# Design Concept/Ideas

Discoverability

Our High-fidelity prototypes (HFPs) indicate good discoverability. We have focus points that are clear in our pages. Our content is structured properly with a simple, intuitive hierarchy. This includes our navigation bar at the top and then our home page containing surface information about the other pages. We also have a navigation system for our HFP/designs. These are all the foundations of creating a good discoverable design/HFP.

This navigation bar is an example of good discoverability and how we have focus points and that we have a navigation ba

CAREERS   EVENTS   MEMBERSHIP   GET INVOLVED   🔍
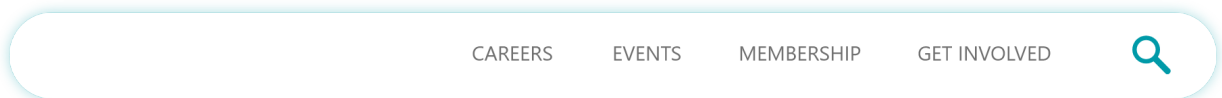
Signifiers

Our HFP contains appropriate signifiers that make our design stand out. In our HFP/Design we have contained buttons labeled on the homepage that communicate to the user/client appropriate and effective expected behaviours for interacting with the button. This same reasoning also applies to our button labels on the mobile application. Lastly, throughout the site design we have maintained a given colour (yellow/gold) to indicate areas of the site that are a call to user action.

Example of a button label on the desktop page would be

Explore Careers
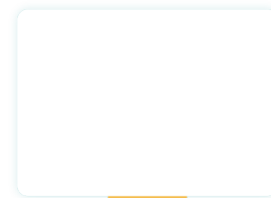
Another example is the the more button label from the mobile HFP

MORE

Constraints

We have constraints on HFP/Design that will allow the user to view/find the correct information without burdening the user/client with too much content. An example of this is the careers page where we are providing a small amount of key information to the user, that way the user finds out the important details of a job posting and then decides if they want to find out more. If so, they can click on the button to find out more information about the job posting. Another example of this is on the landing page where they have the surface information (about IABC Regina), and the upcoming events etc - however, if they want to find out more they can click on the respective button. We are limiting how much information the users are readily exposed to prevent clutter and an overwhelming user experience. Therefore the presented information is kept to key, required information resulting in a more effective and efficient user experience. This will allow the client/user to focus without distractions of heavy content on the site.

This careers section is example of how we implemented constraints in our HFP

Careers

IABC Regina helps communications and public relations professionals learn about employment opportunities that can bring career advancement and personal reward. Check out the opportunities available right now. Click to find out more.

Explore Careers

This events page is another example of constraints in our HFP

Attend Event

Upcoming Events

IABC Book Club for February/March: "Daring Greatly" by Brené Brown

→

This is another example of how we implemented constraint of information with regards to how job postings are displayed.

Affordance

We have also made use of the concept of affordance on our HFP/Design that will help guide users in intuitively being able to determine the function of a given site object. One example of this is the search icon, which is shaped like a magnifier glass - which is the real world used to search for subjects and commonly accepted by users across many sites to signify the 'search for information' function on a website. The shape helps the user/client determine the function of that search button. Another example is the footer button to go to the top of the page on the mobile HFP. The footer button is an arrow pointing up and this allows the user to intuitively determine that the function of the button is likely to take you back to the top of the page. Lastly, another example revolves around the 'hamburger menu' icon. This icon is yet another commonly accepted image among users, across many websites, to be the menu icon that is expected to bring up the main pages of a website when navigating a mobile site.
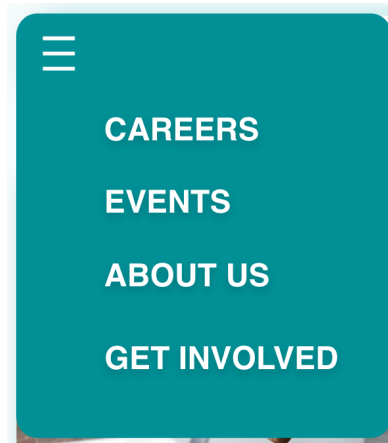
The search icon example of the concept of Affordance

The 'up' icon is another example of the concept of Affordance.

Another example of affordance is seen with the hamburger menu icon, a common user experience among many sites where users understand this icon to be used to bring up the menu.

References:

Don Norman's seven fundamental design principles | UX Collective (uxdesign.cc)