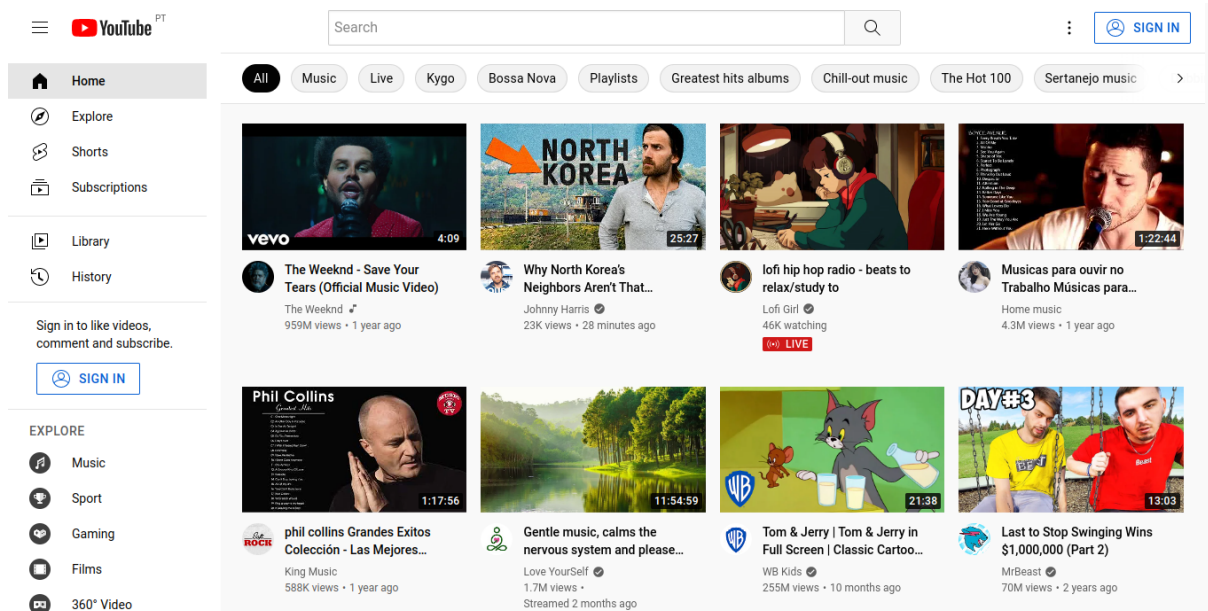


Good and Bad UI

YouTube Homepage - Good example



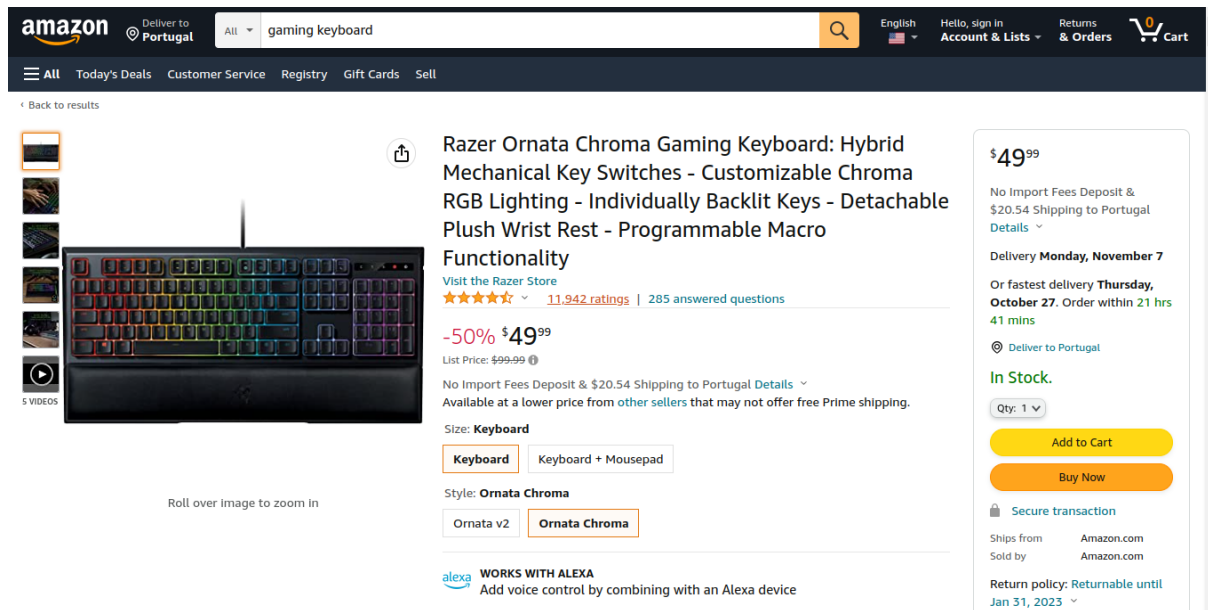
The YouTube homepage is an example of a well designed interface. It is simplistic which makes it easy to select the one of the recommended videos or to go to another tab in the website.

Good Aspects:

- Simple design, good choice of colours and fonts.
- Each video has a descriptive title, thumbnail, the name of the user who posted the video, the duration, as well as the number of views and how long ago the video was posted, not cluttering the webpage and making it easy for the user to decide which video to watch if any.
- All the side tabs have clear words on where they take you on the website.
- It has some convenient keywords with topics in which the user might be interested in.

For these reasons the YouTube website is usually easy to traverse, most of the UI is intuitive and easy to understand for most first time users.

Amazon Product Page - Bad example



The Amazon product has some clutter when viewing an item. This makes it difficult to gather all the information about the desired item. It is hard for someone who does not usually use the website to make a purchase.

Bad Aspects:

- It has a lot of information presented in a condensed way. A user would have to focus to be able to understand which information is really important for each person.
- The reviews, an important part of the page most users look at, are hidden away under a lot of text even though there are stars representing the reviews under the title these are not so obvious.

How to fix it:

- Split the information between the key features and the more specific info, we can present the key feature when the user lands on the page and hide the specific characteristics behind a tab or some other way to hide it under the product.
- Make it so the reviews are more noticeable or put them higher on the product page.