

EXCLUSIVE INTERVIEW

With our winning designers Nabila Khalid and Chris Dadd



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Please share the idea behind your design concept

I wanted the website to be calming and therapeutic for all the visitors whilst still being vibrant and uplifting. Cancer can be quiet a stressful and depressing topic, whether the sufferer themselves are visiting Cancer Central or it is a friend or relative. Being surrounded by nature has a very therapeutic, calming effect. So I chose that as the central theme.

The idea was to make information discovery relaxed, reassured, guided and uplifting using modern user interfaces found across instant messaging and thumb controlled apps. Circles are used as they evoke safety, grace, comfort, calmness, peacefulness - all things we need when suffering and scared.

What were the most important factors you considered?

Three things. The emotional as well as the physical state of the user. Making sure the user experience was suitable for people of all backgrounds, keeping in mind ages, disabilities and what stage of their Cancer journey they are in. Making sure the design is in-line with any existing Cancer central branding.

Easing discussing challenging subjects using gamification with unique animated avatars. This creates an environment for easy and free-speaking conversations. Ave offers Seekers progressive options using radial circular button menus and showcasing Information Providers with call-to-action circles.

How do you see your design concept growing with Cancer Central?

I am excited to reach the user testing stages of the process so that we get feedback from the ultimate users of our website; and can fine-tune the design to make it optimised for the best user experience.

Being combined with Nabila's and Jag's design work to create the first release for real user feedback and excites sources of funding for the next stage.

Tell us a little fun fact about you

Although I am a Graphic Designer, my degree was in Biomedical Sciences. I chose to study Cancer as one of the modules in my final year, which I really enjoyed and consequently did well in. Would never have dreamt that I would have an opportunity like this to do something for the cancer community.

After climbing Kilimanjaro in 2011 with GivingAfrica.org we built a happy and sustainable school in Burkina Faso with vocational and entrepreneurial skills programmes.

