

## **Design concepts**

### **1. High-functionality Application(HFA)**

- Threshold - This defines the ease at which people can understand technology
- Ceiling – Possibilities supplied by technology
- We will follow low threshold, high ceiling concept by creating simple and easy to understand profile & project page as well as developing the required features. In future, we can combine more features as per new requirements

### **2. Affordances**

There are many actions possible in this page as following:

- Contacting the subject matter expert
- Searching by using different filters and user can get specific information based on filters
- User can get the information of awards to be held or past awards or recent activities
- People can navigate to different social sites to know more about RCE Sask
- Information about sponsors and supporting institution will be available

### **3. Signifiers**

- Signifiers such as back button, search button, checkbox for filtering, contact symbol, down arrow to expand, help signifier etc.

### **4. Constraints**

- Physical: Easy to self-understand the navigations without any training
- Cultural: Metaphors can be used or some signifiers can be changed in future.
- Semantic: Meaningful icon for buttons defined in previous points
- Logical: Hyperlinks for navigate back and forth on different pages and social sites (Natural mapping)

### **5. Gestalt principle**

- Organizing the project of same UN goal (Similarity, Proximity)
- Expanding or navigating to different page by clicking more on project name (Continuity, Connection)

### **6. KISS (Keep it simple and silly)**

- Profile and project page will follow KISS principle to satisfy the user experience and acceptance