

High-Fidelity Design to Class Topic Linkage
Nabooians - March 19, 2021
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Physical Constraints

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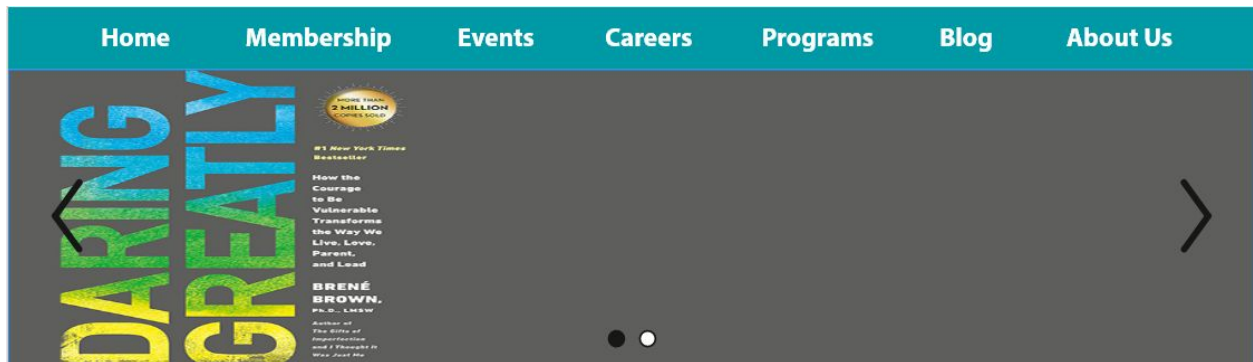
We designed our accordion so that it requires **little to no training** for the users to understand how the plus and negative sign works when they see this. We made it consistent for every single page so the users only need to learn how they are supposed to work once and continue to proceed through the website with ease. The plus and minus sign helps the users with **ease of interpretation** of how to use them, making it understandable and easy to use for the users.

Cultural Constraints

Membership Types
Regular Membership > <small>The vast majority of IABC members are Professional Members. Dues for professional members vary widely based on where you live. Some countries are charged a lower amount for international dues, based on World Bank data. Chapter and region dues also vary. You can view the membership dues chart here.</small>
Corporate Membership > <small>Corporate membership packages are available for organizations with five or more members. Corporate packages offer the convenience of one renewal date, as well as reduced membership and World Conference rates. There are different corporate package levels that vary by the number of employee members at one organization.</small>
Student Membership > <small>Student memberships are available to full-time students of colleges, universities and other educational institutions, as well as part-time students working toward a degree, or a certificate program in Canada, who are not presently working in the communication profession.</small>
Student transition > <small>Professionals who have graduated from a degree program from an accredited institution in the last year are eligible for the student transition rate. For student transition members, the regular application fee is waived, and the student pays half of the international dues plus full region and chapter dues. Members can only have one year as a student transition; they must then become professional members at the full professional rate.</small>
Retired Membership > <small>This membership is for retired professionals looking to stay engaged and involved with the professional association they have always loved.</small>

We also took into consideration the concept of **cultural constraints**. We designed our website where the texts and images are formatted and read starting left to right starting from the top as we are designing the website for North Americans where they read information that way. This also acts as **natural mapping** because users are able to read the page easily using F-scanning.

Natural Mappings



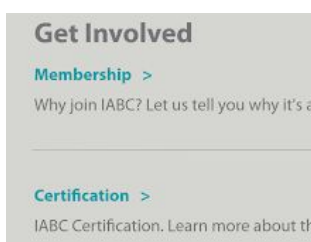
We designed our carousel with the concept of **natural mappings** in mind while also highlighting the cultural and physical constraints in the design. The right and left arrows **afford** clicking through the carousel images. The right arrow is used to proceed to the next image whereas the left arrow is used to go back to the previous image and the indicator circles at the bottom displays the current status of where we currently are in the carousel. We do not need to require any label/text/instruction in order to understand how the carousel works. It is easily understandable and discoverable for a first time user to understand how the system works, making a pleasant user experience.

We also used **natural mapping** with the scrollable nature of our page designs. It is very common these days to encounter sites that use scrolling as a method of page navigation, especially on mobile devices. Therefore, our scrollable page design will be very natural and easy to understand and use for users.

Affordances and Signifiers



Various pages include green buttons which **affords** clicking. The buttons afford users the ability to interact and do something with the page such as post a job, sign-up, or apply. The affordance can be easily determined by the user through the common shape of the object often used to represent clickable buttons. The green color of the buttons acts as a visual cue of a call to action. The text within the buttons act as a clear **signifier** of what can be achieved by interacting/clicking the button. For example, the button (**affordance**) shown here is labeled (**signifier**) “Post Job” which indicates to the user that if they click the button they will be able to post a job.



Throughout our design, blue text (with or without arrows) as seen in the photo is used to indicate the **affordance** of clicking and being redirected to another page. The text is used to indicate where the user will be redirected to.



The “+” and “-” buttons **afford** the ability to expand and collapse the accordion sections on the pages. The icons used for the buttons (“+” and “-”) act as **signifiers** of what will result from clicking the button (expansion/collapse)

Forcing Function

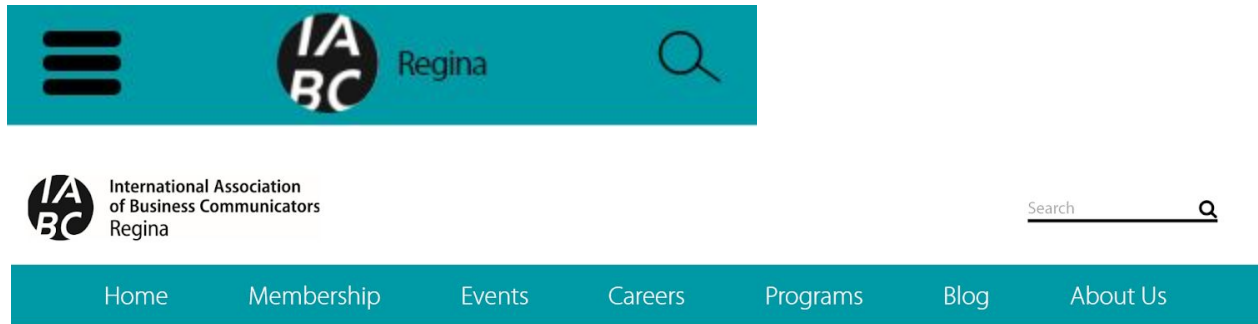
The reCAPTCHA included at the bottom of the contact form acts as a **forcing function**. The user will not be able to submit their contact form until the reCAPTCHA has been completed. This was included to act as a layer of protection to prevent spam received through the contact form. A user must verify they are human before the form can be submitted.

Metaphors



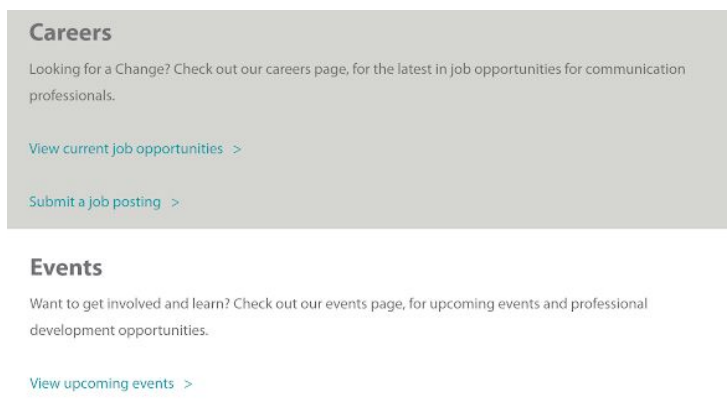
The magnifying glass is used as a **metaphor** for searching as it is easily understandable for users since magnifying glasses are usually associated with looking for something. Another **metaphor** is the hamburger icon which represents the menu. By looking at the menu of the site, you are able to see the pages that make up the site just as if you were to look at a hamburger you can see the ingredients that make it up.

Usability

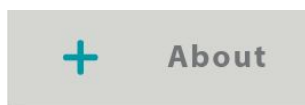


Having the headers remain present at the top of the page while the user scrolls through the page increases **usability**. It allows the headers to be easily accessed and used at all times without having to scroll back to the top of the page. This enables users to navigate to a different page quickly and easily at any point in time.

Gestalt



Across all the pages, all related information is **enclosed** within color sections. This allows users to identify which information is related and which information is separate.



Proximity is introduced by having the “+” and “-” buttons for the accordions close to the title of the accordion. This allows users to easily associate the “+” or “-” symbol with the related header and section.