

Linked Design Idea's Inherited from ENSE 271 Lessons

To ensure a user-centered design, I conducted a **fast feedback cycle** by having a friend role-play as a representative from a charity organization reviewing the page. This exercise helped me identify potential usability issues. For example, I observed that a charity seeking to promote an event on the Marketing & Events page would likely prioritize immediate action over detailed reading. Based on this feedback, I added a prominent "Promote Your Cause" button to provide a clear call to action and improve the user experience. Overall, the feedback was positive, with my friend noting the clarity of the design and effective use of spacing.

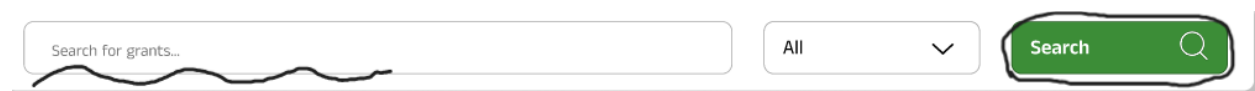
StoriesOnBoard aided in a **user-centered design** approach by helping my group and I prioritize page elements through **user story mapping**. For my page, I focused on identifying the target audience (**North-Star**), understanding their needs, and determining how to best assist them. To validate these design choices, I conducted user testing by having someone role-play as a user, allowing me to uncover and resolve any overlooked issues.

We applied the concepts of **affordances** and **signifiers** by recognizing that a pointing gesture suggests the action of clicking a button to access a link. This affordance indicates the button's purpose, and signifiers enhance its **discoverability** and **usability**.

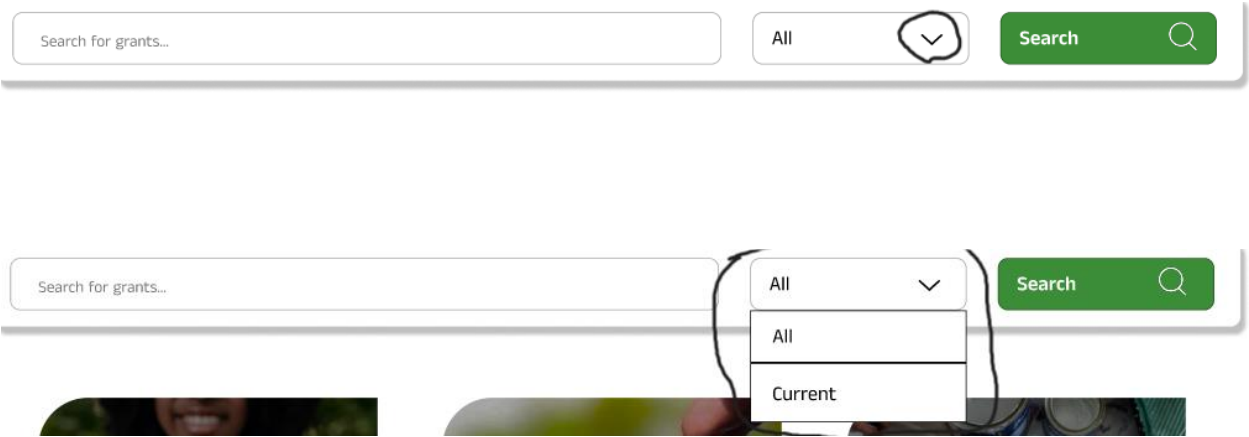


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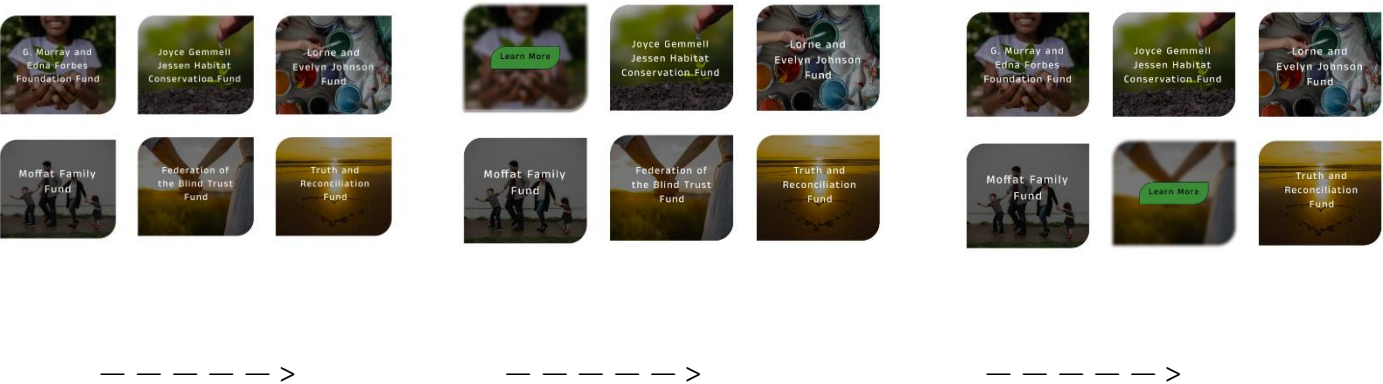
The design concept of "affordances" is used here. For example, the search bar under the "Grant Opportunities" sub-content affords searching for specific items. Users can type in keywords, such as "grants," and then press the "search" button to see the results. A downward arrow within the search bar indicates a dropdown menu that, when clicked, allows users to choose a category to view ("All" or "Current").



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Gestalt principles, notably **proximity** and **similarity**, were also central to the design. These principles guide the user's perception of content organization. For instance, within each sub-content section, elements are visually grouped. In "Grant Opportunities," six blocks with identical shapes, imagery (photo backgrounds), font, color (featuring the word "Fund"), and interactive behavior ("Learn More" on hover) are positioned close together. This visual similarity and proximity create a strong sense of unity, clearly indicating that these grant-specific information blocks belong to the "Grant Opportunities" sub-content.



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