**Discussion Question: 100 Things**

Using the ***100 Things Every Designer Should Know About People*** reading assignment, select two (2) of the "things" you read about, include the number and title of the "thing" (i.e. #36 Time is Relative)  and then do two embellishments, one embellishment and one visual example, or two visual examples.

1. **Embellish:** Tell us something that the reading did not tell us on that specific "thing" or embellish on what was presented. Be sure you are adding meaningful content to the conversation and not just making noise. Your addition can be a link to an article or you can write out your embellishment.
2. **Visual Example:** Provide us with a graphic example that is relevant to web design. This can be something you create or something you find. Again, be sure to add meaningful content to the conversation.

I first embellished on #6 People Scan Screens Based on Past Experience and Expectations. When navigating websites, we are accustomed to specific layouts, so when we encounter a site that is different, it is more complicated to complete and locate the desired task. Websites and brands need to find ways to stand out, so it may seem like a good solution to this problem is to switch up a layout. Still, sometimes something is standard practice because it has been thoroughly tested and proved to provide the best experience, so it would be foolish to change this. Find other ways to grab attention and keep it. Just make sure it is still identifiable and legible.

I included a screenshot of the Berkshire Hathaway website as an example of a website with a poor layout. Based on experience, most users would be confused by a site primarily filled with hyperlinks that appear to have already been clicked. There is also no way to search the website, and it lacks an engaging format.

A screenshot of a website

Description automatically generated

The second thing I chose to embellish was #11: Nine Percent of Men and One-Half Percent of Women are Color-Blind. Our text touches on how maps and other applications use colors to show different items, but it also utilizes other features like thickness to decipher the categories. This helps people who cannot see all colors, making it more accessible. There are many principles to follow when developing, and accessibility is a huge one. Not incorporating accessible features deters a margin of potential customers. So accessibility should factor in color blindness, but it should go beyond so visual readers can run as successfully as possible. Supporting all communities can create a larger community in return. It also can generate return customers.

The two screenshots were taken from the Accessibility Checker website. This website includes an entire accessibility menu with all sorts of helpful features. This makes it significantly easier for everyone to navigate through the site. Incorporating these features allows user to change the site in a way that is pre-customized to their needs.

A screenshot of a device

Description automatically generatedA screenshot of a computer

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***Before you submit your thread, put your name in the subject line.***

**Assignment Requirements and Grading:**

1. An initial post of approximately 250 words is due by **Thursday, 11:59 p.m. CST**.
2. For the initial post to be considered substantive, it should be at least 250 words in length and fully cover the topics being presented. Single-sentence definitions or responses will not be awarded points.
3. Submit your post by clicking on the **Assignment Link** above, then **Create Thread**. You must create a thread in order to view your peers' posts. Tip: Create your post in a Word document and then copy and paste your work into the thread.
4. A minimum of three (3) responses, **to the original threads of other students**, of 100-200 words each are due by **Sunday, 11:59 p.m., CST**.
5. To view the rubric grading criteria, click on the following link: [Discussion Board Grading Rubric](https://content.bellevue.edu/cst/csd/rubricdbv3.pdf).

**(50 points)**

Anton, you did a great job on your post for this module! I also chose to embellish on Topic #6. Placing menus at the top or left side of the page is a great example! I am always thrown off the few times I have encountered the menu being in a different place than usual. It makes me think of how you can customize menu locations on computers. Usually, the default for these docks or menus is on the bottom, but they can be adjusted based on preference. So, I think this is a good example of how platforms and software can also change people’s expectations of where to find what they are looking for.

Jessica, I really enjoyed reading your embellishments for topics 10 and 11. I embellished on topic 11, too, so it was interesting to hear your extension on the topic. The link you included could be beneficial for both of the topics mentioned. Ensuring websites are accessible paves the way to a better experience for all. I am glad our text emphasizes its importance and the guidelines to follow in web design. As someone who is not color blind or has other accessibility needs, I could see how this would be easily skipped over by some and blatantly ignored by others.

Brett, you did a thorough and thoughtful job on your discussion post. I really enjoyed following your thoughts as you dug deeper into how selective we are with what we pay attention to. It makes me think of frequency illusion. Once someone is aware of something, they start recognizing it more often. Once you expect something, you are more likely to see it, even if it has always been there to begin with. I think the pictures you included for both topics fit the topic very well! They made sense based on what we learned, but then you extended beyond that!