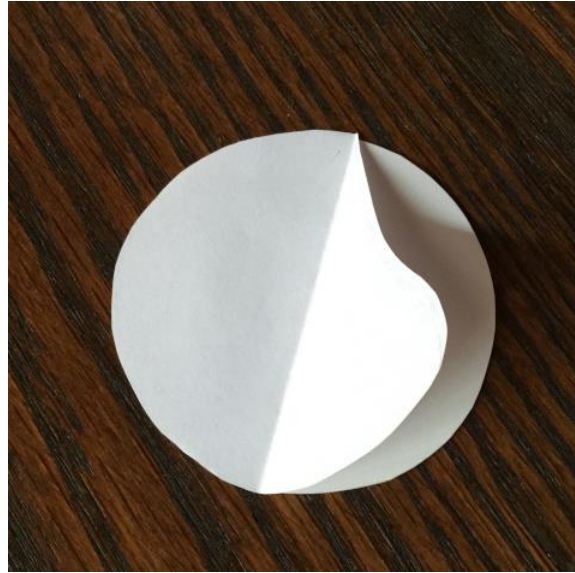
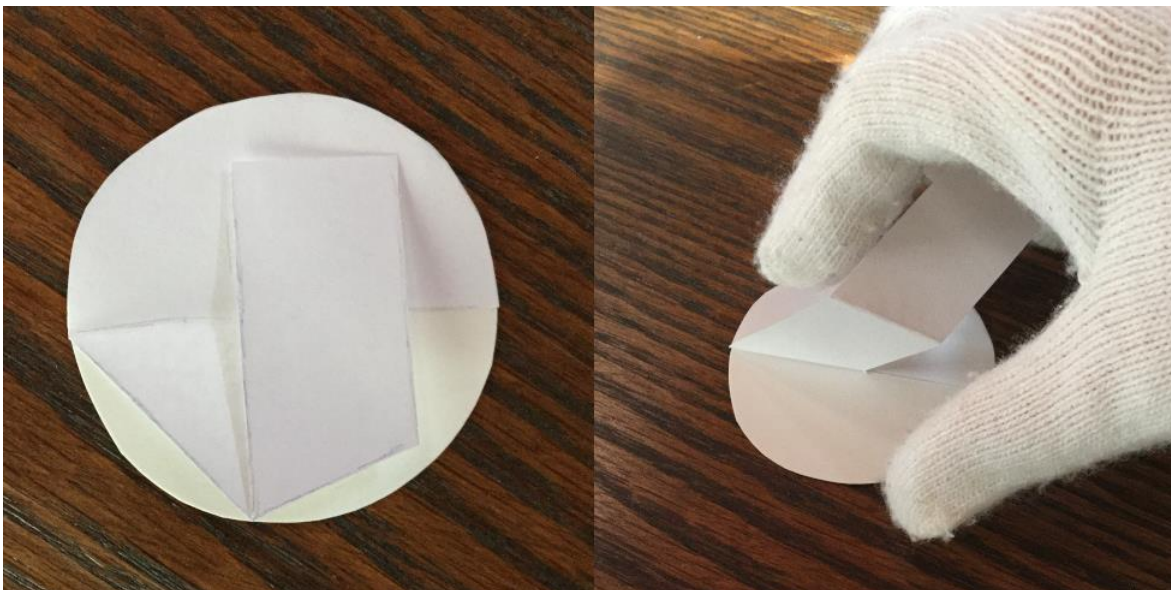


Assignment 2: Signifiers and Mapping



(Old) The circle and arrow symbol was meant to signify the affordance of grasping and peeling the seal in the direction shown. Problems: abstract - user may not understand, and ideally no instruction should be needed.

One revised design is a "wavy" tab shown at right. In the original seal, the widest point of the half-circle tab is the signifier of the pulling/peeling affordance of the seal. By moving this point towards the side, the signifier is now mapped according to the direction of pulling.



Another revised design is a folded tab. Like the "wavy" tab, it is mapped so that the user will naturally pull from the side. The longer, folded tab allows for greater surface area for grasping, while still staying within the area of the circle.