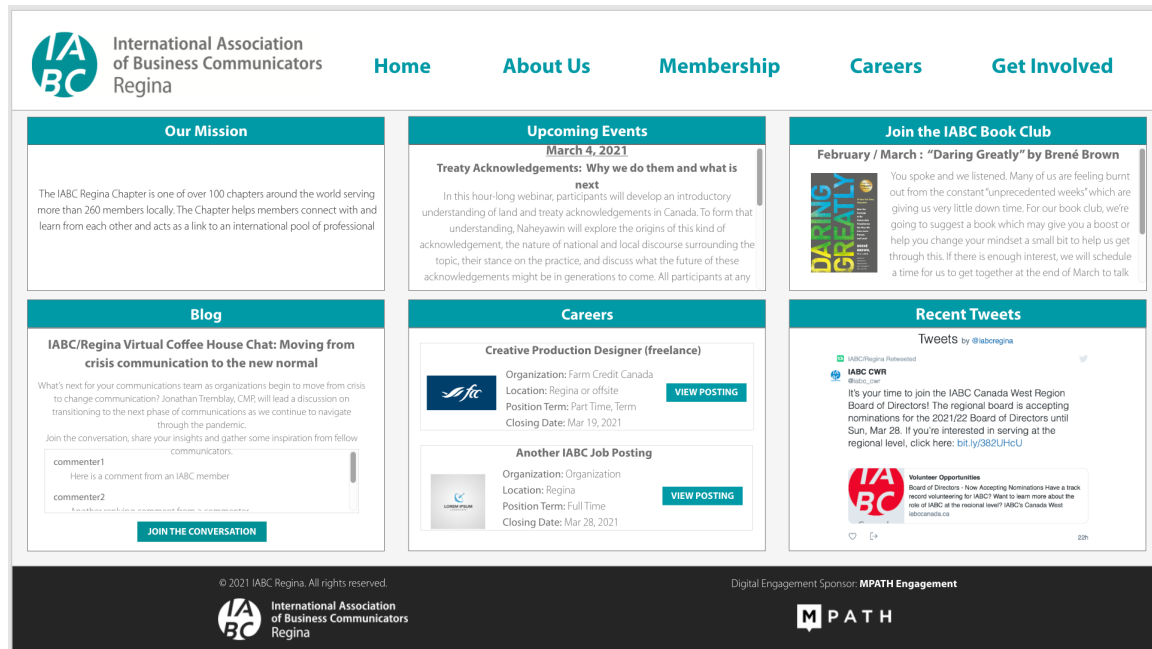


Activity 3 Experience Report

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



People love to take shortcuts and even though the navigation bar is a well understood form of browsing to different site content; creating more opportunities for **shortcuts** will improve the user experience. For example, on our homepage anything in teal is a visual cue to users that it is clickable and will navigate the user somewhere. Clicking the teal-coloured words at the top takes the user to a new location, as do the teal-coloured buttons and headings. Allowing for these **desired paths** will help the user get where they want faster.

* Required

Title
MR ▼

First Name *

Last Name *

Email Address *

Comments / Enquiries *

Prove you're not a robot *

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

SUBMIT

In focusing on the administrator's experience when managing the site, we wanted to consider the functionality that prevents unwanted submissions from occurring. A **forcing function**, such as inclusion of reCAPTCHA along with the form, will reduce spam by ensuring that the site's users are real humans who intend to submit content. Reducing the need for admins to review irrelevant content will improve their experience in managing the site.

Why join IABC?

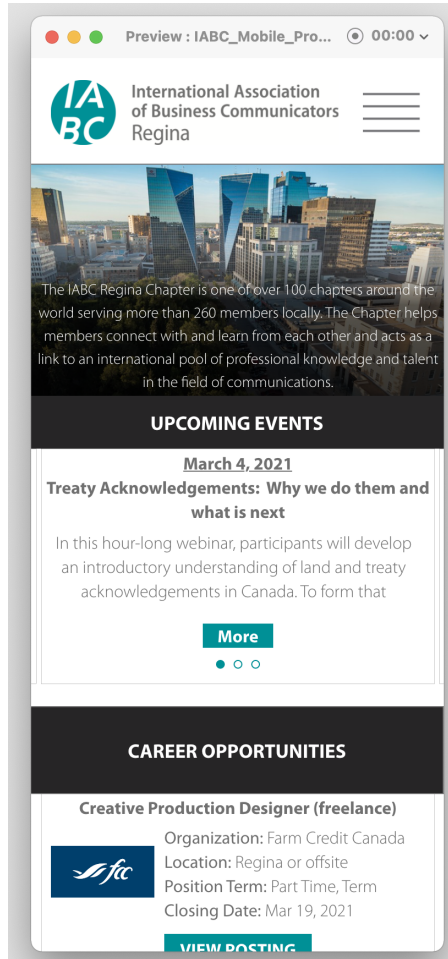
To make the most of your membership, take advantage of:

- **Events** (coffeehouse chats, member dinners, and lunchtime events)
- **Careers** (opportunities across North America)
- **Professional Development** (local, regional, national, and international conferences)
- **Resources** (case studies, books, peer-reviewed research, CW Magazines articles, and curated industry news)
- **Assistance** (online workshops and webinars)
- **Awards** (local, national, and international)
- **Volunteer and mentorship** opportunities
- **Certification** (coming soon)

There are many great benefits to being an IABC member for communications professionals at any stage of their careers. If you've ever found yourself wondering "Why join IABC?", check out the blog post from our colleagues at IABC/NewJersey using the button below:

READ MORE

After the user realizes that teal colors mean that content is for clicking, this affordance is further improved by adding signifiers. Text in the teal buttons act as a **signifier** for users to ascertain where they will be redirected if they select a certain option. Icons whose appearance resembles that of a button indicates that they can be clicked or pressed by the user; this constitutes an affordance, and clicking or pressing will be expected behavior. The example here is a teal-coloured button (affordance) labeled 'Read More' (signifier) that informs the user that if they click on it, they will be given more information to read.



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



Getting Involved

Volunteer

IABC/Regina is always looking for volunteers either for individual projects and initiatives, or to participate on the Board of Directors and be part of our chapters rich 40-year history of communication leaders. We want to leverage your skills for the benefit of all members, while providing you with an unparalleled leadership and communication development experience.

We accept communicators at all experience levels. Whether you are a student, new to the field, or want to build on existing strengths, IABC/Regina is open to working with those who show a considerable level of dedication and hard work.

However, if volunteering isn't for you, we still encourage you to stay involved with IABC/Regina by joining our membership and the global network of communicators in IABC.

Here are just some of the perks of becoming a part of our community:

Professional development programs and events.

Listening to industry's top thinking and thinkers. Our members include Gold Quill winners [the highest award for excellence in IABC] as well as published researchers and bloggers.

Relevant tools, templates and career roadmaps. All are designed to set our members up as leaders in their profession.

Access to local, national and international networks. Our members come from a wide spectrum of organizations on every level, including CCOs to new professionals. We cover communication specialties like internal, marketing and public relations.

Career job postings. As a job seeker, IABC/Regina's Careers page is an easily accessible tool to find the most relevant local job opportunities.

Positions are posted in real-time. The latest available jobs are there. IABC International Job Centre also lists hundreds of jobs at all levels.

Access to hidden job market. Considering most positions are never posted online, you will gain valuable information and access to job opportunities

Mentorship program. As a member of the Regina chapter, you have access to knowledge, advice and encouragement from a more experienced professional communicator.

Establish professional relationships.

In doing so, you can:

The layout of this page encourages **natural mapping** for users as well in that the left justification allows for F scanning. The navigation is along the top as well where site visitors are normally used to seeing buttons or words to use to navigate throughout the site.