# Design Principles - Group F



## Signifier

The message of "Do you want to Donate" helps users to find the way to donate.

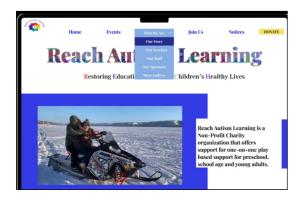


**Affordance -** Users can perceive the arrows as the button to go next content or prior content.

**Mapping -** The right arrow means going to next content and the left arrow means going to prior content.



**Mapping -** The telephone icon means telephone numbers , the letter envelope icon means email addresses and the home icon menas location of the organization.





#### **Feedback**

If users click "Submit" button, it will be change to "Successfully Submitted!" and indicate normal processing



#### Gestalt

Similarity by using the same shapes and separating the information in coloured row blocks



## **Signifier**

The messages such as "Enter your email address", "Enter your first name" indicate what users should do.

### **Feedback**

If users put their cursor to menu of "About Us" and "Join Us", they show the sub menus and the changed darker blue sub menu means where users put their cursor.00000