

Group H: Linking HiFi Ideas to PCD Class Insights

Firstly, our website menu relates to Gestalt's Theory due to its reliance on principles of perceptual organization to make navigation intuitive and user-friendly. We will elaborate on proximity, similarity, continuity, and closure. Regarding proximity, bucket items that are placed closely are perceived as related, helping users quickly find relevant sections through grouping. Furthermore, there is a consistent element of similarity as the bucket items with the same font, color, or style are perceived as belonging to the same group. This consistency further helps users recognize clickable options. The linear continuity of the menu allows the user's eye to follow a logical path, guiding users naturally. Regarding closure, because of white leaf-like icons, users can mentally "fill in the gaps" based on their expectations. Gestalt's Theory aligns with People-Centered Design principles by helping users perceive the structure and hierarchy of information quickly in the case of our menu. By grouping related content and using consistent visual cues, we made it easier for users to navigate and find the information they require.

Figure 1: Group H SSCF Charity Hub Menu Bar



Our prominent usage of affordances and signifiers was about buttons, which includes those within pop-ups. This encompasses menu buttons, the ‘Join Newsletter’ button, the ‘Play’ buttons on the video displays, the ‘x’ buttons for closing the pop-ups, the search button, the arrow buttons on the testimonials page, and more. Buttons can afford to be clicked and are an indication to the user to click to find relevant information they are seeking. Furthermore, for the buttons leading to more information, such as the ‘Learn more’ button on the Fundraising Strategies page, we added textual signifiers to indicate to the user that they will be redirected to another page with relevant information. This is also visible on the Grants page with the button that redirects the user to the SSCF’s grants page on their particular website. This usage of affordances and signifiers relates to People-Centered Design as it focuses on making interfaces usable, accessible, and intuitive for the intended users. Affordances and signifiers play a significant role in reducing cognitive load, guiding first-time users, and encouraging the necessary action that the Charity Hub platform seeks to invite.

Figure 2: “Join Newsletter” Button



Figure 3: “X” button



Figure 4: ‘Learn more’ button



Lastly, constraints in our design guide users to complete tasks effectively and efficiently. For example, the grant application form includes required fields (e.g., mission statement, impact metrics) and restricts file uploads to PDF format. These constraints prevent errors, streamline the submission process, and ensure users provide the necessary information in the correct format. By implementing constraints, our design helps users avoid mistakes and complete tasks successfully which is vital for maintaining a smooth and frustration-free experience. This approach aligns with people-centered design principles by supporting users in achieving their goals with minimal effort.

Figure 5: File Upload Pop-up

