

Prototype's links to topics discussed in class:

Usage of Gestalt principles for design:

Similarity: Similar objects grouped together can make it easier for the users. We have placed the filters together. Also after applying filters, all the similar/relevant projects are displayed.

We perceive objects that share the same characteristics (color, shape, size, texture, and orientation) as being part of a set, even when they are not adjacent or closed positions [2]. Therefore, the tiles, circles, and icons are similarly repeated for each project goal and user is able to recognize and learn all the data by just looking at the first box and the rest are the same.

Continuation: The basket view in our design leads the users follow the path to find relevant projects in a single view.

Proximity: We perceive that the objects that are close to each other are similar or related to each other [2]. The idea was used to group project goals and provide information of each project in a box in a row. Therefore, user knows each button (browse, awards, likes) is related to the project that is in the same box.

Symmetry: We tend to group objects that are symmetrically equal, which allows us to generate patterns based on that symmetry to easily structure the information [2]. Again, the same tiles for projects are repeated and the user is faced to them by only scrolling down the page.

Usage of Signifiers:

Used icons (search-magnifying glass, calendar-calendar icon, back-back arrow, home button- home icon, mail-email and contact) which lets users understand the use without actually reading through or without having to pay much attention.

Usage of Natural Mappings:

Underlined & blue text where there are links is used in this version of the lo-fi diagram.

Usage of Constraints:

To consider constraints, the F pattern of Americans seeing and reading the website was considered while designing the pages. Everything is organized in Rows, starting from left and the search button is just located at the most focused locus of attention. In this way, we can verify that the chances of the user not seeing some information (because of the pattern of the reading) is minimized.

Physical Constraints are used in the contact form and search filters. This ensures that the user fills out all the required information in forms for contacting and also is guided for getting a more accurate search results by using the keywords provided for filtering the search.

Specific sections have been made for different kinds of users. If a user just wants to explore, they have no use for filters. If a user just wants to browse for the projects, they can use filters. If someone wants to take a step further and contact the members, they can choose the contact details.

Use of Affordance:

Affordance is a relationship between a person and a physical or digital object. User interface (UI) Affordance are perceivable, actionable possibilities. This means that users observe a UI and decide which actions are possible based on their expectations and previous experiences. Don Norman, a human-computer interaction researcher, perfectly summarizes the importance of Affordance in his book *The Design Of Everyday Things*: “When affordances are taken advantage of, the user knows what to do just by looking: no picture, label, or instruction needed.” [1]

Explicit (signifiers): Icons used in the design were selected according to visible characteristics of the object. For example, a magnifier icon for search and browse projects, a star or heart for adding the projects to favorite list for comparison.

Design Conventions: Top level section of the page includes a search button and a clickable RCE Sask logo which brings the user back to the home page. These are the most important sections of the page and therefore, they are conveniently placed at the top section. A Home icon in mobile view is provided in every page which continuity brings back the user to the home page.

References:

[1] <https://xd.adobe.com/ideas/principles/web-design/what-is-affordance-design>, accessed at 3/3/2022

[2] <https://swapps.com/blog/gestalt-principles-in-web-design/>, accessed at 3/3/2022