

Brandon Watson

ENSE 871

04 March 2022

Implemented Design Ideas from Class:

1. Affordances: All of the elements within the page give off the feeling of wanting to be clicked and interacted with. It shares a similar concept to Windows Phone Live Tiles. Clicking on a colorful project tile causes a project information tile to slide in from the right of the screen while dimming the background.
2. Simplicity: Each page is designed in a system of layers (two layers max). When a user clicks on a project, a tile slides in from the right of the screen with all of the project information. The user can interact with the tile or click back anywhere on the page outside of the tile to go back to the previous layer. Because the tile never fully covers the previous page, the user is never separated from it.
3. Complex vs Complicated: The design is both complex and simple. The user has many different options to interact with the website but it is displayed in a visually attractive and friendly way. There was an attempt to remove complicated design elements and navigation by lowering the amount of pages 'deep' a user could get when searching for information. In the design, the user can only get two pages 'deep' making it easy for the user to keep track of where they are on the website.
4. Gestalt's Design Principles: Gestalt's design principles were used when designing the low fidelity prototype. The tile system uses elements of continuity and similarity. Regardless of which of the three pages the user is on, they can expect each page to work the same. The user is not being introduced to totally new mechanics or design when they enter a new page. Using expanding tiles for project information rather than separate pages also reduces how complicated the site navigation is.