



FOCUS AREAS ▼

REGIONS ▼

GOALS ▼

ABOUT US ▼

DONATE NOW

- SSCF logo is a metaphor for the home page because company logos are commonly used as home buttons these days instead of the usual house icon. Many people will assume that if they click on the logo, it will take them back to the home page.
- The navigation bar options are organized symmetrically which is related to Gestalt's principle of symmetry. This brings balance to the navigation bar while also highlighting the "Donate Now" button, because that button is not symmetrical to the rest of the navigation bar.
- "Donate Now" is a signifier because it is highlighted to emphasize the end goal of a user and to draw the user's attention to the button.
- The navigation bar is full of affordances that tell the user their functions. Each header tells users what information they will get out of clicking the button. The dropdown arrows indicate that there are subheadings for the user to choose from.

South West

Regina

South East

- The option the mouse is hovering on being highlighted is a signifier because it lets users know that these options are clickable and they will get more information if they click on it.