

Design Ideas For Lo-Fi

- Banner at the top of each page with a “Donate” button matches users **Mental Map** and provides a **Consistent Navigation Experience** for people persuaded to donate.
- The prompt to search for info right away (after key takeaways) gives **Usability**
- The next component intentionally peeking into the viewport of the homepage creates **Discoverability**, signifying "there's more here!"
- Search functionality has **Signifier** for “dropdown” menu (i.e. search by focus area, or search by region)
- **Gulf of Execution** bridged by the first elements on the site (key takeaways) being interactable
- **Gestalt Principles** Similarity and Continuity principles that are associated with gestalt theory was used in our Lo-Fi.
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