

Low-Fidelity Prototype Documentation

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False Consensus Effect: Throughout the creation process of the lo-fi prototype, it was actually quite easy to fall victim to the false consensus effect. Having the open floor to create something often leaves space for a multitude of different ideas flowing all at once. This can quickly result in an overflow of flashy functions and design choices that you may believe to be innovative and fun, but will actually be incredibly frustrating and difficult for the user to understand and navigate. Not falling into that trap was pivotal for me due to the fact that this design HAS to be simple, while still maintaining an eye-catching approach. Several times, I caught myself thinking too far ahead, or overwhelming my sketches with too many components that I had to pull back and attempt to place myself as best as I could into the shoes of the user who will actually be interacting with this website.

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Conscious/Subconscious Design: One of the components I wanted to aim for with my design was really focusing in on Conscious vs Subconscious design. Because this website is a resource hub, it is going to be inundated with all sorts of information and functions. However, the website's purpose is to allow Charities and Non-profit Organizations to locate information easier. Due to this, I purposely wanted to design the website to use recognizable icons and interfaces that are regularly seen across other sites to help reinforce the subconscious way of thinking. Users do not and should not have to waste time on a trickier interface with clickables everywhere, instead directing the conscious way of thinking towards the actual information and learning portion of the website. If, at any point, a user is to get lost, the navigation bar will always be visible to click on in order to take them elsewhere.

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Constraints (Cultural): Constraints, specifically cultural constraints, play a big role in creating this website, which was important to consider when drafting up a prototype. The website itself is specifically based in South Saskatchewan, meaning that the language, format, information and resources all must pertain to South Saskatchewan. Most importantly, the website is meant to be secondary to an already pre-existing website, so it is important that it adopts the same design. Users should be able to tell that the website is of Saskatchewan and SSCF origin, and therefore the functions and design should be assumed to take regular/standard North American formatting as opposed to, for example, a website from Japan. This prototype takes inspiration both from the SSCF page, and also standard formatting of North American websites, in which banners with appropriate graphics are utilised to present different pages before divulging into the actual page itself.

