

**ENSE 885AW- PEOPLE CENTERED DESIGN**

**CONCEPTS USED FROM CLASS IN OUR DESIGN**

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We tried to design our website based on amalgamation of various concept that we have learned in the class. First and foremost concept that we have used is **Gestalt theory** in defining the problem definition as the current RCE websites does not have a clear data flow. It lacks symmetry and **metaphors** to guide users.

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| We followed the incremental approach in designing the functionalities for our users starting from **north star customers** at the bottom and adding more functionalities for our **carry over customers** on top thus gradually widening the scope of the website. |  |

As there are no pointers in the website design to guide users the **gulf of execution and evaluation** is very large for current RCE website users we tried to shrink these gulfs by providing a proper data flow through our design and providing metaphors or pointers to guide users where ever possible.

We have designed the website taking into consideration "**we are not the user** " and how normal English literate user is going to interact with our website and considered the **F-Pattern** in designing the home page of the website so as to put the important content in the sections which user is going to put more emphasis on while browsing our website.

We even introduced **constraints** on users to avoid non-repudiation problems. For example, user need to sign in to post into forum or comment on blogs. This ensure that user cannot deny that the comment was not made by him/her.

We designed the website based on **knowledge in head** of our users by putting the content together in the sections you will find them in for most of the websites on the internet. For Example, the *virtual tour or digital gallery* is generally put under *about us* section to improve customer experience and delight.

In a nutshell, it was all about **Empathy**. We gathered the information from our stakeholders and tried to found out their subconscious need and mapped it. This interned has paved way for us to design our website around their actual needs. This has activity has helped us to apply knowledge gained from class in a real world scenario.