

People-Centered Design Concepts:

- Affordances:** We used several visual clues like buttons, tabs, links, input text boxes and dropdown menus to make possible actions understandable for users.
- Signifiers:** Here we tried to use proper signifiers to support our affordances and provide better understanding of the design. For example:
 - Meaningful icons beside tab titles
 - Underline and bold title for the active tab
 - Meaningful texts on the buttons
 - Underline for the links
 - Zoon in and zoom out signifiers on the map
 - Pinpoints on map to make user hovering over them, and three dots as details



Table 1. Signifiers

- Metaphors:** In the design to view more project cards we use > symbol to see the next page of projects and < symbol for the previous page of projects. As well, we used meaningful icons, for example graduation hat for education, hands to show the volunteers, and the lamp out of box to show the suggestions.

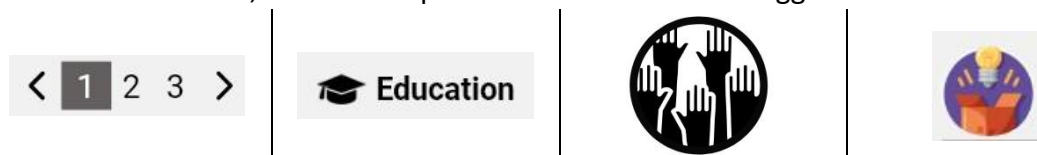


Table 2. Metaphors

- Culture and design mapping:** As North America follows the top left to the bottom right pattern and the whole website also follows the same, we tried to maintain the culture and put our buttons such as search, details and vote at the bottom right corner of the content.

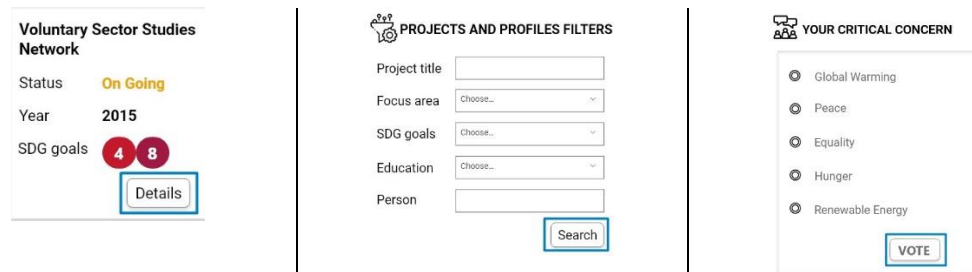


Table 3. Culture and design mapping

5. Mapping using the Gestalt theory: We tried to organize various components of our designs using Gestalt principles.

a. Similarity

- The cards of projects with the same shape and size.
- The cards of local sustainable programs with the same shape and size.
- The statistics information is visualized using similar graphical elements.
- The headings with the same text size and font.



Table 4. Gestalt, Similarity

b. Proximity

In most part of our designs similarity and proximity are working together, as complementary.

- Project items close to each other. (The first image of Table 4)
- Local sustainable programs next to each other. (The second image of Table 4)
- Search filters close to each other.
- Grouping information of projects, organizers and suggestions close to each other in different tabs.

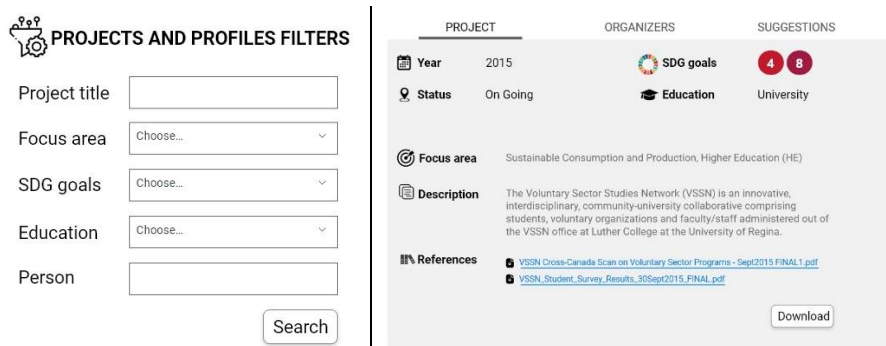


Table 5. Gestalt, proximity

c. Closure and figure/ground

- In icons



Table 6. Gestalt, Closure and figure/ground