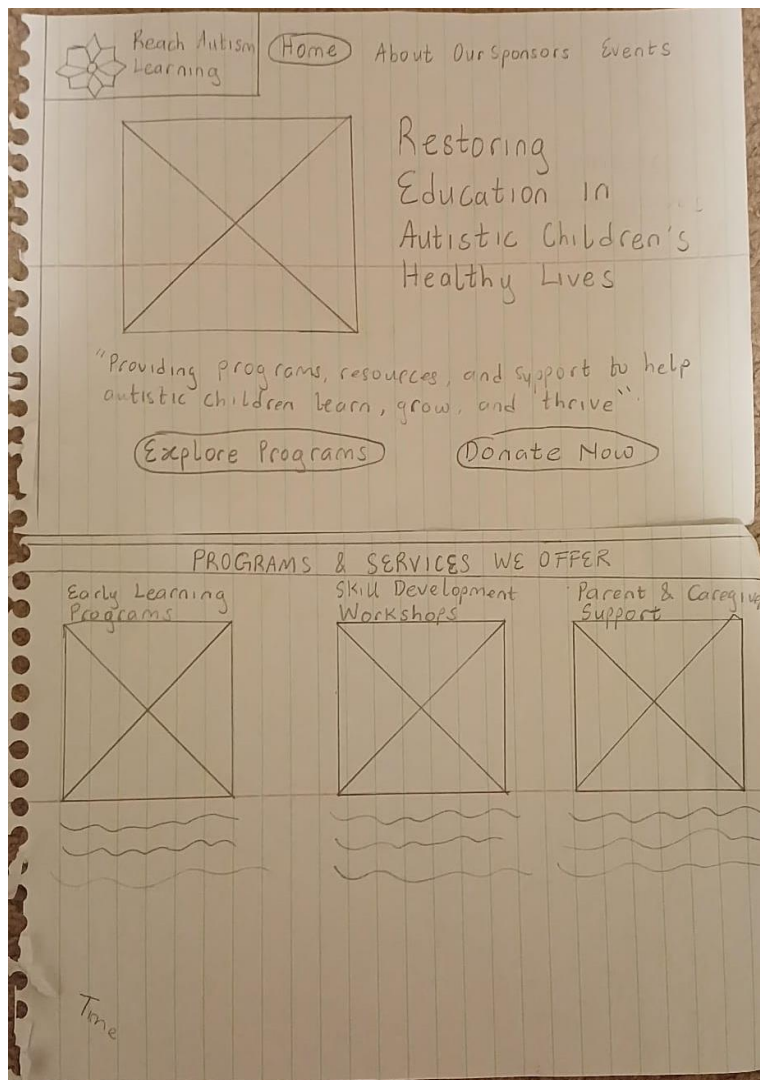
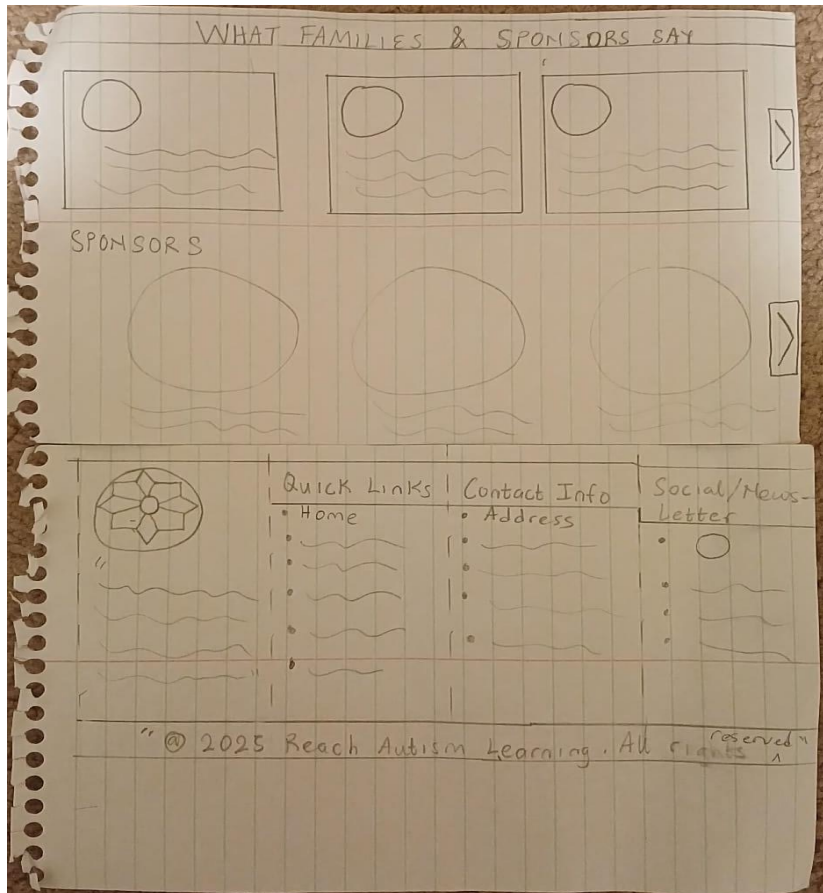


Name: Oluwatobiloba Akinmade

Student-ID: 200498297

LOW-FIDELITY PROTOTYPE





Affordances: In this prototype, there are user-driven components such as the “Explore Programs” and “Donate Now” buttons, the review section containing testimonials, the adequate site structure and community icons which are designed for effective customer usage. This all helps with customers know the kind of actions to perform on the website without any instructions.

Gestalt: This page is designed and divided into four sections which include: The hero section, Summary of programs offered, Reviews and Sponsors, then the Footer containing some contact information. All these sections come together forming the homepage and are beneficial to the users in terms of better understanding and readability of the website.

Constraints: The making of this page as well as the contents are limited deliberately so as to avoid multiple confusions and distrust. For example, there are only two CTA(Call-to -Action) buttons in the first section, the section talking about programs offered contains only 3 or 4 cards, and there are few important links embedded in the footer. The following constraints also contribute to the effectiveness of the website on the user.