

Bad Design - Auchan Almada Forum



The Auchan supermarket presented is located on Almada Forum.

This supermarket is large and has much more options to the user than most marketplaces in Portugal, but it has a problem with its disposition: bad orientational system.

Although, it has more offer to the user, which can lead to more clients, the problem lays on “**where can I find this?**” and the way it was handle not being enough.

The user can be easily lost and take twice the time to make his purchases, the design to handle this issue is simple to label the corridors.

This is not satisfactory, so to improve the user experience Auchan could adopt a guiding system, through an app or a touch board within the store, where clients could easily search for what they are looking for.

If we go deeper on this idea, the client could introduce the shopping list in the app and it would make a route, to optimize the user time spent.

This would solve the problem and be an excellent orientation system



Good Example - Fnac Almada Forum

Fnac objective is to be a store that brings diversity of market to the user.

It presents a good user experience for the following reasons:

- It has a “going forward” path, where people enter and exit always going forward, usually has a coffee in the middle, giving the possibility for the user to exit or skip sections easily.
- All purchases are organized and filter to the detail, allowing the user to follow a string to its goal, and a staff member in every section.
- It delivers a pleasant interface to the user eye, one that can make the user stay longer and enjoy the experience differently.

For all these reasons, Fnac represents an example of a Good Design.

