

Discussed Design Ideas

In our lo-fi prototypes, we wanted to incorporate some design ideas learned from this class, such as; signifiers, discoverability, and metaphors. We have done our prototyping using digital technology like iPads and tablets as well as hand-drawn lo-fi prototypes.

The first design concept that we tried to implement in our low-fidelity prototype was signifiers and affordances. From all of the information that we have gathered so far from feedback from our presentation and initial meetings with the customer, we realize that they value features that make the website easy to read and use for anyone. In a number of our designs, we made sure to use signifiers to achieve this goal. In Aaron's prototype, he used arrow icons for his carousel scroll feature to guide the user and show them the affordance of scrolling. He added arrows in his "about" page to guide users that it is a dropdown menu feature. When we go back and look at our designs, Aaron used a graphic for line charts and bar graphs as placeholders to indicate that a graph or chart should be placed there when working on the Hi-Fi design.

Our designs included the idea of discoverability. With our prototypes, we developed a plan and kept in mind that You != User. With this, we made sure to design our prototypes in a way that would allow a user to understand what button or graphic will show as well as related data. Using a more simplistic design while also having arrows, an easy-to-follow menu and a site that can flow smoothly will allow the user to focus on the data. In Zana's Lo-Fi design, the idea of a hover-over for the six main SDGs in Regina was used for easy viewing of the six main SDGs while easily viewing in-depth data and appropriate charts. Our homepage, about page, and SDG page utilize this practice to ensure the user can easily navigate the site while indulging in all forms of information. More specifically our homepage prototype focuses most on delivering the data to the user while maintaining a relatively simple design.

Metaphors, when it comes to design, are a representative symbol that conveys information without explicitly saying such information. In Ethan's low-fi design, there are multiple uses of metaphors in the "volunteer" section. The initial symbol is a magnifying glass. This symbol is generally associated with a "search" functionality. This symbol would tell users it is possible to search for specific words/phrases by clicking that button to those who are familiar with the magnifying glass symbol. Secondly, a symbol often associated with a "filtering" functionality is a funnel, which was the second symbol used. Overall, these two symbols are a small part of the website, but easily convey their functionality through the often used symbols and their associated computer functionalities.