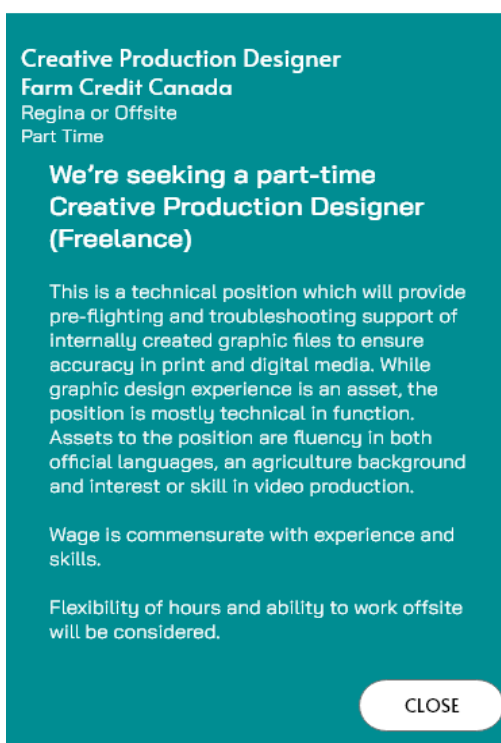


Hi-Fi Diagrams Explanations

Team Corellians - March 15, 2021

Rishabh Prasad, Matthew Landry, Anupras Burokas



This accordion module was created with

Affordances in mind. This module is something the user can interact with by clicking the "More Info" button to expand and read more about this specific job posting.

This is **useful** to the user as they only see the information that they would like to see at the time. The button could also be replaced with a commonly understood symbol as an arrow as well which can be considered a **signifier** to expand or close the accordion module as opposed to explicitly stating its purpose.

FURTHER QUESTIONS?

Contact IABC Member Relations:

- ✉ member_relations@iabc.com
- ☎ +1 (415) 544-4700
- ☎ +1 (800) 776-4222 (Toll Free)

One of the uses of **signifiers** is in the contact section on the membership page. The text is accompanied with icons to signify the method communication the text represents. These can be an **affordance** as well if interacted with on an appropriate device. For example on mobile, clicking on the icon would allow you to call the phone number instantly.

Jennifer Arends - President



Jennifer leads a team of skilled and creative communications professionals in the area of Communications and Stakeholder Relations at 3sHealth. Jennifer values collaboration, teamwork, and she works hard to build strong relationships with clients and the community.

Since childhood, Jennifer Arends has had a deep love for reading and writing. She holds a Bachelor's degree in English, a Master's Certificate of Administration in leadership, and a designation as a Saskatchewan (healthcare) Leadership Program training center. She is also a Certified Communicator (ABC) designation from the International Association of Business Communicators.

Outside of work, you will most likely find her paddling, skiing, or watching a hockey game with her partner and children.

The concept of **Natural Mapping** was taken into consideration when designing this aspect of the website as we aligned the image and the text, justified to the top left as that is the first point of interest when you read information on a page. The text and images are formatted from left to right and top to bottom as that is a **cultural constraint** for North Americans on how they read information.



Home

Membership

Careers

Events

About Us

The Hamburger Icon in the Header was included with **signifiers & metaphors** in mind, the user can click on the icon and it will open up a navigation menu sort of like if you were to open up a hamburger in order to see the "ingredients" or the navigation option available to the user.

This design provides **utility** to the user as it is a very streamlined method of navigating the website.

The Hamburger Menu provides **usability** as it is readily available and allows the users to efficiently traverse through the website.

This menu is **desirable** by the user as it is simple and intuitive to navigate from one page to another with a very **low threshold** needed in order to understand its functionality.