Low/high-fidelity prototypes link to design ideas discussed in class; people-centred design.

Group-E
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1) <u>Affordance: -</u>

Affordances in design are clues that suggest how an object should be used. They can be basic, such as buttons, or more nuanced, with realistic interactions. An affordance refers to the possibility of an action on an object, like a button affording being pressed or a chair affording being sat on. In UX design, affordances provide visual and psychological cues to help users understand how to interact with a product. They can be explicit, hidden, pattern, metaphorical, false, or negative. Designing with good affordances minimizes user error and friction, making interactive elements stand out and important functions obvious. Understanding and leveraging affordances in design ensures products are user-friendly and intuitive.

⇨ **Link in our prototypes as: -** The profile picture icon is a good metaphor for the shape of a human being which lets the user know that when they click it will open up their profile.

2) <u>Mental Models: -</u>

For designers, it's critical to take into account consumers' mental models, expectations, and impressions. Realistic representations of the final product are provided by high-fidelity prototypes, which closely resemble these mental models. Low-fidelity prototypes, on the other hand, record preliminary depictions of user interactions. This guarantees that the design conforms to the expectations and preconceived conceptions of users.

⇨ **Link in our prototypes as: -** Our integrated prototype design demonstrates and anticipates easy platform design exploration by users. Because the design uses list items, guided search, and filter choices for the list in addition to basic navigation menus at the top, even for those unfamiliar with the website, these design elements are highly intuitive. For example, " breadcrumbs " are in the upper left corner and beneath the navigation menu provide users with feedback when they become lost and help them adapt their expectations and mental model.

3) <u>Signifier: -</u>

Signifiers are audible or visual cues that make it easier for consumers to navigate and utilize a product by explaining how to interact with a system or interface. Signifiers are intended to guide users and lessen the learning curve involved in utilizing a new interface by offering clear and understandable indications.

⇨ **Link in our prototypes as: -** The member login' page has signifiers to let people who open the page know that login is for members only and not the general public.