Affordances

Affordances refer to the properties of an object that suggest its functionality to the user. In the prototype, the following design elements incorporate affordances:

● **Navigation Buttons**: Buttons such as "Home," "Events," and "Resources" are clearly visible and visually distinguishable from the background. These buttons change color on hover, providing a visual cue that they are interactive. The affordance here is that users are prompted to click on these elements to navigate through the website.
● **Event Registration Links**: On the "Events" page, the event cards have a clear clickable area that invites the user to register or learn more. The design ensures that the function is evident at a glance by utilizing contrast and text within the clickable areas, making the user experience intuitive.

Gestalt Principles

The Gestalt principles focus on how users perceive grouped elements and how their minds organize visual information. Several principles are implemented in the prototype:

● **Proximity**: On the "Events" page, similar types of content are grouped together—each event's details (e.g., title, date, description) are placed near one another to show they belong together. This grouping helps users easily process the information without confusion.
● **Similarity**: The navigation bar at the top of the page contains similar icons and buttons that serve the same function—redirecting users to different sections. The consistency in design helps users immediately understand the function of each item.
● **Continuity**: In the layout, elements like the menu and event listings are organized in a way that visually flows from one section to the next. This helps users naturally progress through the content, preventing confusion and enhancing usability.

Constraints

Constraints help limit user actions to prevent errors and ensure a smooth user experience. The prototype incorporates several types of constraints:

● **Navigation Bar**: The fixed navigation bar at the top limits user actions to predefined, relevant areas (e.g., Home, Events, Resources). This constraint ensures that users cannot accidentally navigate to non-functional areas of the site, improving efficiency.
● **Button Placement**: The placement of interactive buttons such as "Register" or "View More" near event details constrains the user to the correct flow, preventing distractions or incorrect actions. This design approach helps guide users toward the desired outcomes (e.g., event registration).
● **Visual Hierarchy**: By using size, color, and placement of text and images, the design constrains the attention of the user, ensuring they focus on important elements first, like the main call-to-action buttons or featured events.