

Topics from the lectures used in our designs:

Two of the most important characteristics of good design are discoverability and understanding.

Discoverability: Is it possible to even figure out what actions are possible and where and how to perform them?

Understanding: What does it all mean? How is the product supposed to be used? What do all the different controls and settings mean?

To achieve these, we have followed the **Gestalt theory** mainly 'Proximity', 'Symmetry' and 'Connection'.

We have considered these principles in our design and our effort is to achieve a design with low threshold, high ceiling (The threshold is how difficult it is to learn how to use the tool, and the ceiling is how much can be done using the tool).

According to the **False-consensus effect**, we try to consider the principle: "We are not users." Our goal is to focus on designing experiences by using empathy mapping diagrams.

When people use something, they face two gulfs: **The Gulf of Execution**, where they try to figure out how it operates, and the **Gulf of Evaluation**, where they try to figure out what happened. We tried to bridge the gap between the Gulf of Execution and Gulf of Evaluation by our user friendly and conceptual designs.