

Question 1: Affordances and Signifiers in Daily Apps

App 1: WhatsApp

Affordances:

1. Text Input Field: Allows users to type and send messages
2. Voice Message Button: Enables recording and sending audio messages
3. Camera Icon: Provides functionality to capture and share photos/videos
4. Contact List: Allows ~~to~~ selection and initiation of conversations
5. Swipe Gesture on Messages: Enables quick reply functionality

Signifiers:

1. Microphone Icon: Visual indicator showing voice recording capability
2. Blue checkmark: Indicate message delivery and read status
3. Green send button: clear visual cue for message transmission

4. Typing Indicator: Shows when the other person is actively typing.

5. Online status dot: Green dot indicating user's active presence

App 2: Instagram

Affordances in Instagram:

1. Double-tap gesture: Allows users to like posts quickly.

2. Swipe left/right: Enables navigation through stories

3. Pull to refresh: Allows updating the feed with new ~~content~~ content.

4. Pinch to zoom: Provides ability to zoom into images

5. Camera shutter button: Enables photo/video capture for stories/posts.

Signifiers:

1. Heart Icon: Clear indicator for like function
2. Plus (+) icon: Visual cue for adding new content
3. Circular story rings: Colorful borders indicating unviewed stories
4. Paper plane icon: Signifies sharing / direct message functionality
5. Three dots menu: Universal signifier for additional options

Question 2: Minimalist vs Cluttered Interface

App Analysis:

Apple Calculator (Minimalist design)

Design characteristics:

- Clean, uncluttered interface with essential functions only
- High contrast between numbers and operators
- Consistent button sizing and spacing
- Single purpose design focused on calculations
- Minimal color palette

Norman's Design principles applied:

1. Visibility: All essential functions are immediately visible.
2. Affordance: Buttons clearly look pressable and functional
3. Constraint: Limited to mathematical operations only.
4. Mapping: Logical layout following conventional calculator design.
5. Feedback: Clear visual feedback when buttons are pressed
6. Consistency: Uniform design language throughout

Facebook (Cluttered design)

- Multiple content types competing for attention
- Dense information architecture with many navigation options
- Various font sizes, colors, and UI elements

- Advertising Mixed with organic content
- Multiple action buttons per post.

Design principle Violations:

1. Poor visibility: Important features often buried in menus
2. Unclear Affordances: Some interactive elements are not obvious
3. Lack of constraints: Too many options leading to choice overload
4. Inconsistent Mapping: Similar functions located in different places
5. Overwhelming feedback: Notification & alert compete for attention
6. Inconsistency: Different design patterns across various sections

Suggested Improvements

Apple Calculator:

1. Enhanced Feedback
2. History Feature
3. Accessibility, like voice over support

Facebook:

1. Simplified Navigation
2. Content prioritization
3. Reduced cognitive load
4. Consistent Design language
5. Progressive disclosure