

# *HCC 629 WEEK 4*

# *ASSIGNMENT*

Affordance/Signifier/Mapping

*By*

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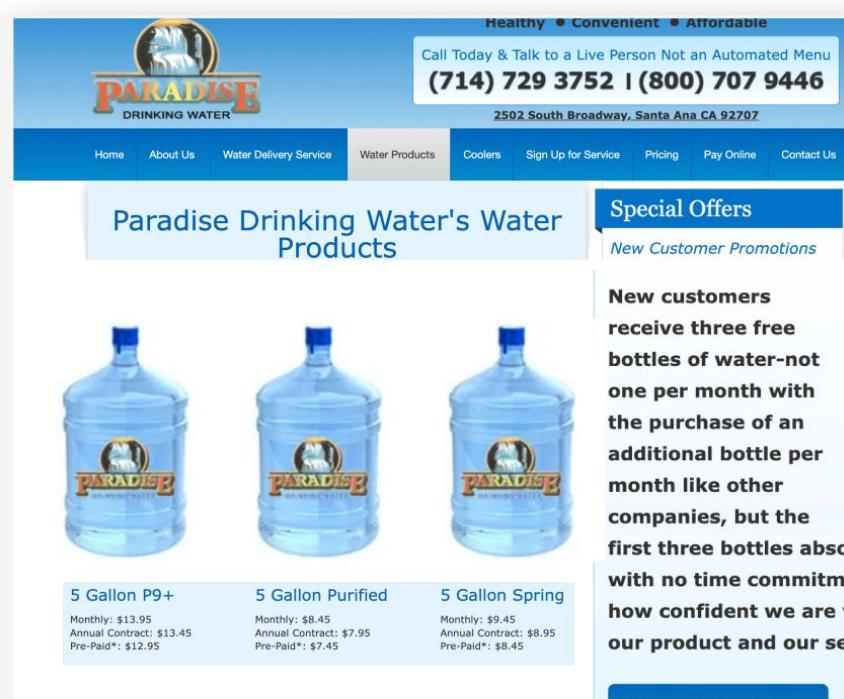
## Affordances/ Signifiers:

Issue1: The outline depicting in picture or website is saying the water can icon is clickable, but it's not! in turn resulting in confusion to the user in wrong way.

Reference: <https://www.paradisewater.com/>



**Redesign:** For a good understanding of website, the user should not be irritated while using the website and whatever the user wants to do, it must be done in smooth way. So, the outline issue has been addressed and redesigned without the outlines, so that user can think it's just a description of water given under the water products tab. Maintaining design consistency, making sure interactive items and non-interactive items are easily identifiable which should be given equal importance while designing any website.



**Hidden Affordance:** No perceptual information – nothing presents that ‘signals’ to the user that interaction is possible (reference slide 29).

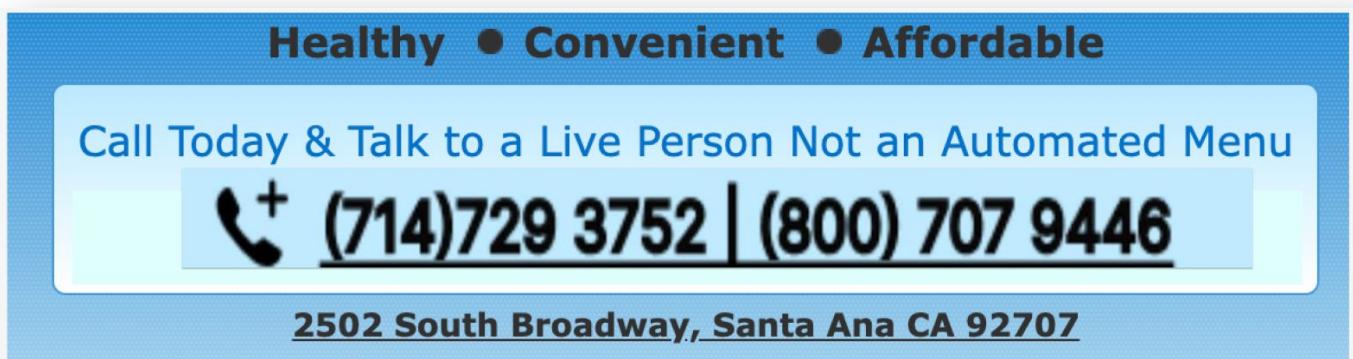
### Issue 2:

The user is unaware of a phone number's call functionality unless there is a clickable feature on the page to initiate the call and also he/she might confused and pick his/her phone to dial number.

**Reference:** <https://www.paradisewater.com/>



**Redesign:** We've updated the design to include clear visual cues and indicators—now underlined—to show that an item is clickable, providing a more intuitive experience. This means you can directly make calls or take action from the website itself without any confusion. Additionally, we've introduced tooltips that appear when you hover over clickable elements, offering a brief description of where the link will take you. This enhancement aims to make navigation more user-friendly and ensure that you always know what to expect when interacting with our site.



### Mapping :

Refers to an attribute of an object that allows people to know what happens when you interact with it. Good relationship between a control and its resulting function.

“Mappings tell you where or in what way to expect a change when you interact with an object[2]”

## Mapping Issues on Toronto Cupcake :

Issue 1. On the homepage, the pictures adjust to the screen size well, but when you move your mouse over them, it's not clear where they'll take you if you click.

Reference: <https://www.torontocupcake.com/>



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## TORONTO CUPCAKE

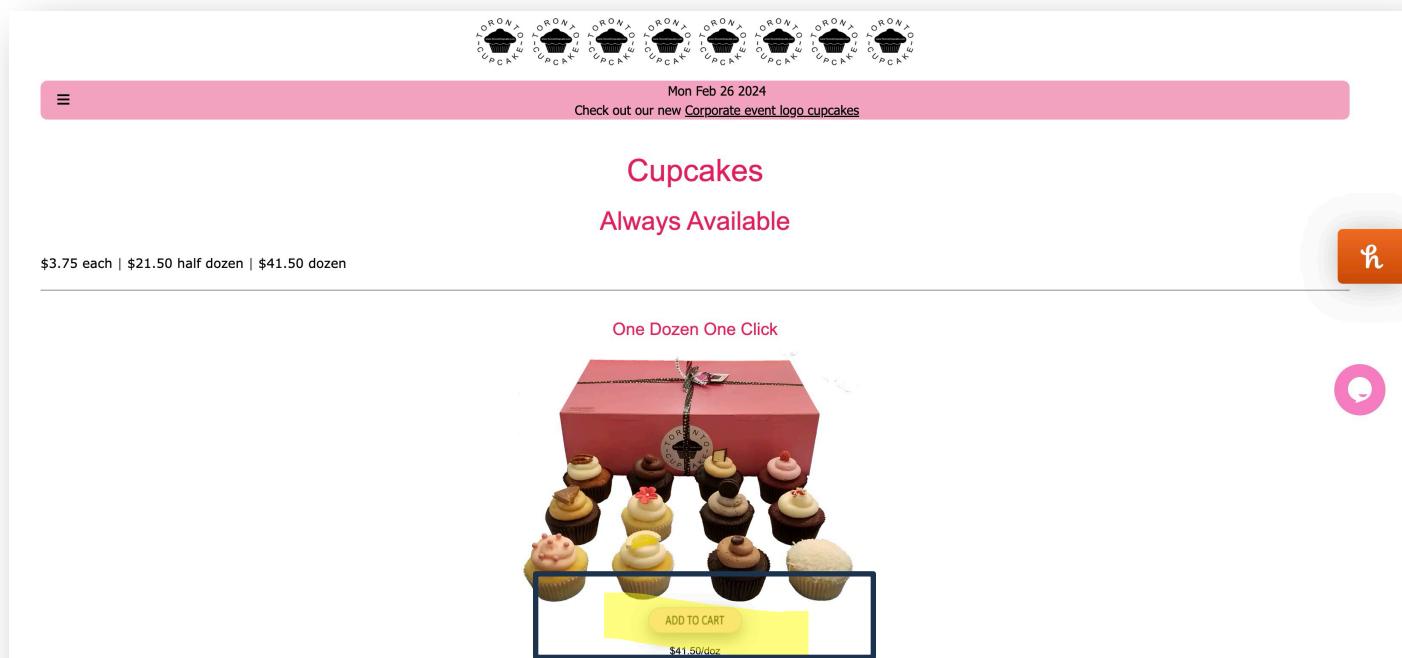
Welcome! Thank you for stopping by Toronto Cupcake. Canada's and the GTA's favourite stop for that special treat. Order cupcakes [online](#) 24/7 for your special event. Delivery available most days between 8 and 6pm TO time.

Celebrating our 13th year of providing Canada's most delicious cupcakes for business meetings, birthdays, weddings, or for no other reason than because.

Our cupcakes are baked daily using the finest ingredients.

Cupcake delivery is available throughout Toronto, the GTA, and beyond. Cupcakes are delivered in our signature pink box.

2. When a user selects the "Add to cart" button in the shopping cart area, they are immediately directed to the checkout page. This process could lead to confusion as it deviates from the expected online shopping experience. Moreover, this approach is not aligned with common industry practices, where typically, users are given a chance to review their cart and make adjustments before proceeding to checkout. To enhance user satisfaction and conform to standard e-commerce workflows, it might be beneficial to introduce an intermediate step that allows users to view and edit their cart contents, thereby making the shopping process more intuitive and user-friendly.



Mon Feb 26 2024  
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## Cupcakes

Always Available

\$3.75 each | \$21.50 half dozen | \$41.50 dozen

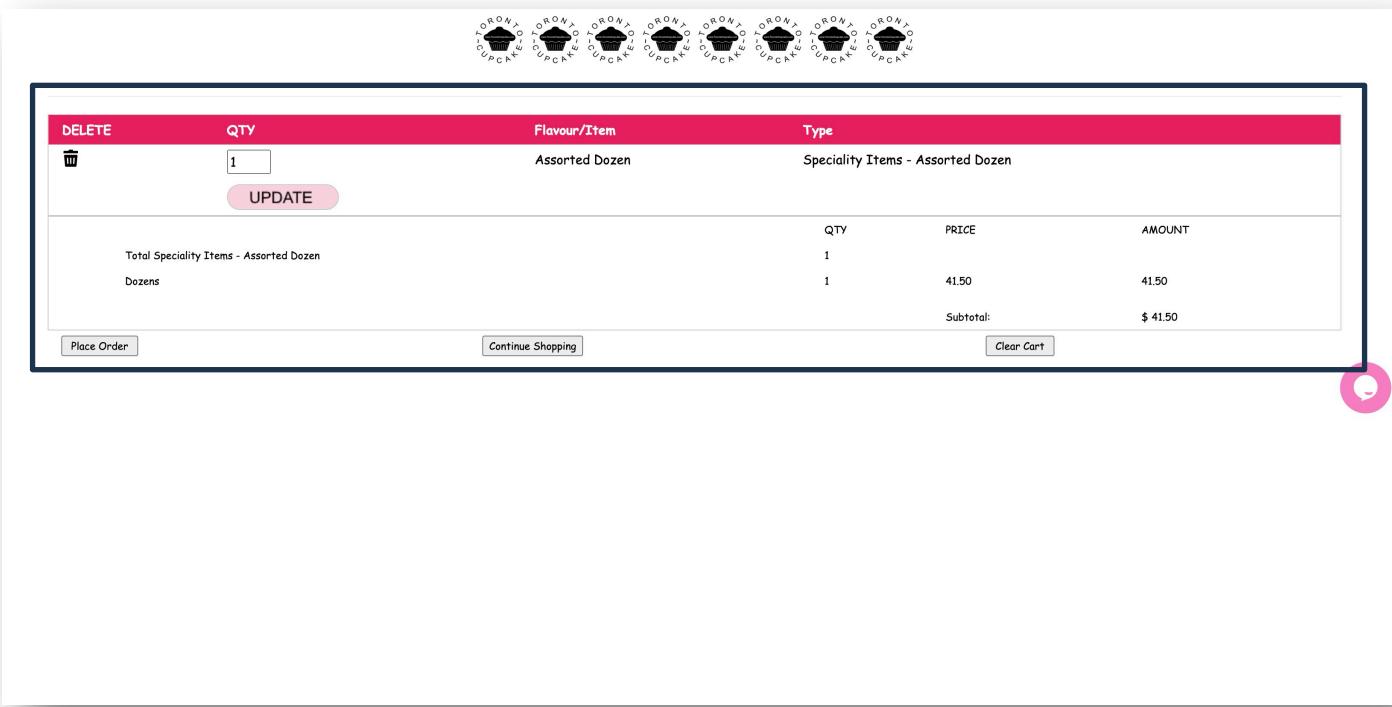
One Dozen One Click

**ADD TO CART**

\$41.50/doz

In a panic or can't decide? Need a dozen awesome cupcakes but don't want to pick them out individually? Read no more just hit the add to cart button and we will pick out 12 delicious treats from our "always available" cupcakes.

Reference: <https://www.torontocupcake.com/>



**Mapping Redesign Issue 1:** In the revamped design, we've replaced the original website's landing page with a new, more intuitive one, ensuring the home button directly links to the homepage. This fresh layout not only integrates all features from the previous version but also introduces enhancements for a smoother user experience. We've replaced the older hamburger menu with a streamlined dropdown menu for easier navigation. Additionally, we've introduced a search function to help users quickly find specific cupcake varieties, addressing a notable gap in the old design. Another significant improvement is the inclusion of a location feature, allowing users to easily find nearby options or change their location settings, a functionality that was previously unavailable.

Delivery to  
5000 Westland Blvd

Sun Feb 25 2024 Check out our new Corporate event logo cupcakes **Order Now!**

**Featured Items**

Item	Description	Offer	Price	Action
Chocolate Peanut Butter cupcake	USD \$3.45/pc		<a href="#">Add To Cart</a>	
Chocolate Hazelnut cupcake	USD \$5.45/pc	SPECIAL OFFER	USD \$3.45/pc <a href="#">Add To Cart</a>	
Vanilla Coconut cupcake	USD \$5.45/pc		<a href="#">Add To Cart</a>	
Chocolate Coconut cupcake	USD \$4.45/pc		<a href="#">Add To Cart</a>	

[Employment](#) | [Privacy Policy](#)

**Mapping Redesign Issue 2:** In our latest update, we've made shopping with us even better. Now, when you hit the cart button, you'll see a clear message saying "No Items in your cart" if it's empty. But if you've added some goodies, they'll all be listed right there for you. We didn't stop at just showing what's in your cart, though. We've thrown in some fun options like adding extra sprinkles or leaving a tip – because who doesn't love a little extra? Plus, you'll see exactly where we'll be sending your treats, giving you all the details you need in one spot.

And there's more good news – we've added coupons for discounts! This means you can save some cash on your orders, or if you're new here, snag a special deal just for trying us out. It's all about making your experience with us more enjoyable and rewarding.

Continue Shopping

HOW TO GET IT

Edit

Please note, your order will be ready on our next business day: **Tuesday at 11:00 AM**.

5000 Westland Blvd

Tuesday at 11:00 AM

ADD A TIP

10% \$2.70 15% \$4.05 20% \$5.40 Other

Add coupon or gift card

Subtotal \$26.99  
Estimated taxes (HST) \$0.00  
Tip \$0.00  
Estimated order total \$26.99  
Total savings \$3.00  
Additional taxes and fees will be calculated at checkout.

Secure checkout by Square

PayPal, Pay, VISA, MasterCard, American Express, Discover, ShopPay, Apple Pay, Google Pay

Continue to payment

References:

1. Kleinsmith, A. "Week 4 - ID Rules Part 2" , slide 21-29.
2. Kleinsmith, A. " Week 4 - ID Rules Part 2", Slide 30
3. Canva Inc. (2023). About Canva. Retrieved from [www.canva.com](http://www.canva.com). [Tool used]