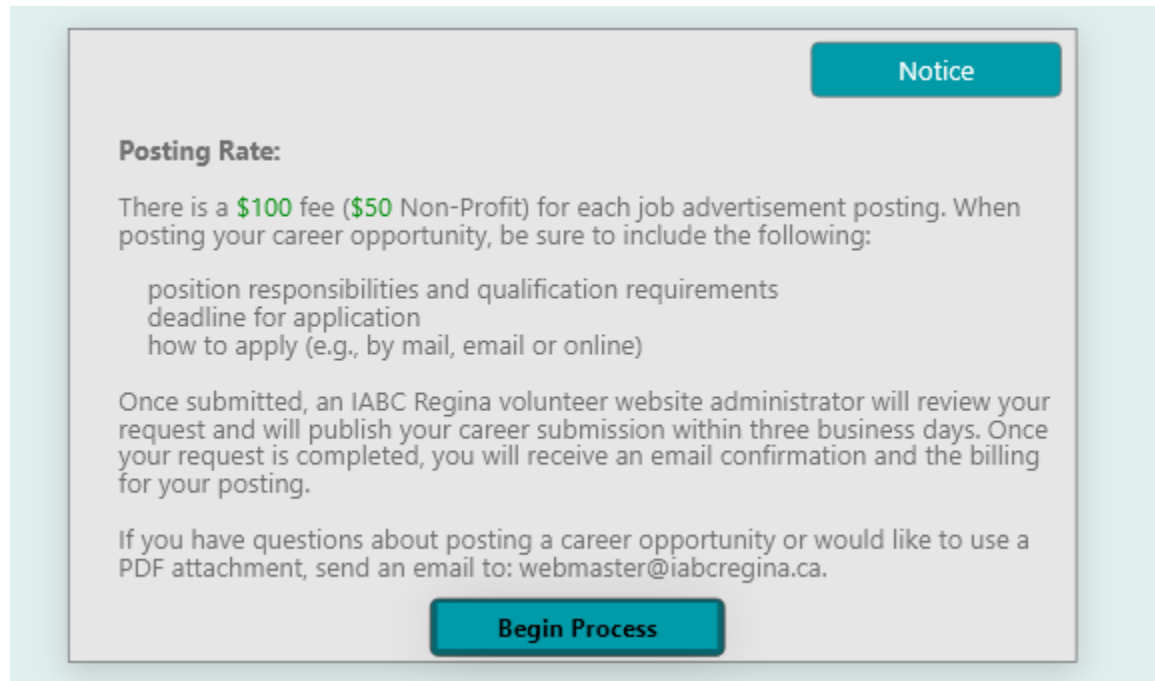


Design Topics -- Tatooines

Forcing Function

When designing for the process of purchasing a job posting ad, we need the user to understand the consequences of continuing the process, that is, there will be a fee for posting a job ad.

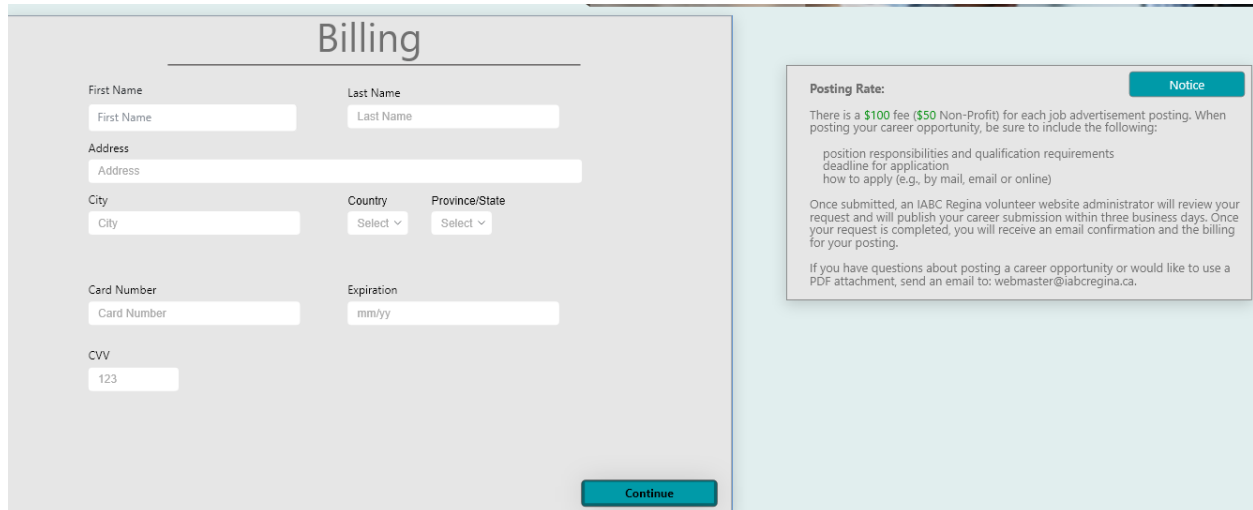


To achieve the outcome of posting a job ad, the user is forced to at least pause for a second and consider what appears on screen. This is helpful, especially when dealing with real money, it is important for the user to understand the impacts. In this case promoting a proper sequence of events is a good thing.

Reduce Memory-Lapse Mistake

Once we hit the next page we want to ensure the user has access to the information they need to continue to evaluate, if they want to continue with the purchasing process.

So instead of completely removing the notice once continuing, we keep it on the same page so the user can see it.



The image shows a 'Billing' form on the left and a 'Notice' box on the right. The form includes fields for First Name, Last Name, Address, City, Country, Province/State, Card Number, Expiration, and CVV. A 'Continue' button is at the bottom right of the form. The 'Notice' box, titled 'Posting Rate:', contains text about a \$100 fee for job advertisement posting and lists requirements like position responsibilities, deadline, and application method. It also mentions a review process by an IABC Regina volunteer administrator and provides contact information for questions.

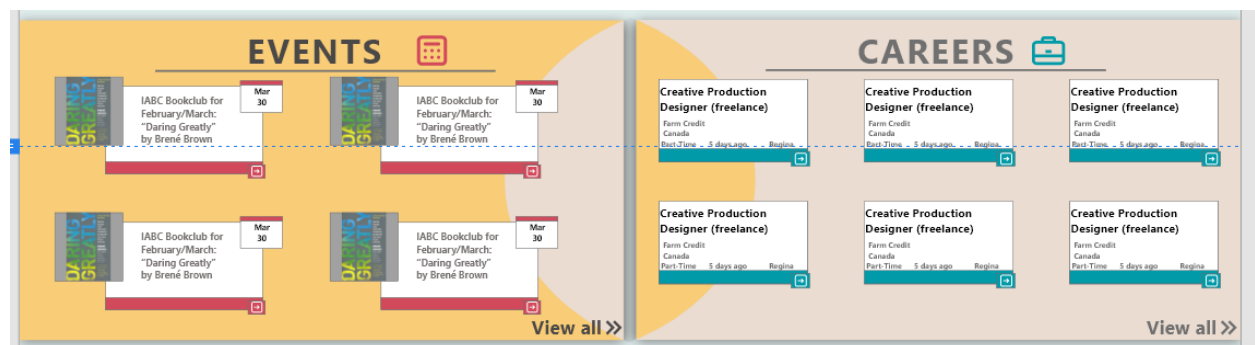
This means that they are more easily able to read the information, and understand how they want to proceed. If we didn't have this, there is a risk that the user may forget details. These forgotten details may have been relevant in their continuous decision making process, leading to the user achieving an outcome, which with full information, they wouldn't have wanted.

Gestalt Principles

In our design we tried to incorporate a number of Gestalt principles.

Gestalt(Common Region)

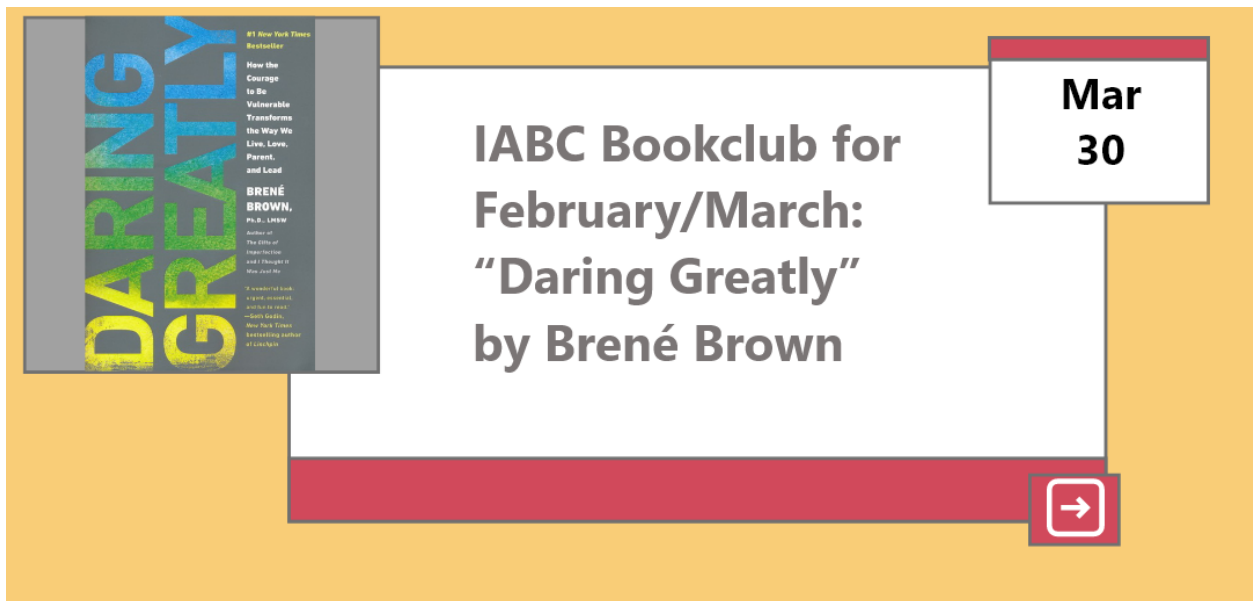
On the majority of our pages we utilize a card based layout. To achieve this, we enclose our assets in a rectangle. An example of this can be found on our main page.



What we see here is two main cards, each with smaller cards inside. The larger cards are labeled Events and Careers. Because of the common region principle a user can immediately tell which information belongs to which label. Going down a layer of cards, we can see the cards inside have information specific to them as well. The smaller cards contain information about a specific event/career. This multi-level containing helps to create silos of specific information in a grouping of generalized information. This is helpful for users to easily categorize the information that we are providing them.

Gestalt(Proximity)

Staying in the same area of the main page, we see a specific card in events



There are 3 separate parts that aren't enclosed by the main card. The image, the right arrow and the date. By using the proximity we indicate to the user that the information that is contained in these 3 parts, is relevant to the main card.

Gestalt(Continuity)

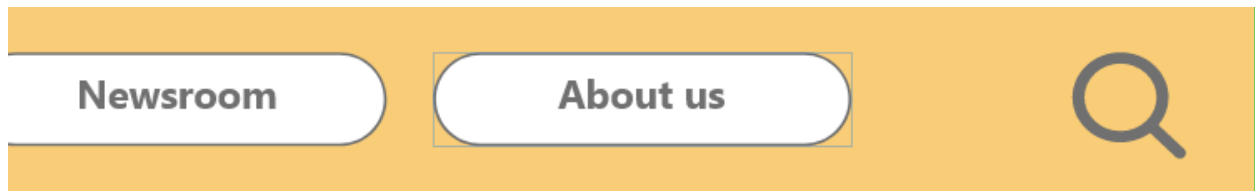
We tried to keep in mind the gestalt principle of continuity when trying to ensure users read our webpage in the order we want. An example of this can be found on the membership benefits page.



As one can see, there is a curve that goes from one card to another. This curve connects these two 'planes' of information because the eye seems to want to travel along it. This smooth motion of the eyesight hopefully means the user will end up viewing the text in the order we want. There are other factors such as cultural, proximity and such, that also contribute to this 'flowing' but following the line's natural path helps.

Metaphors

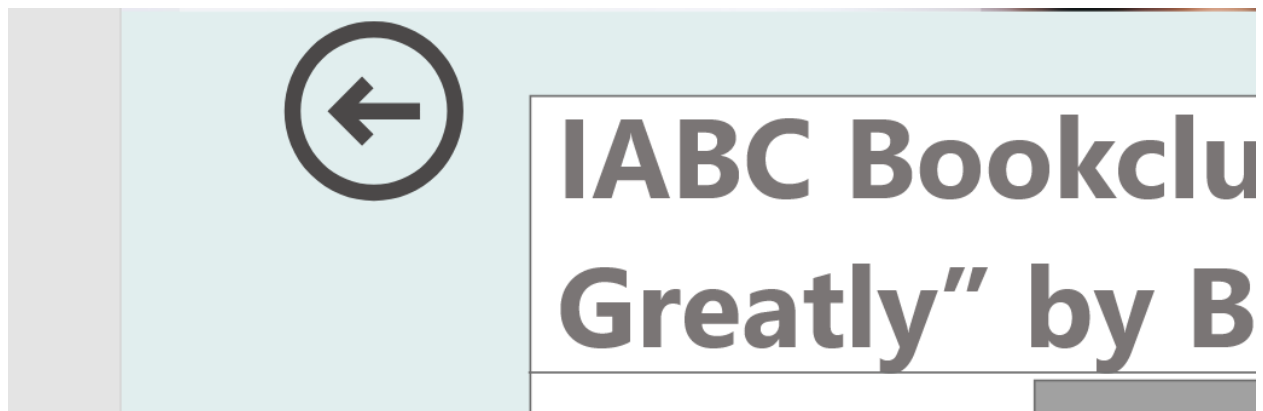
We make use of metaphors in our design. For example, on our navbar we use a magnifying glass.



This is making use of the general idea that magnifying glasses are used to 'search'. We are trying to associate the idea of the use of a magnifying glass, with the use of this button. This works better if the user understands what a magnifying glass is, but it also works because the symbol has become standardized in its use. It has been used to a great degree as a search icon, that even if a user doesn't understand the metaphor, they still probably understand what it represents. E.g. the floppy disk. Either way, it helps to increase the discoverability of the navbar

Natural Mapping, and Cultural Constraint

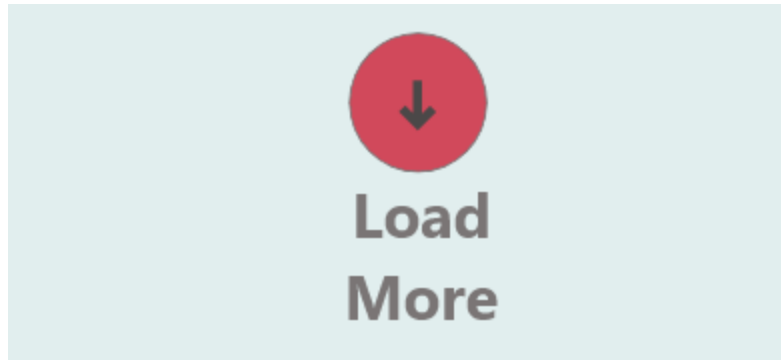
Another example of a button can be found on a specific events listing.



This button is used to go back to the previous page. This relies on many things for a user to understand what it means. Firstly, we use an arrow to point left. The fact that it is pointing left means that in the western world we consider this before. Before in the same sense that a word in the left of sentence is before a word in the right part. This only works in western countries. This is because of the cultural understanding that we start on the left and go right. E.g. the way we write. This means that this natural mapping only works to those users that are conditioned to this cultural norm. This is acceptable for this website design as the user base is almost certainly exclusively those of a western audience.

Affordances and Signifiers

A simple example of an affordance and its signifier can be found in the 'Load More' button



This button affords the user to click it and it will load more posts. The load more is a signifier that this is the button that should be clicked, if the user wishes to load more posts. Using this process for buttons helps to clarify to the user the outcome of an action, without them having to do trial and error, or guesswork.