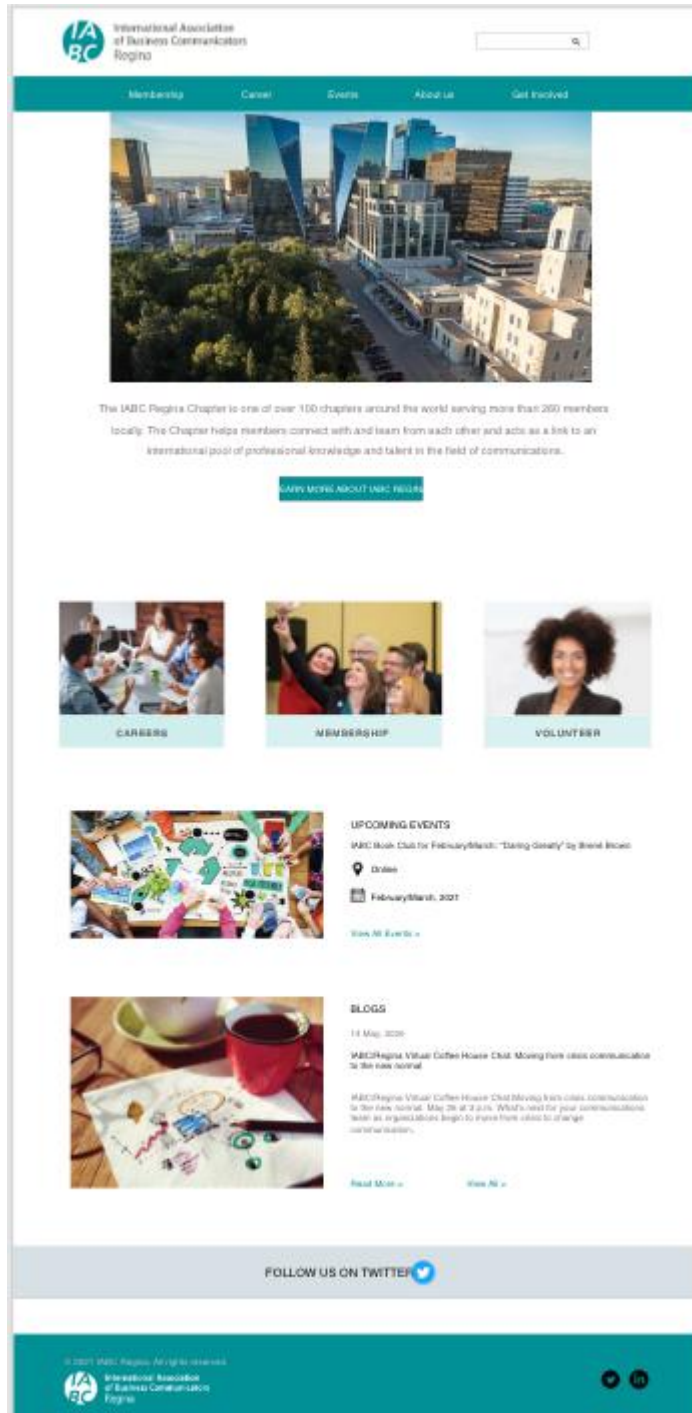


Adobe XD high-fidelity Prototype

-By Bulbul Arora, Xia Hua, Li Pan

Home(web and mobile)





- Natural mapping:
 - For my Careers, membership and the volunteer section, the controls are very close to what item we need to get to(In this case, the control is the button that redirects to the specified page.)
 - Also for my Upcoming events and blogs, the buttons are located inside the respective section.(The controls here being the Read more button and the view all buttons.)
- Affordances:
 - All the buttons on the homepage(Learn more, view all etc.) are in a teal colour which implies that something can be done with that text- in this case, people can click the teal text or the button and be redirected somewhere else.
- Signifiers:
 - All the buttons have information about what they do. For example, If you click on the membership button, it will take you to the membership page. Similarly, if you click on the View All Events button, you get redirected to all the events.
 - All the clickable text or buttons have information that signals to what they lead to.
- Gestalt:
 - I chose to keep my design very symmetrical. For each section, the margins on the left and right are similar. Also, I tried not to overcrowd the page itself. Each section has its own space from left to right. This was done to increase focus on one section at a time.
- The Z Scan design principle (Outside of class topics)
 - This principle states that people generally don't read content on a webpage but actually **scan** it. The main idea here is you go left to right, scan in a diagonal manner and then get to an action button.



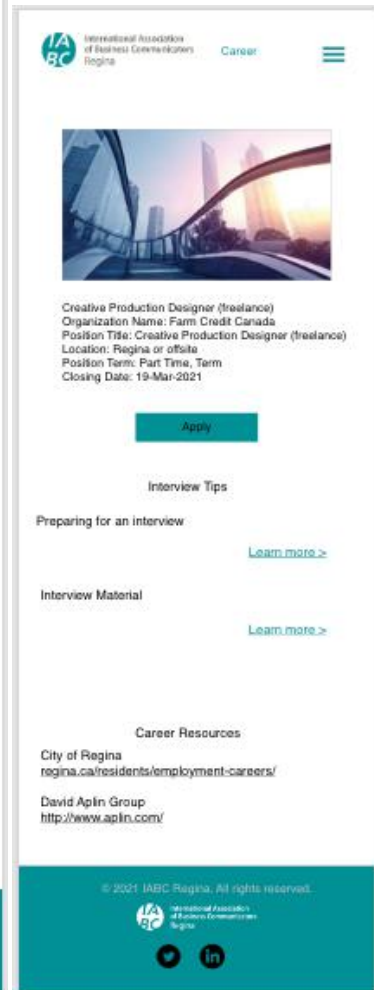
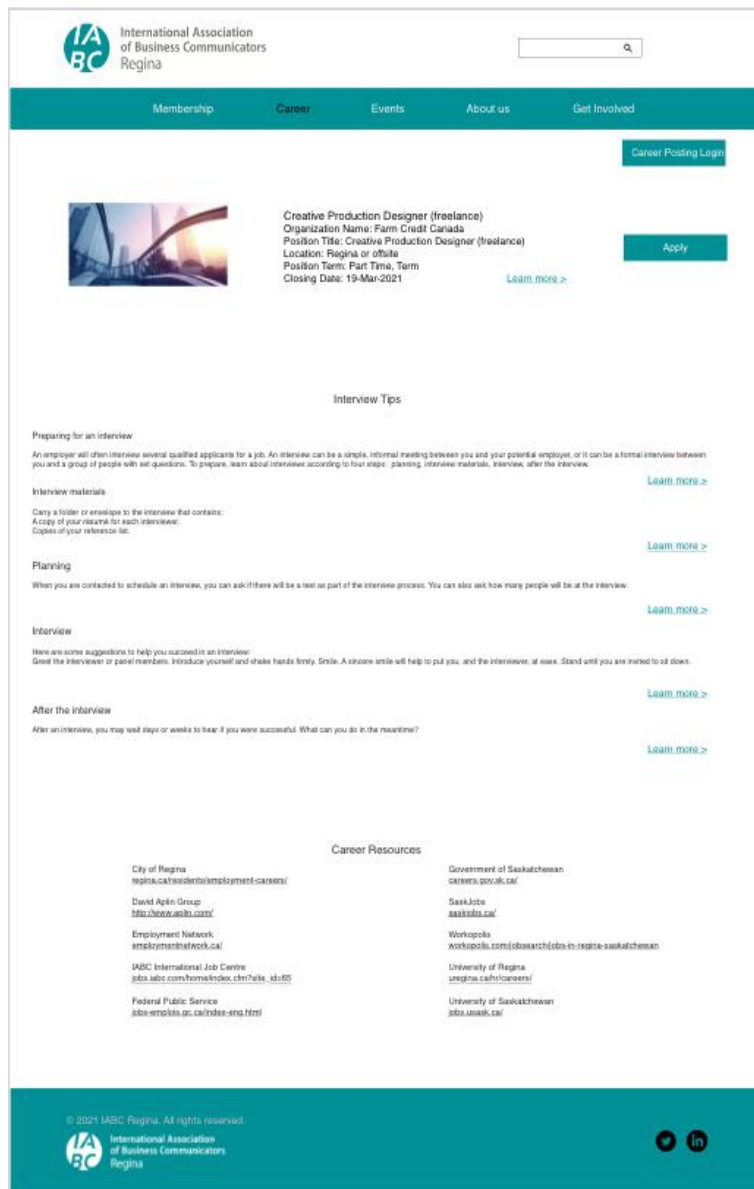
- Natural mapping:

For my design, the two images related to becoming a member and how to become a member are mapping to the position of text. The user will know the relation between images and text. The same mapping design is the same in the member's recommendation part, the portrait is following the comment of them. The last mapping part is the check table for different of membership types, it's clearly showing when click the type, the related member feature check box will change.
- Affordances:

The navigation bar above the check box table is clickable and has information to show what this button is built for. After click this button, the related check will change accounting to the feature of different types.
- Signifiers:

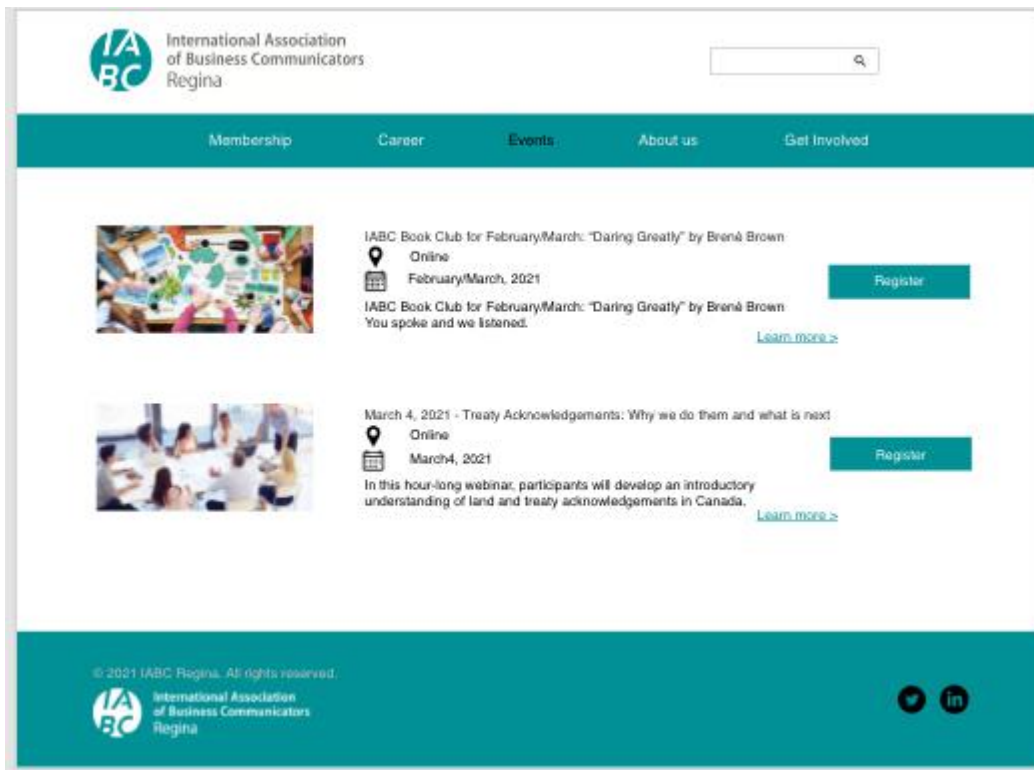
The nav-bar is a signifier for the user to interact with the website, and the check mark is showing clearly to the user.
- Constraints:

The register will lead the user to a payment page, and will alert the user to protect their personal information.



- Natural Mapping: Users can check the positions that are available for applying. The apply button will link to the organization career page.
- Constraint: Organization staff can post, edit or delete a position by clicking the button Career Posting Login. This constraint design will only allow organizations with username and password to post positions.
- Natural mapping and signifier. The Interview Tips section content can be extensional. Users can easily read what they want.

Events
(Web)



(Mobile)



- Physical constraint: The Events page lists the current activities available for registration. It will have a time constraint setting. After register time, the events will not show up under this page.
- Signifier: The location and time highlighted which gives straight hits to users.

- Affordance: The Register button leads the user to a registration page.
- About us
(Web and mobile)

The desktop view of the IABC Regina website features a teal header with the IABC logo and navigation links: Membership, Career, Events, About us, and Get involved. A search bar is located on the right. Below the header, a large hero image shows a woman smiling while holding a smartphone, with the text "I'm Connected." overlaid. To the right of the image, the Mission, Vision, and Value statements are listed. Below this, the Executive Board section displays two members: Jennifer Arends, President, and Joanne Kuzniak, Past President, each with a photo and a brief bio. A "When you join you're connected" banner is followed by a "Contact Us" section with a form and a "More" button. A "Certificate" section is also present. At the bottom, a "Frequently Asked Questions" section includes a search bar and a list of questions with expandable answers.

Mission:
Our mission is to connect our members through learning, networking and mentoring opportunities, and to promote business communications excellence.

Vision:
Our vision is to inspire and help our members achieve global communications excellence.

Value:
My IABC has passion for learning, quality and excellence, integrity and ethics, peer support and partnership.

Executive Board

Jennifer Arends - President
Jennifer leads a team of skilled and creative communications professionals as the Executive Director of Communications and Stakeholder Relations at Joliffe. Jennifer is passionate about collaboration and teamwork, and she works hard to build strong relationships with partner organizations across the health system.

Joanne Kuzniak - Past President
My involvement with IABC Regina started when I first moved to the Queen City 25 years ago. As a young communication professional, the volunteer experience introduced me to a wealth of resources and networks to build my career. I am happy to return for my third term on the board and excited for the opportunity to continue to strengthen our IABC Community.

When you join you're connected

Contact Us
Contact us anytime with questions and comments. You will receive a response from an IABC volunteer in 2 - 3 business days. We look forward to hearing from you!

NOTE: Member Contact Information Changes
IABC/Regina members must make any changes to contact information directly with IABC International at www.iabc.com/update.

Mailing Address:
IABC Regina
PO Box 903
REGINA, SK S4P 1B1

Certificate
IABC professional certification gives you the opportunity to document your in-depth communication knowledge and expertise, and provide evidence of your continuing education. Through certification, you engage in a process of lifelong learning that stimulates your career and provides a structure for keeping your skills fresh and applicable.

Frequently Asked Questions
How can we help you?

How do I transfer a membership?

Why am I unable to log in to the Member Dashboard?

How much are IABC membership dues?

How much are IABC membership dues?

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The mobile view of the IABC Regina website features a teal header with the IABC logo and a hamburger menu icon. Below the header, a large hero image shows a woman smiling while holding a smartphone, with the text "I'm Connected." overlaid. To the right of the image, the Mission, Vision, and Value statements are listed. Below this, the Executive Board section displays Jennifer Arends, President, with a photo and a brief bio. A "When you join you're connected" banner is followed by a "Contact Us" section with a form and a "More" button. A "Certificate" section is also present. At the bottom, a "Frequently Asked Questions" section includes a search bar and a list of questions with expandable answers.

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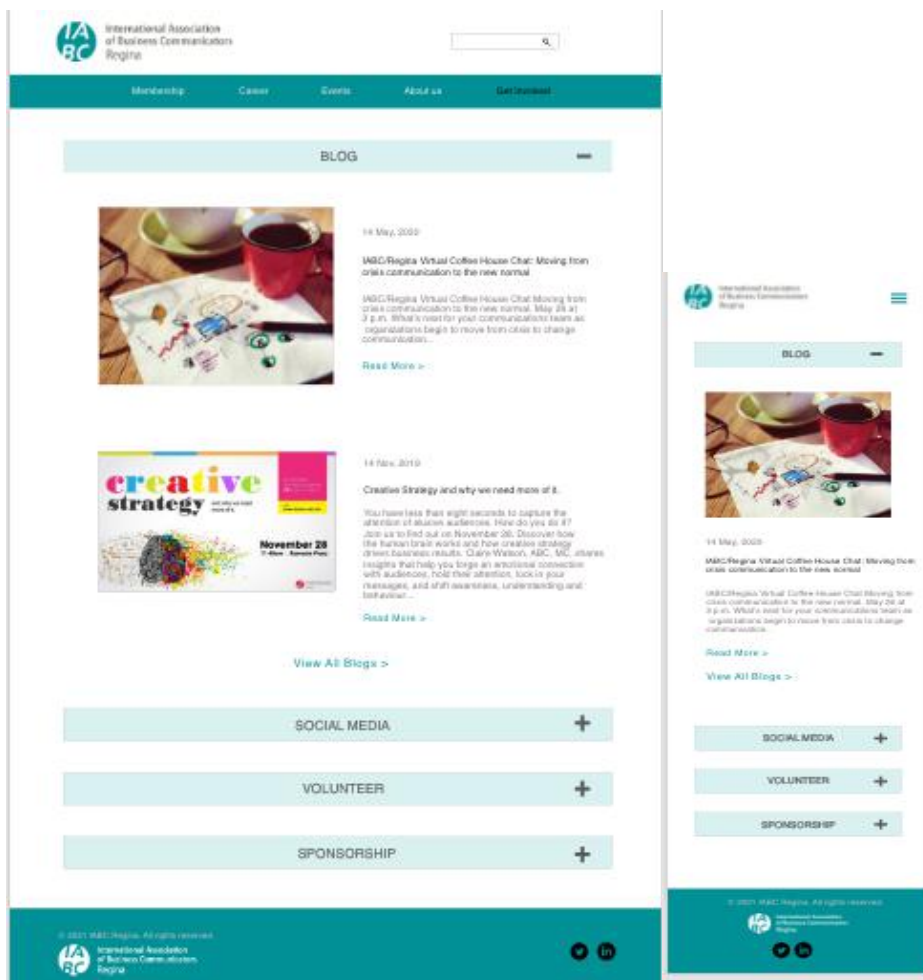
- Natural mapping:
Left , right arrow and email icon is mapped next to the executive board and contact us text, so it is very clear to know the functionality of these buttons.
- Signifiers:

The email icon implies the user can click this button to send emails to the website managers.

The left and right arrow indicate the user can click the button to change the image and instruction of the executive member.

- Constraints:
The default hidden information of certification and questions' answers can be expanded, the input box of searching in FAQs restricts the area.

Get Involved (Web and mobile)





- Signifiers:
 - The + - buttons are hints that the menu is an expandable menu and can open or close both for the mobile and the web versions.
- Affordances:
 - The expandable menu has the name of the section that the + - buttons open up which helps people understand what kind of content they will be interacting with.
- Natural Mapping
 - The controls (+ - buttons) are next to the name of the section which makes it easier for people to understand what button they need to press for each respective section. For example, if I need to read the blog, I would press the + button right next to the BLOG heading.