

Act 2 Design Choices

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With our final design we tried to incorporate 3 of the design concepts that were mentioned in the class lectures. The 3 we managed to integrate were relating to creating valuable signifiers, natural mapping practices, and generating delightful experiences and ease of use by utilizing the 3-click rule. Most of these can be found within our home page, however the 3-click rule can be seen throughout all of our pages.

First up we tried to generate valuable signifiers to assist the user in identifying filter options. Within our home page, we wanted the user to be able to filter the Vital Signs reports in a number of ways including the year of the report, the geographical region, and the key issue that the user cares about. As such, we decided to implement a "wheel of options" to try and make the site a little more engaging. We divided this wheel up into several different sections with each representing a specific region. To help signify the difference of regions, we were wanting to include silhouettes of little significant buildings/landscapes located above each section. For example, above the Regina option we would include the city skyline with the Mosaic Potash Towers.

Next we have the natural mapping practices. In our design we utilized the Second-best natural mapping option when it came to the additional filtering features. Once a user chooses a region they would like to see more information on, there will be a list that appears with the key issues. This list will be located next to the region the user selected; this will help to reinforce which region the user has selected prior to choosing the issue. If the user decides to choose a different region, then the list will reappear across the new selection, again to provide a visual reminder on which region the user has selected.

The last design concept we wanted to enforce was trying to generate a delightful user experience by reducing complexity. Sometimes it can be easy to get lost in a website, and sometimes it can be tough to try and back track. This is where the 3-click rule comes into play. The idea behind this is that it should only take 3 clicks of the mouse to get from where you start to where you want to be. This will limit the time and steps it takes to get from A to B, and it will also eliminate unwarranted frustration that can be associated with the difficulty of navigation or getting lost. Due to filtration constraints we weren't able to take the rule literally, so we instead applied the theory to **pages** instead. We accomplished this by having the user be on **any page (1)** in the site, they can then hover over the *Publications* tab in the nav menu which will display our *Vital Signs Report* section. They click this option which will bring them to the **Vital Signs Home Page (2)**. After choosing their desired year and region, the user can click the issue they're most passionate about and thus be redirected to the filtered **Vital Signs Report Page (3)**. Within this page there will be little snippets of multiple impact stories, so if the user desires to read into this then there is an **optional Article Page (4)** that can be explored.