

1. Affordances - Throughout my low fidelity designs I utilized multiple instances of affordances to help the user interact and utilize the website. In my category page I provided a back to menu section with just a simple arrow pointing to the left, which most people know as back because of the browser arrows being that orientation. I also utilized the share and download buttons from apples ui, on my data pages that show that they have the ability to both download and share the data.
2. Gestalt - I utilized two gestalt principles in my lofi designs after doing some more personal research on my own. The principle of proximity was heavily used in my design specifically when trying to tell the user that these interactive parts of the webpage are similar, specifically in my category page when I put the 4 Logos “L” close to each other. I also utilized the concept of continuity with these 4 logos as they are symmetrical and have a more straight lined orientation to showcase to the user that they are a group. I also utilized continuity with the pinwheel in the main menu page, as even though it isn’t necessarily a line, but a curve, it still shows the user that they are similar and to be considered a group of functionalities.
3. Discoverability - When making my low-fidelity designs I focused a lot on making the pages as user friendly and discoverable as possible, utilizing, in my mind, intuitive design concepts to help the user gain as much as they can from the page. With all the buttons that lead to further pages I added dynamic elements throughout the page to showcase the difference and give a “sneak peek” into that page and what it be about, showing the user that by clicking it they would learn more about whatever. And for all my other buttons like the above stated affordances I utilized common signs to make sure that majority of users would understand their use without needing any further explanation.