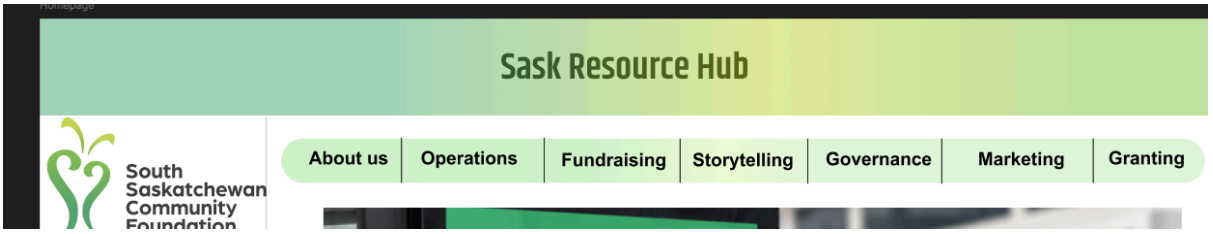
ENSE271-PROJECT GROUP E (ACTIVITY 2)

AFFORDANCES:
This refers to the features and qualities of an object or system that suggest how it can be used. Based on people centered design, it can also be explained as signals present in the design that inform users what something is for and how to interact with it.

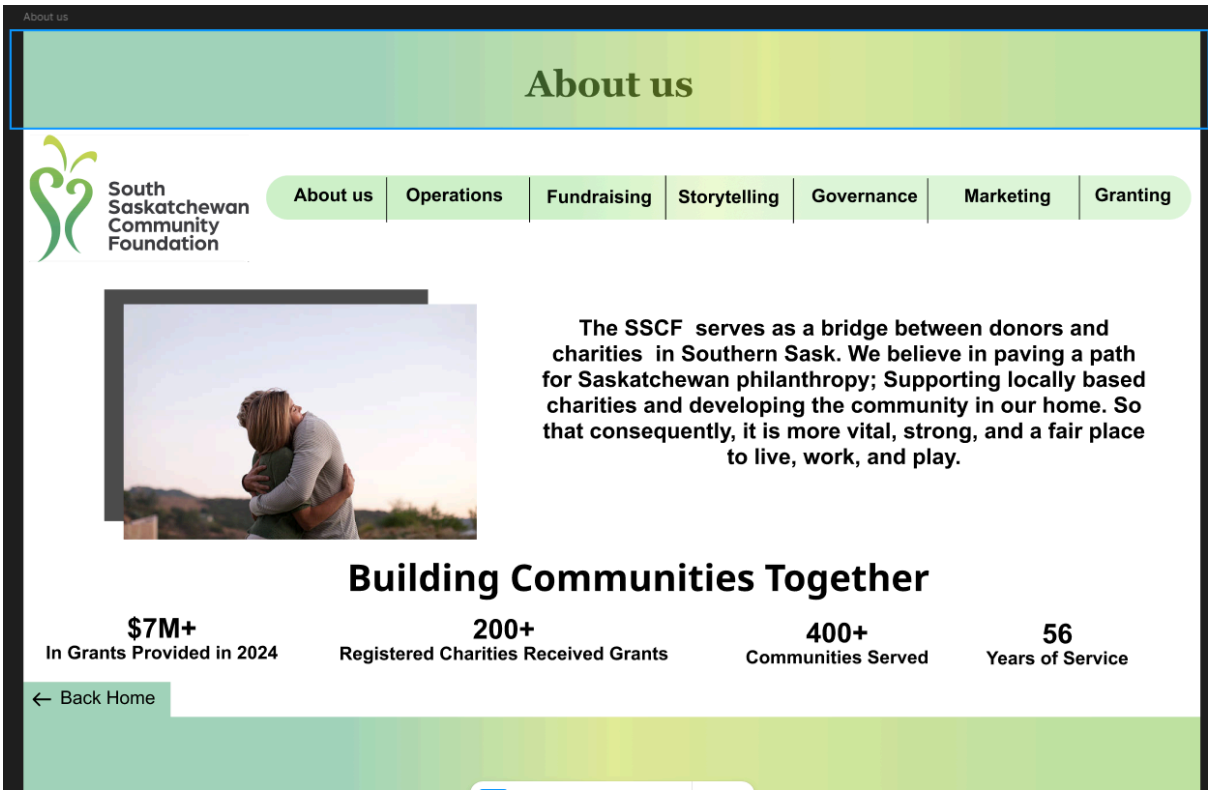
Example:



The top bar menu on the homepage of our high-fidelity prototype can be easily understood by users that these are menu buttons, and it affords clicking because of the shape and position. While trying to navigate back to the home page, from anywhere on the website, though the site logo takes you back to the home page but the shape and size may not be easily understood by all user that its affords clicking, that's why we had to include an additional button "<~ back to home" this can be easily understand that its affords clicking to go back to the homepage of the website. The image present on the storytelling page with the play button icon affords to click. The play button icon in front of the image gives every user the signal to interact with it.

GESTALT:
This has various content in it, like Proximity, Continuation, Closure, Similarity, figure and ground. Gestalt principle describes how users tend to perceive patterns and designs as whole form rather than just individual parts

Example:



Our design comprises more of proximity. From the home page you notice the proximity in the “Business organisation”button and “Events” button.
Another noticeable example of proximity is the menu bar on top of the home page, this helps users intuitively understand that the grouped items are related, making the navigation experience easier and smoother.

CONSTRAINTS:
We learned from the lectures that constraints are limitations/restrictions that guide whoever is using the technology, which ensures that designs are intuitive, efficient, and align with the user’s expectations. Constraints help avert errors, make it so that interactions are smoother interactions, and make interfaces more user-friendly by limiting the possible actions. There are four kinds of constraints**: Physical**, **cultural**, **semantic**, and **logical**. Each shapes how users engage with the technology.

Example:

Our design utilizes **semantic constraints**, which rely on meaning - derived knowledge from the real world or pre-understood context. Our design incorporates the South Saskatchewan Community Foundation's logo. When you click on it, it takes you back to our website's homepage, following the convention seen across most websites. This makes it a seamless and familiar navigation experience for the user (the charity organization), making it easier for them to find their way back to the main page without getting lost. By implementing this constraint, we aimed to enhance the user experience while maintaining consistency with user expectations.