

Member's Notes on Topic Explored in Lo-Fi Prototype:

Some of the Topics explored and used in the lo-fi prototype were using North American cultural and logical design. The most important information is placed on the top and left to gather the users' attention. Furthermore, attention was paid to what the SKCDA wanted in their design (that being a focus on Membership). This led to the perceived Utility and Usability of including a link to "Join in" the footer and in various other places. No matter which page a potential member/random person browsing on the website is on, they would always be able to join the SKCDA as a member. Another aspect of human centered design was to use icons in the lo-fi design, which actually correlates to what the icons would do (i.e. email icons to signify emails). Physical constraints were also taken into account with design elements not having any additional training elements needed to understand what they do. Finally, the gestalt principle is implemented. Similarity was taken into account with the header and footer having much of the same elements to allow for a sense of familiarity and not to confuse the user.

I applied several design ideas to the lo-fi prototype. I used the Gestalt principle of Proximity to improve the user experience and navigation on the news and resources pages. By categorizing similar information in the same section and using Proximity in the page layout, I enhanced the organization of the content. To encourage users to explore the lo-fi prototypes, I used affordance. For instance, I added a purple dot to the menu, which made it easy for users to access the required page. I implemented metaphors to design the webpage to capture users' attention. For example, I added image icons instead of simply describing where images are inserted.