**Lecture Ideas Conceptualized Into Our Project**

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**Gestalt Theory:** As discussed previously, one of the biggest design concepts that we have been trying to strongly adhere to is Gestalt’s idea of design. Because our website deals with copious amounts of information — given that it is a resource hub — it is imperative that none of the information gets lost among other information. Having no sense of separation means that certain pieces of information belonging to something else may start to bleed into other pieces of information, which can lead to confusion and an overall unpleasant experience. Because of that, we have been ardently working towards keeping all relevant information grouped together and enclosing them for the purpose of users being able to easily differentiate content that has no relation to each other.

**Affordances:** Also brought up in previous documents was the fact that our website heavily functions on buttons, which afford pressing or clicking. These buttons create user interaction within our website, and the buttons themselves are what help users gain the information they need, along with moving forward from page to page. This interaction with our page creates a delightful experience because it involves actions by the user.

**Physical Constraints:** One of the newer concepts we integrated into our website was a smaller use of physical constraints within our design. During previous check-ins, our customer requested that we put in some kind of menu within the Resources and Opportunities page in order to eliminate the amount of backtracking the user has to do when navigating through our website. When building this menu within the pages (specifically the fundraising page to showcase the demo), we employed a minor physical constraint on the menu itself. We ended up copying the menu we created on the regular Resources page (in order to keep the mapping that we originally had) to eliminate confusion; however, depending on the page that you’re on, we darkened the colour and made it inaccessible to click. This means that users should be able to tell what page they’re on, and should they try to click the button on the page they’re already on, nothing will happen.

**Cultural Constraints:** Especially as we’re moving forward and fully adopting the alignment for reading on the left-hand side before seeing visuals (See customer check-in notes 3 for alignment suggestion), we will be implementing a website that follows western customs. This places a cultural constraint on our website as they, obviously, do not follow the design conventions of other countries that may follow something different. However, given that our website is based exclusively in Saskatchewan, this cultural constraint enhances the user experience because it is curated *for* charities and non-profit organizations in Saskatchewan.

**Signifiers:** Despite WordPress eliminating a good portion of the signifiers that we used initially in our Figma design, we still kept a portion of them, which can mostly be viewed inside the Webinars page. We also plan on implementing more because it adds charm and character to the sight, rather than having a site that is just an overabundance of words. It helps make the website a more enjoyable, understandable experience. However, we have to watch to make sure we do not overwhelm the website with signifiers as having too many may seem over-the-top and goofy.

**Semantic Constraints:** We also constructed our website in a way that focuses on Semantic Constraints. By providing a top-down interface, we have helped map out a way for our users to go through the information we have provided for them. There is nothing flashy on the sides, or extra pieces of information that do not necessarily fit into the given block, helping keep the user’s locus of attention on the specific content they are looking for. Especially because our website is inundated with information for the purpose of reading and learning, we want our users to be able to avoid being distracted by flashy visuals or unnecessary secondary information. We want our users to effectively navigate the website and successfully get the information they require without difficulty!