

## **Design Analysis**

### *Incorporating Affordances, Gestalt, and Constraints in People-Centered Design*

#### **Affordances**

In the low-fidelity sketch, affordances are evident through clear visual cues like the navigation bar with options such as "Home," "SDG Info," "News," and "About." Moreover, the clickable list of all 17 SDGs on the homepage acts as an affordance, encouraging users to explore each goal in detail. These cues enhance user interaction and navigation, ensuring an easy to navigate browsing experience.

#### **Gestalt Principles**

In the prototype, gestalt principles help organize content for clear and simple navigation. For example, the list of SDGs on the homepage groups related goals together, making navigation easy. Additionally, tabs separate different sections like "Overview," "Statistics," and "How Can I Help," improving organization and readability. By following gestalt principles, the prototype enhances user understanding and engagement with the content.

#### **Constraints**

The main constraint set by the client is to create an interactive website centered around the SDGs that is easy to navigate. To meet this requirement, the design focuses on essential sections like overview, statistics, and action steps for each SDG, ensuring clarity and accessibility.