

# Broadbent Park Navigator

UI DESIGN

# OVERVIEW

Welcome to BROADBENT PARK NAVIGATOR APP, a revolutionary mobile application designed to enhance your experience at Ed Broadbent Waterfront Park. Discover the beauty of the park, access information effortlessly, and engage with its rich history and offerings.

## Key Values

### **Accessibility**

Ensuring everyone, regardless of ability, can enjoy and navigate the park seamlessly.

### **Inclusivity**

Embracing diversity and creating an environment that welcomes all visitors.

### **Cultural Enrichment**

Showcasing the heritage of Ed Broadbent Park and its contributions to human rights.

### **Community Engagement**

Encouraging participation, event hosting, and a sense of belonging within the park.

# TYPOGRAPHY

The typography chosen for the app is Open Sands, meticulously selected to ensure clarity, readability, and a modern aesthetic across all content.

## Body Copy (16px Regular)

Open Sands in 16px Regular is utilized for the body copy, providing a comfortable reading experience. Its balanced letterforms and moderate spacing enhance readability, making it ideal for conveying detailed information about the park's amenities, events, and more.

## Subheaders (Bold 16px)

Subheaders are displayed in Bold at 16px size, offering a distinct visual hierarchy within the content. This weight variation helps emphasize key points, headings, or sections, guiding users' attention effectively.

## Headers (Uppercase Bold 18px)

Headers are set in Uppercase Bold at 18px size, commanding attention and reinforcing the importance of section titles or headings. The bold weight and uppercase styling create a strong visual impact, making headers easily distinguishable and memorable for users.

**HEADER OPEN SANS BOLD 18PX**

Subheader Open Sans Bold 16 px

Body Open Sans Regular 16px

# COLOR PALETTE

The color palette for the app is thoughtfully designed to convey both respect for Indigenous Human Rights and a solemn tribute to Ed Broadbent, acknowledging his recent passing. The chosen colors serve to create a harmonious and visually accessible user interface.

Hex #DE6900	LCH 58, 78, 58
RGB(222, 105, 0)	LAB 58, 41, 66
RGB Percentages (87%, 41%, 0%)	LUV 58, 98, 52
HSL (28, 100%, 44%)	XYZ 35, 26, 3
HSV(28, 100%, 87%)	Closest Tailwind Color orange-800

## #DE6900 - Unity Ember

This primary color represents Indigenous Human Rights. #DE6900 is a vibrant orange, symbolizing cultural richness, warmth, and the importance of recognizing and honoring Indigenous traditions. It adds a meaningful and respectful touch to the app, aligning with the themes associated with Ed Broadbent Waterfront Park.

Hex #595959	LCH 38, 0, 0
RGB(89, 89, 89)	LAB 38, 0, 0
RGB Percentages (35%, 35%, 35%)	LUV 38, 0, 0
HSL (0, 0%, 35%)	XYZ 9, 10, 11
HSV (0, 0%, 35%)	Closest Tailwind Color grey-700

## #595959 - Solemn Slate

Dark gray is employed to enhance readability and contribute to a solemn atmosphere. With a color contrast ratio of 7.1:1 against white, it ensures accessibility standards are met. The dark gray provides a subdued and respectful background, reflecting the recent passing of Ed Broadbent. This color choice contributes to a serene and thoughtful visual environment.

Hex #ffffff	LCH 100, 0, 0
RGB (255, 255, 255)	LAB 100, 0, 0
RGB Percentages (100%, 100%, 100%)	LUV 100, 0, 0
HSL (0, 0%, 100%)	XYZ 95, 100, 109
HSV (0, 0%, 100%)	Closest Tailwind Color white

White serves as the background color, symbolizing purity, openness, and inclusivity. It allows the Indigenous orange to stand out prominently and creates a clean canvas for content presentation. The combination of white with dark gray and Indigenous orange strikes a balance between readability and visual appeal.

# USER INTERFACE ELEMENTS

Within the app, user interface elements are meticulously designed to ensure visual coherence and user-friendly interaction. All images are presented in either rectangular or square formats, preserving the integrity and seriousness of the content. Buttons, easily identifiable with a subtle border

curve, maintain a conventional rectangular shape for instant user recognition. Icon placement within buttons adheres to a strategic approach, occupying 45%-50% of the button's height (typically 60 px), with precise centering and auto-width adjustment. This deliberate design choice

ensures both a seamless user experience and a harmonious visual flow. The consistent styling of interactive elements, from buttons to icons, contributes to an intuitive navigation experience, fostering user engagement and ease of interaction throughout the app.

