ENSE 271

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Enhancing Platform through People-Centered Design: Applying Affordances, Gestalt, and

Constraints
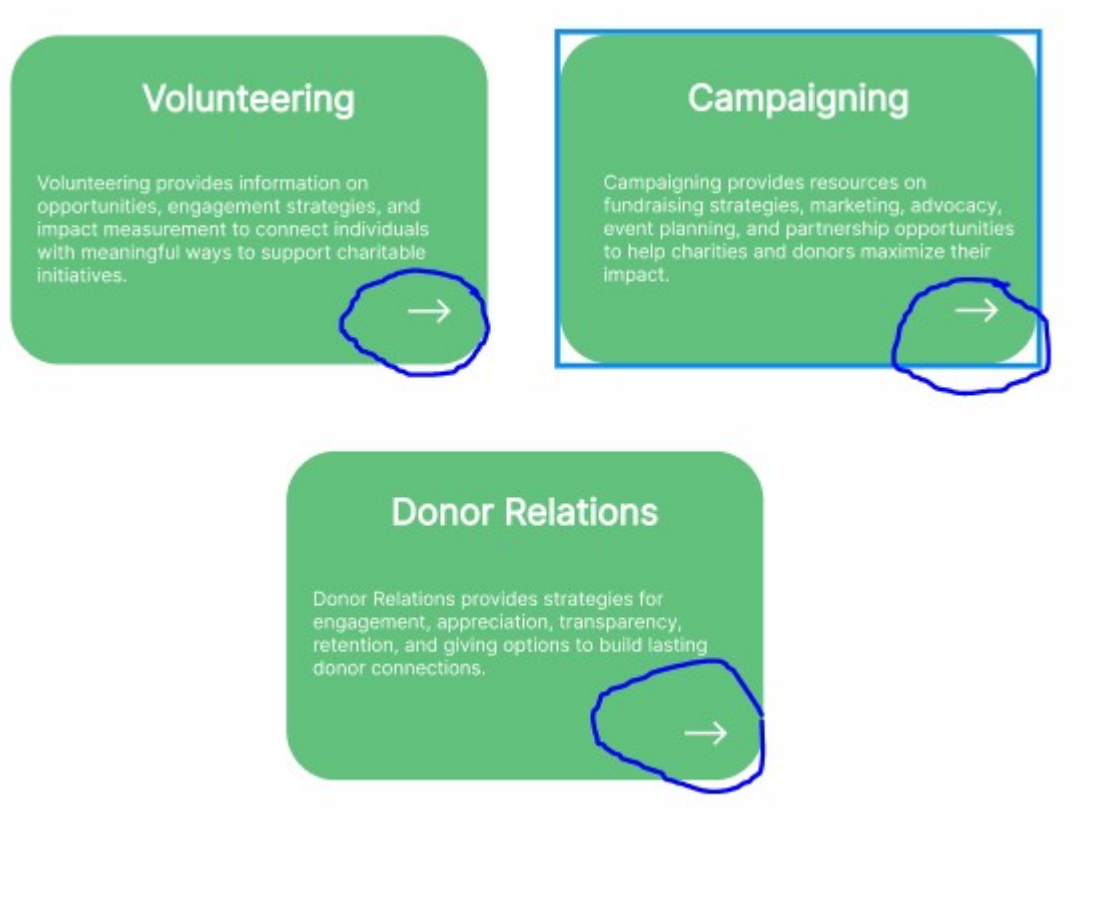
Group B

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1-Affordances & Signifiers

In this high-fidelity prototype, we have set numerous affordances as well as signifiers to make this platform more user-friendly. For instance, we have used the arrows as a signifiers for customers to help them know that if the customers click on them, it will direct them to the services.
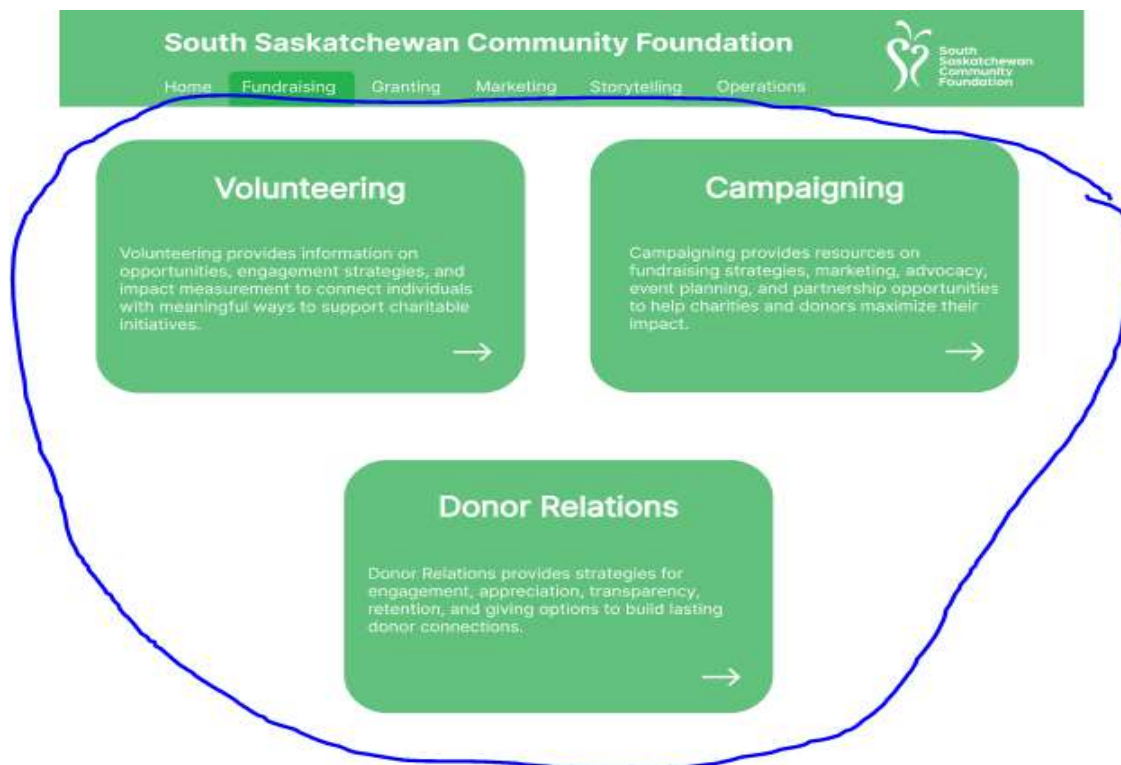

Our group has also utilized another form of affordances through the use of dark-colored buckets within the platform. This design choice serves as a visual signifier, helping users quickly recognize their current location within the system. By using color contrast as a guiding mechanism, we enhance wayfinding and navigation, ensuring that users can intuitively

understand which section they are interacting with at any given time. This reduces cognitive load

and improves the overall usability of the platform.

2 – Gestalt Theory

Our group also decided to utilize some elements from the gestalt theory, such as proximity.

The way the subcategories are aligned indicate that they exhibit some sort of a similar

characteristic, which is being a part of the fundraising bucket. This alignment helps users

intuitively understand that these elements are connected, making it easier to navigate and interact

with the interface.

3- Constraints

One significant constraint was that we are only providing resources, meaning that our role is limited to offering materials and tools. All other decisions and actions, such as organizing or structuring the fundraising efforts, are left to the SSCF (Student-led Social Change Fund). This limitation influenced our design choices, ensuring that the resources we provide are intuitive and user-friendly, with clear navigation and actionable elements. The goal was to make the information easily accessible and allow the SSCF to take charge of how they utilize those resources without needing further support from us.

Another constraint was the absence of a login system. Without this feature, we needed to ensure that all resources were publicly accessible and did not rely on personalized data or secure authentication. Initially, we thought that we had to design a charity platform tool. But after our second meeting with Brooklyn, it was evident to us that this platform is primarily for providing resources rather than performing tasks.