

Topics

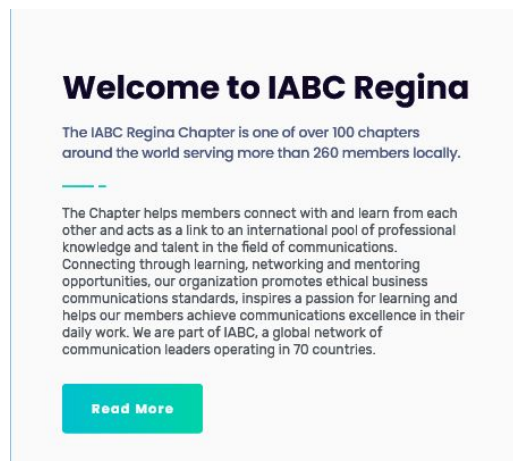
Constraints:

The website must be very simple to manage by people who have no training. This limits the complexity of the website because a more complex website is more difficult to manage. The customers also wanted to “declutter” the current website so our design needed to have less content. This means that we have to decide what content is important enough to be in the new website and what content must be cut. Additionally, there must be a simple system in place to change content on pages such as the careers page and the events page.

The customers gave us their preferences on the design for the website. They said that they prefer a mobile oriented design further limiting the complexity. They prefer an accordion design for showing more detailed information instead of navigating to a new page.

Affordance:

The purpose of web design is to improve the user experience, affordances can be used specifically for achieving this goal. We try to use interface elements that are supposed to make users interact with the website.



It is just like this image that we give users many choices if they want to explore the topic.

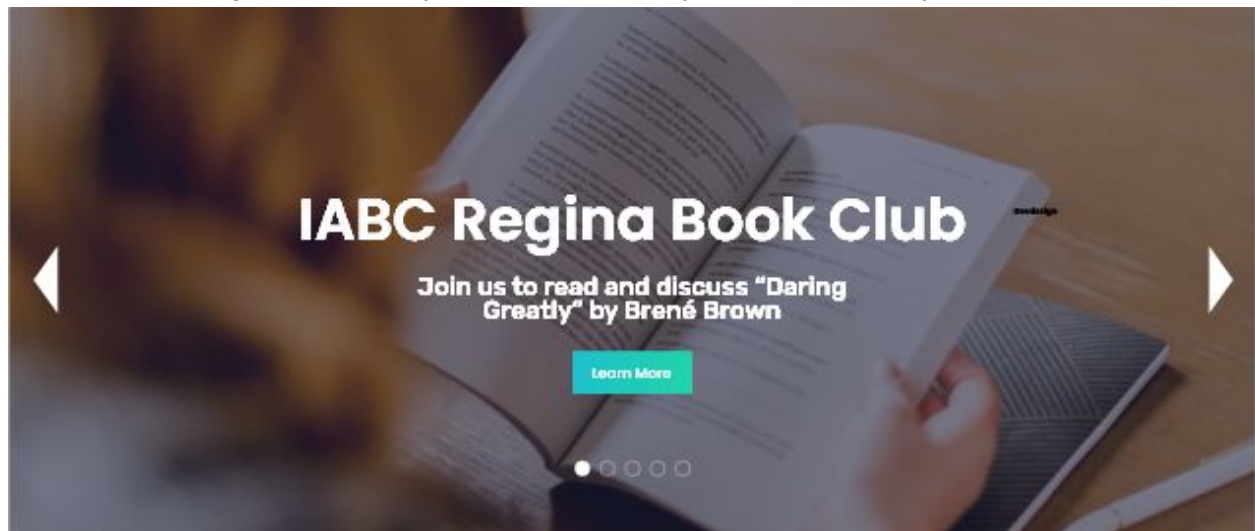
Labels represent the most common type of affordance, so we also provide label affordance to let them easier to complete the form shown below.

Get in touch

<input type="text" value="Full Name"/>	<input type="text" value="Email"/>
<input type="text" value="Phone Number"/>	<input type="text" value="Company"/>
<input type="text" value="Job Position"/>	<input type="text" value="Membership Type"/>

[Send](#)

Nowadays, people who spend time on different websites will notice patterns between them. We use a popular pattern to improve users' experience as much as we can. When they see the left and right arrows, they will know what they're for immediately.



The customers are very focused on the users experience, they don't want the users dragging the web down all the time when the users browse the web. So we just try to add a side menu on our mobile web to achieve that requirement.

Gestalt:

All the elements of our website are geared toward what the customers have asked us to do. There is a similarity between all the pages to provide a sense of familiarity when browsing our website, in order to maintain some continuity. Every page is connected to each other through the nav bar and even to some of the sub pages through the quick links portion in the footer. Each part of the website is a part of the whole which provides IABC members a platform to look for job opportunities and stay connected with each other through the forum, allowing the site to be a larger whole than the sum of its parts. Simplicity and ease of use is key, which is the primary design [philosophy that permeates each page of our site.