Usage of habits, behavioral processing (learned skills and pattern matching):

The search field and the filters are placed beside each other and thus provide the users to use their habits they have from online shopping sites. Usually online shopping sites have those fields placed beside each other.

Uncovering North Star customer insights and evaluative research:

We had a great meeting with a representative for the North Star customer, and we have also been provided with feedbacks with our design.

Usage of Signifiers:

Used icons (search-magnifying glass, calendar-calendar icon, home button- home icon) 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:

Users for this particular website are distinguished. Hence specific sections have been made for them. Users that want to dive in further into the future projects will have to go through a page.

The final: Diverge-Converge

Each member from our group made a lo-fi prototype and a digital-wayfinding map. The final lo-fi prototype presented to the customer was a result of all of us getting together, and discussing the pros and cons of each of our prototypes. The result was two lo-fi prototypes, a merger of 4. We diverted for research and converged again for the final decision.