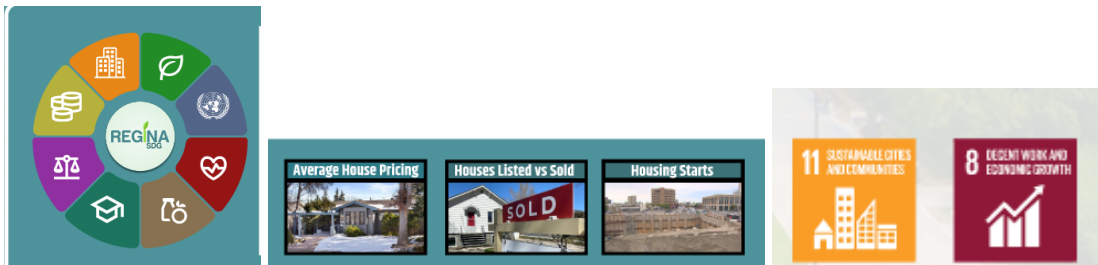


- **Affordances:** Throughout our Hi-Fi prototype we utilized numerous affordances to help the user understand their navigation capability, things such as the back button on majority of our pages, the website logo on each page being able to navigate back to the main menu, and bottom dashboard buttons on the data page.



- **Gestalt:** We utilized many different aspects of Gestalt theory throughout our design. In our main menu we utilized Gestalt's theory of proximity to group our category pages together. This was done to convey to the user that any of these will have a similar experience, with just different data. This concept was again utilized in our category pages to showcase that any of the data pages buttons will lead to a similar data page. Inside of our data pages we utilized this concept on our SDG design, where the issues common SDGs were grouped together to showcase that this dataset pertains to all of these SDGs.



- **Signifiers:** We utilized signifiers in two main areas throughout our design. The first case was the Main Menu wheel which when hovering over a certain button, would add a backdrop shadow and move it slightly out of position with the other buttons. This is to showcase to the user that when clicking they will be led to that page. The second case is in the category page, when hovering over one of the distinct data page buttons, the title of it would turn a lighter blue to again signify that it's clickable to the user and that when clicked, it will take you to a certain data page. The addition of the graph and facts box is also used to showcase that.



- **Cultural Mapping:** This was primarily used in terms of our placement of the back button on some of the pages. At first we had placed it on the right side of the page, but due to the fact that culturally the back button is almost always on the left side and most users would be used to that. We changed its position to be on the left side of all the pages.

