

## **Rationale for Course Topics Aligning with our Designs: -**

### **1. Gulf of execution and Gulf of evaluation:**

- This is the most important feature that we want to focus while developing the design of RCE Saskatchewan website, as for developing good user-friendly design we need to keep the bridge between 2 gulfs as narrow as possible.
- So the main idea is to minimize user difficulty in accessing the website.
- This is the feature which helps us to make designer's conceptual model and user's conceptual model, very much similar.
- That encourages us to develop a design, which can have good feedback from users' point of view.

### **2. Seven stages of action cycle:**

- This is another course topic that I believe that helps to make our design, much more feasible for users. As these 7 stages help the developers to make the bridge between Gulf of execution and Gulf of evaluation very minimal.
- These seven stages give us the image of how the design of the website should be that make the website user-friendly and which will leave a satisfying experience for the user.

### **3. Discoverability & Understandability:**

- Before making any design, the developer should think that "we are not the users".
- The developer should ask himself the following questions: -
- Can the user be able to figure out what actions are possible to perform on website by himself?
- How to perform the following actions?
- Can the user understand, what does all that means?
- Can he be able to figure out how to use the application?
- All these things come under discoverability & under stability, which help developer to develop the design of user interface.

### **4.False-consensus effect:**

- By following this false-consensus effect, we create low fidelity design using our empathy mapping.

### **5. Design Advice:**

- The one more thing that we have to keep in mind is not to blame the users for not able to access the product properly.
- Try to take peoples difficulty as your new task in regard to improvement of the design of the website.
- Try to put helping hands to the users in your design, in-order to help them navigate through the product flawlessly.

## 6. Human Error

- Following this topic, we get to know that it is human tendency to blame particular person for getting some error in using the website, but that is not true as there is a chance of technical fault also.

## 7. Good Prototype

- Here we learnt that good prototype helps in better readability and understandability of the website for the users.

8. Transparency, end-to-end experience & complexity are also the topics that we used while designing our design.