

- **SDG Categories Gestalt** - We utilized Gestalt theory when putting our category menu on several pages, by lining them up and ensuring that they are lined up properly, it showcases to the user that they are part of a group and will all lead to similar things. In this case category pages for different types of Issues.
- **Graphs/Text Data Page Cultural Constraint** - When looking at our datapages, we placed our graphs on the left side and the text summarizing it on the right. This is to follow the cultural constraint for English speakers that read left to right. By putting the graph on the left, we have the user focus on the graph first. Inversely we did the opposite for our category page, as in that case we wanted the user to first read about the issue, before looking at a snapshot of the graph.
- **Signifiers and Affordances in Our Design** - When creating our website, we wanted to make sure signifiers were present. We made sure to include that when hovering over something like a more info button it turned gray. This creates an affordance for the user, and makes you assume that unlike the areas around it, it is an interactive element. We also utilized arrows pointing to the right in our menu buttons, to showcase if clicked it will take to a further page.
- **More Delightful User Experience Through Animation** - User experience was and will continue to be one of our main priorities when designing the website. One way we enhanced the user experience was by creating animations throughout the site. These animations are a form of user interactivity that doesn't take much effort on the design end, but just adds the fluid feel we wanted for the site. We also made sure our pages were not loaded with images to reduce load times, enhancing the user experience.
- **Discoverability in our About Page** In developing the About Us page, we made sure to include details about the organization, their objectives, and their alignment with the SDG framework. We added the SDG framework to offer visitors more insights into the SDGs and to keep the page engaging. To achieve this, we implemented an interactive feature where users can hover over the SDG boxes. When hovered over, the box flips to reveal a concise summary of the corresponding SDG, providing users with a quick understanding of what each SDG entails. This interactive approach not only enhances user engagement but also facilitates learning about the SDGs in a visually appealing manner.