Design Analysis

Affordances

- This idea is represented in my design through the use of the interactive pin wheel on the homepage. When the user hovers over, that tile of the wheel, it will be enlarged to demand the users focus and appear clickable.

- The Data and Description tabs on the SDG pages will also be highlighted once the user hovers over them, to infer they are clickable.

Gestalt

- The proposed Volunteer page on my design somewhat shows this concept by grouping similar tiles for the SDG volunteer section. This helps the user understand that the tiles refer to SDGs, and further, what tiles pertain to which SDGs, based on their iconic symbols and like grouping.

Constraints

- I believed that by not including a search bar, my design is positively adding a constraint, in an effort to simplify user experience and usability. I believe if I include both the search engine and a pin wheel for navigation, some users might get the idea that this is cumbersome website to go through. Whereas the pinwheel shows them "all our cards" right away. So, by giving them only one option for navigation, perhaps their experience would be simplified.