People-Centered Design Concepts:

1. **Signifiers:** Here we tried to use proper signifiers to give an understanding of the features given in the design. E.g., we named a button as map view and grid view so that users can browse accordingly, button named details works as the name suggests.
2. **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.
3. **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.
4. **Mapping using the Gestalt theory:** We tried to organize various components of our designs using Gestalt principles.
   a. **Similarity**
      i. The cards of projects with the same shape and size.
      ii. The cards of local sustainable programs with the same shape and size.
      iii. The statistics information is visualized using similar graphical elements.
      iv. The headings with the same text size.
   b. **Proximity**
      In most part of our designs similarity and proximity are working together, as complementary.
      i. Project items close to each other.
      ii. Local sustainable programs next to each other.
      iii. Search filters close to each other.
      iv. Grouping information of projects, organizers and suggestions close to each other in different tabs.
   c. **Continuity**
      i. Using the horizontal sliders to show related local programs and guide the user to follow the path in possible directions.
5. **The 5 why Technique:** The deep understanding of the design and concept is really helpful to use the 5 why technique. Initially, during activity 1 we were a bit confused about the design and everything at that time in the group we used this technique to resolve our conflicts as well as to get a better understanding of any idea and the reason behind it. Additionally, during the prototyping through this, we got the root cause of the problem, and from the perspective of the user, we represent our ideas.