Interaction Design Rules (Part 2)

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Affordance/Signifier and Mapping Issues and Description of issues.

Mapping Issues

    A. Excessive Use of Logos: The top of the first page of the website has seven of the company's logos lined up together. This immediately made me (the user) think that these were buttons that make an action once clicked but to my surprise, they were not. According to Rodgers, mapping is defined "a usability/design principle referring to how well interface controls (buttons, icons, layouts) correspond or "map" to their effects or the user's mental model of what those controls should do" (Rodgers, 2023). There were several logos located at the top middle part of the page, which immediately gave me the impression that I was supposed to click on them as buttons and they would take me to another page, but they were not. This is an issue because it makes users waste time trying to click the buttons but also it does not indicate a clear purpose.
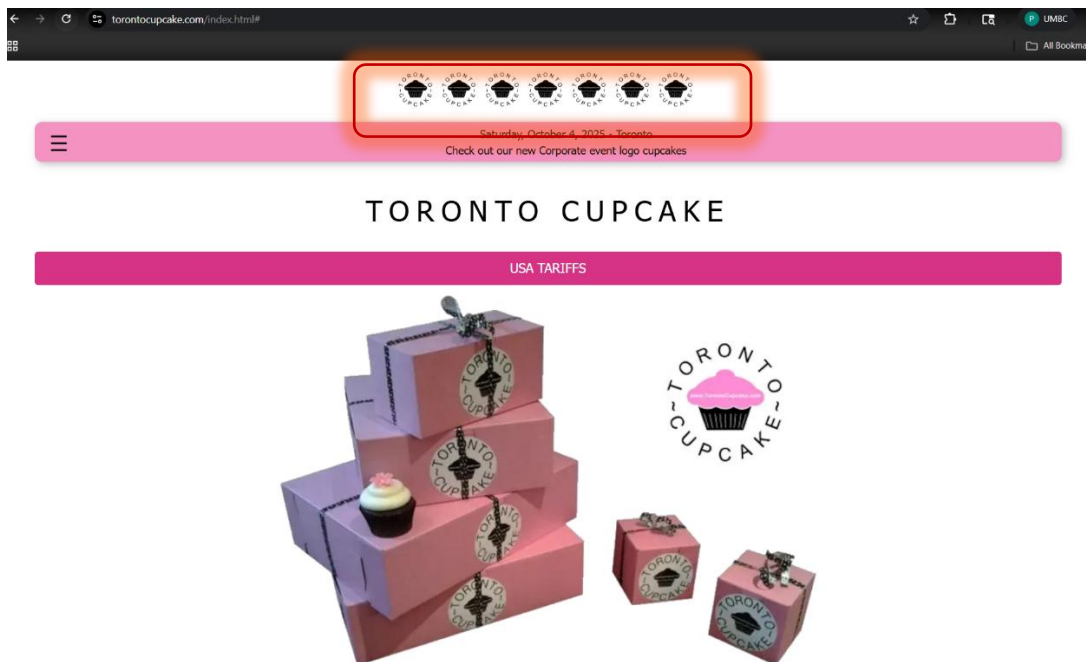
Figure 1: Showcasing the excessive use of logos that make them appear as buttons.

    B. Menu options being at the bottom: I noticed that the menu options were not clearly displayed at the top, they were at the bottom instead. These are important menu options and should be easily seen by the customer. It is very conventional that a website has its menu options at the top of the page for easy navigation, accessibility and discoverability to the user. "Positioning of controls influences discoverability (visibility) and usability. If a control is placed

where users expect it, the mapping between looking for a function and finding it is better" (Rodgers, 2023).
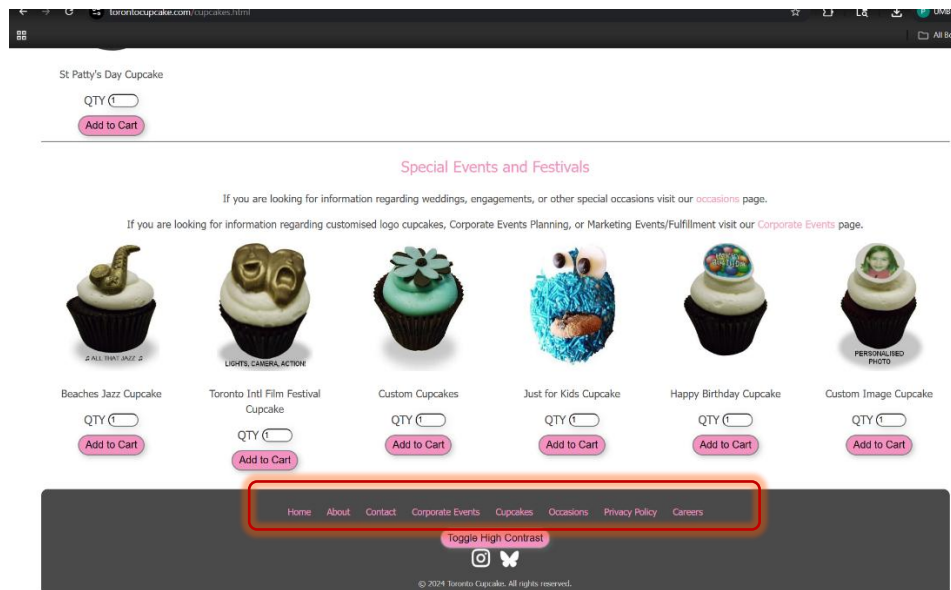
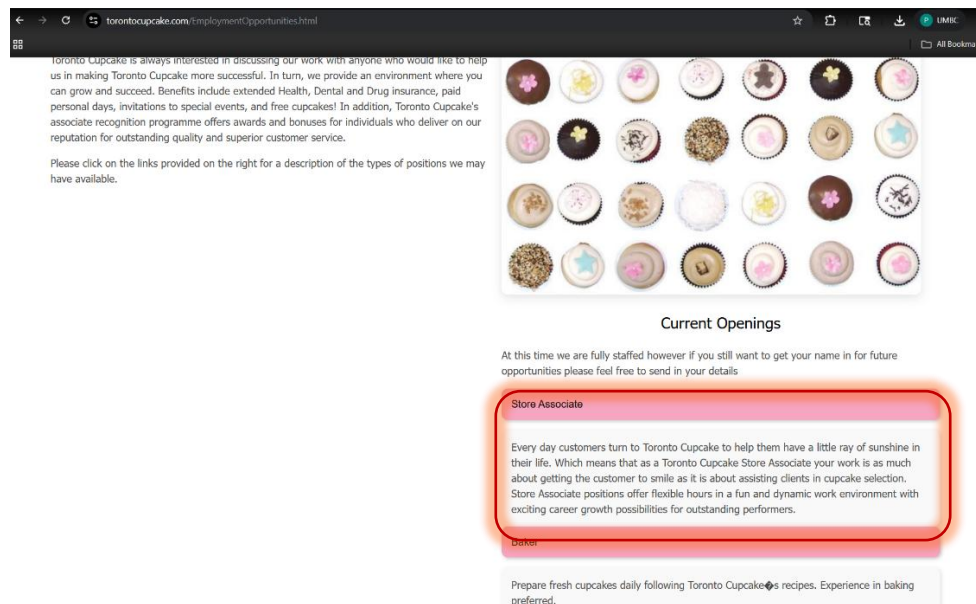***Figure 2:*** Showcasing the menu options at the bottom of the page instead of the top.

Affordance/Signifiers

    a.   **Advertisement for New Products***:* There is some text that reads "Check out our new Corporate event logo cupcakes" but does not lead the customer to any link or button they can look at the new product. The page was advertising their new "corporate event logo cupcakes" but did not add a link or button to take the user to see the new product. This is a signifier issue because after reading this as a user, I expect to learn more by clicking a button on link, but there was none. A signifier can be defined as something that indicates that an action is possible or impossible to the user. This is a signifier issue because the text is giving me an idea to look at the new product but not showing me how to do this action.

Figure 3: Showcasing the text asking user to check out new products without any button or link to take the user there*.*


b.   **No Application Button in Career Section:** When I clicked on the career section, I expected to find easy access to an application, but the website did not even give that option. This means that the user cannot complete their task/ application which brings questions to the usability or effectiveness of this webpage. "An affordance exists when a user can actually perform a function" (Rodgers, 2023). An affordance does not exist here because there is no button or link to help with an application.

Figure 4: Showcasing the lack of an application process and or button.
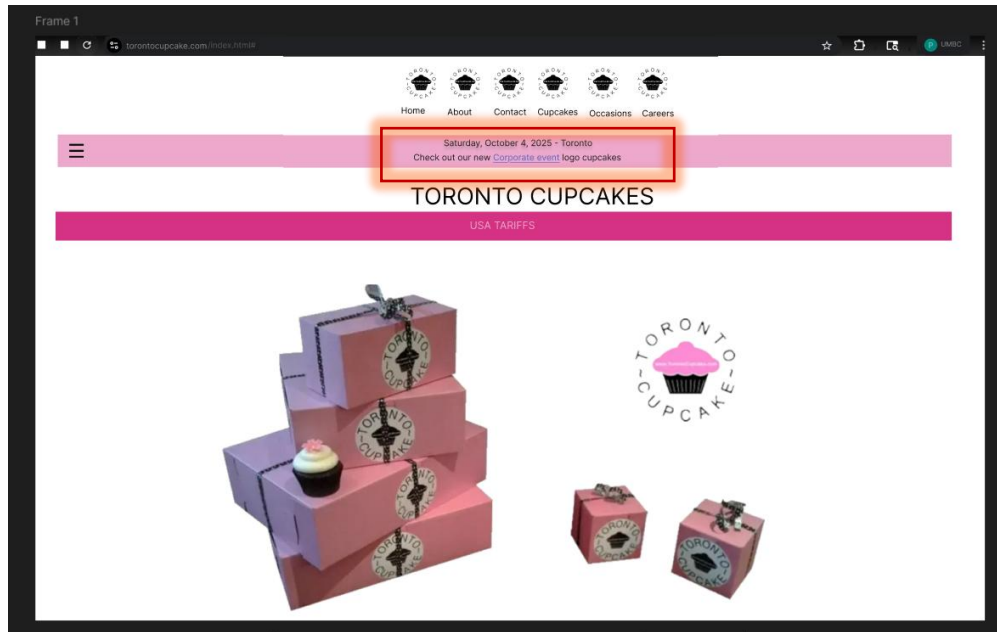
Redesign

A. **Excessive use of Logos Redesign:** The excessive logos were turned into clickable buttons with menu options at the bottom and now they will be used as buttons instead of simply looking like buttons. This will help the user have a better relationship between their mental model (having logo stacked together to look like buttons) and the layout.
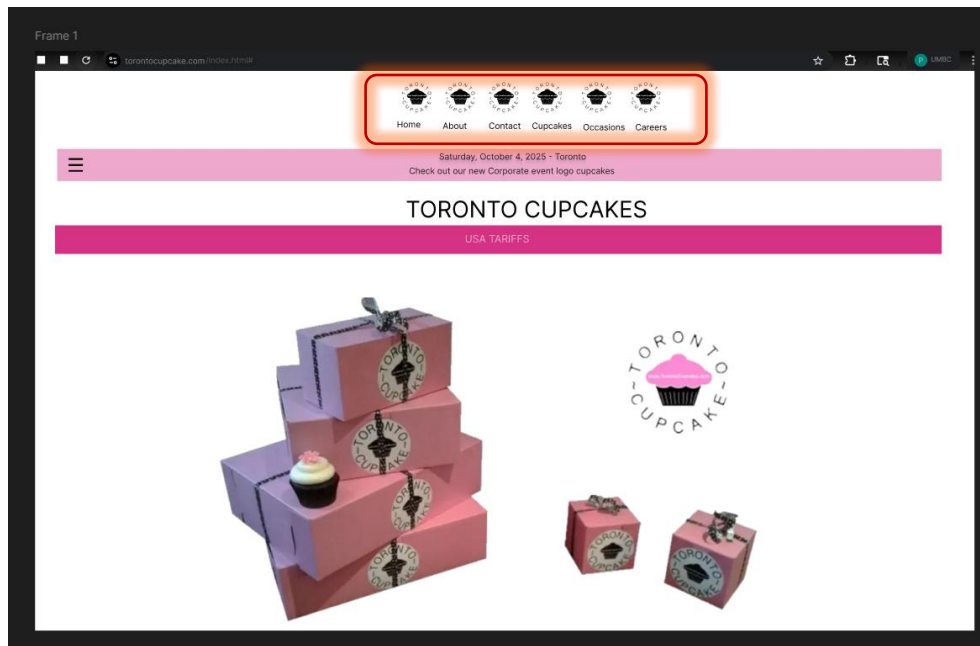

Figure 5: Showing the redesign with added menu options at the top of the page.

B. **Menu options at the bottom of the page Redesign:** A menu was added for better discoverability for the user. The menu option being at the top of the page is conventional for many websites, making users more prone to expect or easily discover how to navigate the menu of a website. This is a matter of consistency throughout websites. Placing the menu at the top will allow for better visibility and easier navigation for the user. Please see screenshot above.

C. **Advertisement for New Products***:* The screenshot below shows a redesign of the advertisement for a new product.The added link in between the text makes it easier for the user to see the product, and this promotes efficiency. Also, the blue underlined text is a well-known signal for being a link, so this will help users know where to click. See figure below.

Figure 6: Shows the redesign for the advertisement of the corporate event logo cupcakes.

D. **No Application Button in Career Section Redesign:** An application button fixes the affordance issue. Now users will click on the link, and this will help them with an action: applying for a job.
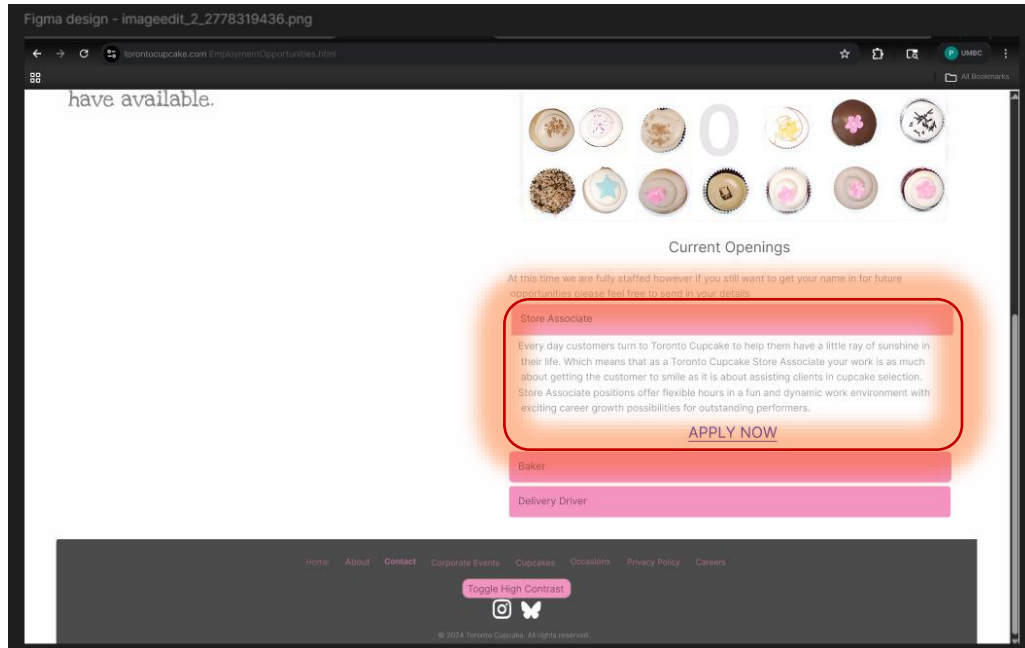
Figure 7: An "APPLY NOW" link/sign added to the webpage.

References

Preece, J., Rogers, Y., & Sharp, H. (2023). *Interaction design: Beyond human–computer interaction* (6th ed.). Wiley