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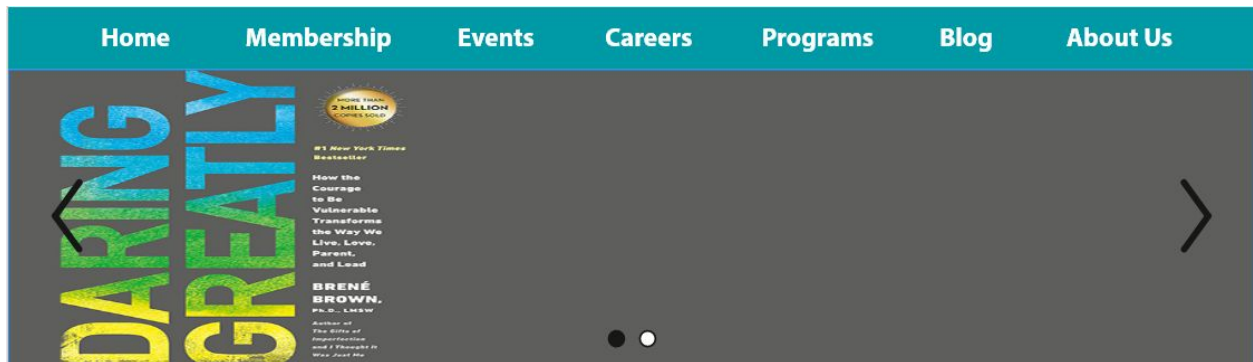
Physical Constraints

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

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.
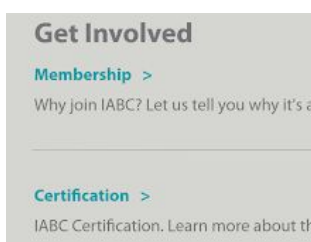
Natural Mappings

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)
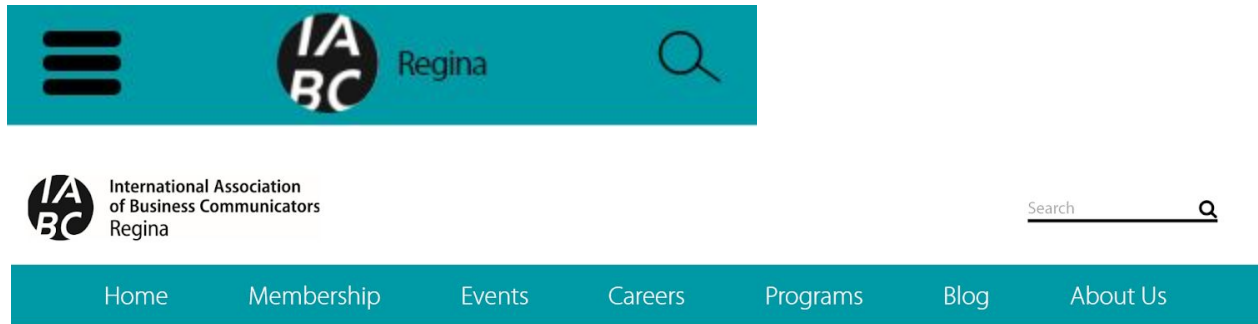
Forcing Function

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.
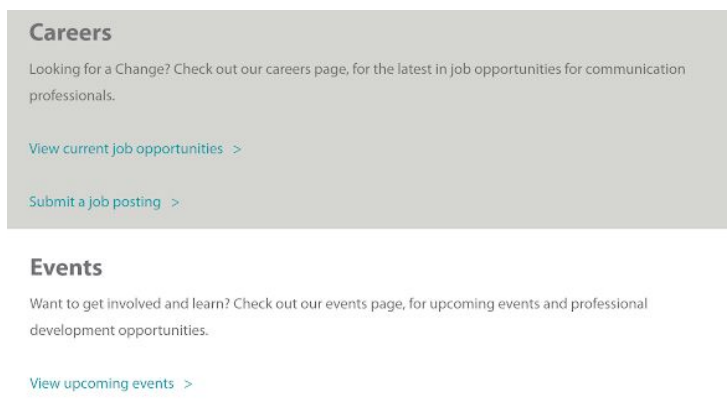
Metaphors

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.
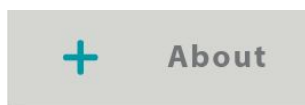
Usability

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.