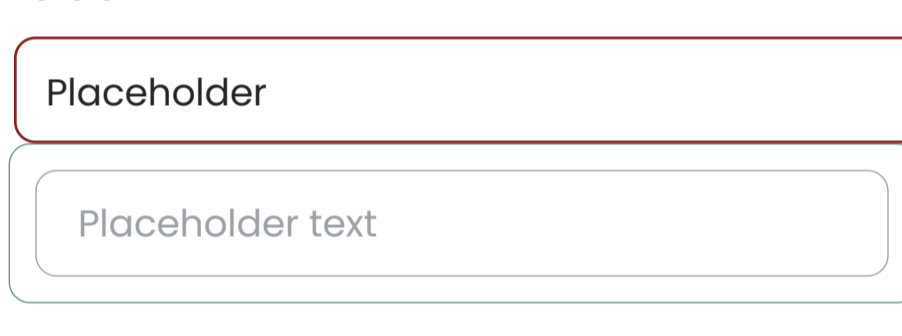
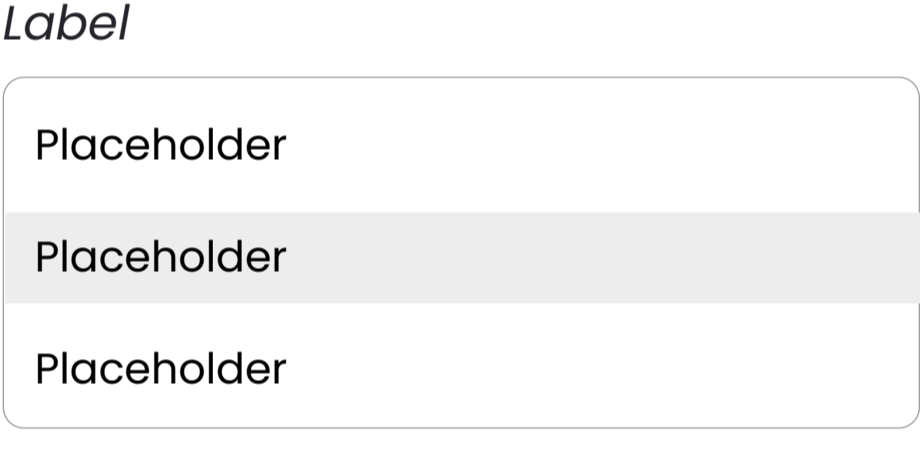
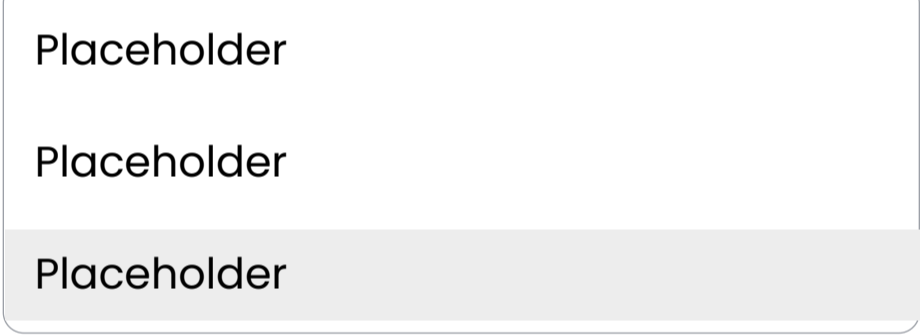
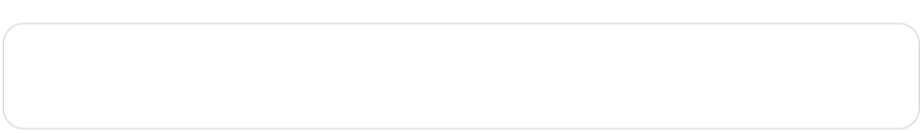

Default		
Active		
Error		
Disabled		

Drop-down field


Label — Payment currency

£ (GBP) 

Placeholder text Icon







Default		
Active		
		
		
Disabled		

Top Navigation

Logo — MOSSY  EARTH Our projects About Us Footprints Guides 


Secondary button — Login  Become a member 

Page navigation Icon button Primary button

Default		
Active		
Disabled		

Footer

Main page Socials

Logo — 

Sub page — Our projects About Us Footprint Business





Reforestation Methodologies Guides Facebook

Rewilding Contact us Carbon Footprint Calculator YouTube

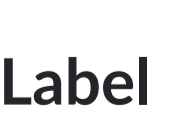



Volunteer Instagram

FAQs

Rewilding knowledge

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Placeholder Hyperlink Icons

Default		
Active		
Disabled	