

WordPress Demo – Design Analysis

Skeuomorphism

- Interactive circle represents the iconic SDG pin wheel for easier navigation. It invites users to interact with the icons on the circle.

Affordances

- Items intended to be clicked will be highlighted to afford responsiveness.
- The tiles in the “All SDG” pages flip when user hovers over them which affords user’s intuition that said tiles are interactive.

Constraints

- Pin Wheel constraints the users to only navigate within parameters.
- Limited features available without paying for pro version.

Gestalt

- We decided to group the 17 SDG tiles in the “All SDGs” page as they are best represented together collectively.
- Instead of having multiple pages for sub-categories, we combined them into a table