Connection between low-fidelity prototypes to design ideas discussed in class

- **Gestalt theory**:
  - Proximity, Similarity: These principles are implemented by using filters. Filters bring all similar projects together. Moreover, in our final design, the three main classes are implemented according to these rules.
  - Symmetry: The images, videos and the bounding boxes follow the symmetry and order principle. In the same manner, Common Fate is implemented.

- Our final low-fidelity has a low threshold and high ceiling as it is easy to go through all the web page and the UX design has many features.
- **Signifiers**: Our final designs are easy to follow as the signifiers are quite adequate.
- **Mapping**: Mapping of the final low-fidelity is pretty easy to follow.
- As Einstein said," We should make the design simple but not simpler". In the same way we have made the design simple so that it is easier for the user to understand and find his/her way around the website.
- **False Consensus Effect:** From the starting of our activity, we have taken care of the fact that whatever we make is for the customer and we are not the customer, so the customer feedback is important to us. It helps in keeping everything on track.