



1. **Affordances:** This suggests how properties of objects can be used. Don Norman focuses on perceived affordances, which the user thinks they can do. Examples include: a button on a screen affords clicking, a scroll bar affords dragging.
 - Affordances in this prototype are shown by the buttons being easily clickable to be able to navigate the website easily.
2. **Gestalt Principles:** This explains how humans naturally organize visuals into groups and patterns. They have similar-looking objects and are closely perceived as related.
 - Gestalt is seen in this low-fidelity prototype by having things like quick links, our sponsors, grouped together.
3. **Constraints:** This limitation restricts the possible actions the users are able to take.
 - Constraints are seen in this low-fidelity prototype when clicking the logo does nothing.