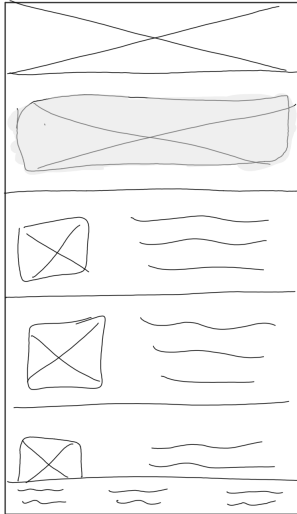
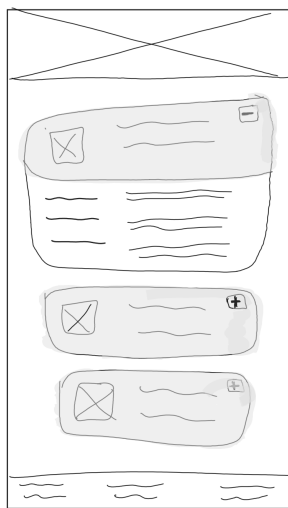


Activity 2 Experience Report

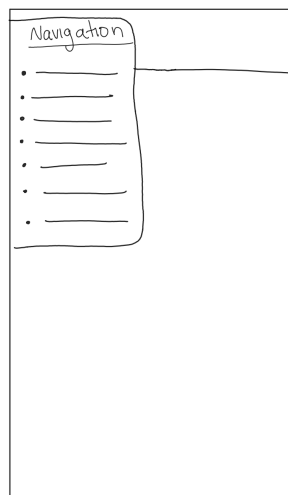
The Mandalorians (Nolan Flegel, Roxanne Harrison, Jacob Sauer)



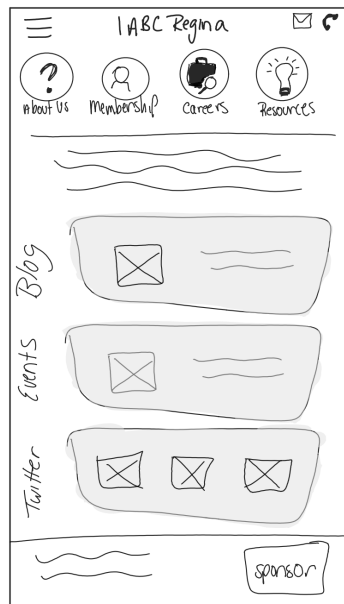
Natural mapping is used in this example because mobile users are accustomed to swiping as a method to continuously scroll through a webpage. As well, the cutoff matching content indicates that scrolling will result in new content being displayed on the screen.



The collapse-and-expand behaviour of the content in this figure is an example of **natural mapping**, as well as an **affordance**, since '-' gives an option to collapse (show less) and '+' gives an option to expand (show more). It is unnecessary to explicitly indicate that these functionalities are present, as users commonly associate the previous sentence's symbols with expansion and contraction. There is a one-to-one relationship between the control and action.



The idea of 'navigation' on web design is a **contextual metaphor** that allows users to draw parallels between the idea of moving through web content and moving through real spaces.



Text in the header for navigation (both on the icons and below the buttons) acts as a **signifier** for users to ascertain where they will be redirected if they select a certain option. The icon or button “looking” like a button is also an **affordance** for users since buttons *are for* clicking; therefore, this will be expected behavior for them.