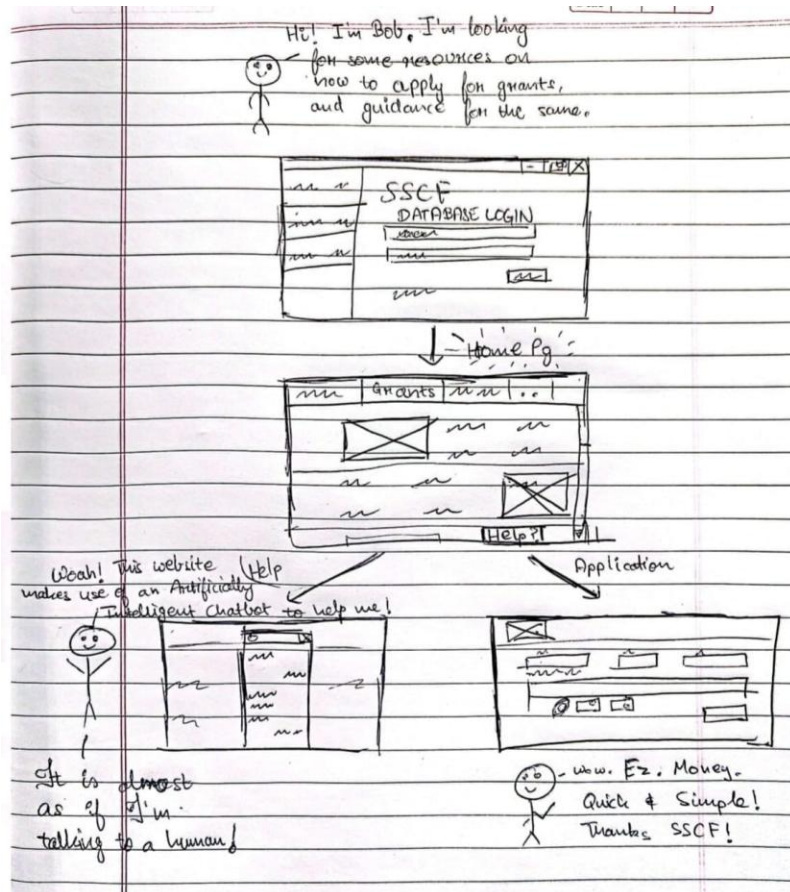


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Lo-fi prototype design ideas



Affordances - For my lo-fi prototype, I included a minimally detailed and sequenced story board, which shows Bob – a part of BenefitOrg Co. (people) navigating through our resource hub. Bob wants to search through our website to look for information on applying for grants and help for the same. He is led to two different pages – one that provides help on applying for grants, and one for actually applying for the grant(captions). To his delight (emotion), he can easily find what he is looking for, without much of a hassle.

Gestalts Principles – The website is aesthetically pleasing with a fair bit of attention paid to appearance, fonts and inclusion of images.

Constraints - This prototype holds zero to none physical constraints, and is quite navigable without need of any sort of training, since it also follows “norms” of what you would typically find on a resource hub, with additional features as well!