# Amir's prototype's links to topics discussed in class

## Affordance

Affordance is a relationship between a person and a physical or digital object. User interface (UI) affordances 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 affordances 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  or  ) for awards section and a heart for like or feedback buttons were used.

**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.

## Gestalt

**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.

**Similarity:** 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 boxes, 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.

**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 boxes for projects are repeated and the user is faced to them by only scrolling down the page.

## 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 are can verify that the chances of the user not seeing some information (because of the pattern of the reading) is minimized.

Physical Constrains are used (or will be used! 😅) in the contact form and search filters. This ensures that the user fills out all the required information in forms and also is guided for getting a more accurate search results by using the keywords provided for filtering the search.

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