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A hub task flow

URL: [https://my.asu.edu](https://my.asu.edu/)

* screen:
* Student home
* Finance
* Profile
* Resource
* Help

Description of the interaction pattern used  
The ASU portal uses a hub-and-spoke (hub task flow) interaction pattern. The main dashboard (hub) acts as the central point from which users access independent task-specific pages (spokes). Each task page is self-contained, and users return to the dashboard after completion or navigation.

User goals accomplished by the interaction pattern  
As a student user, the ASU MyASU hub allows me to register for classes, view and manage tuition and finances, check grades and transcripts, update personal information, search/add/drop classes, and complete other administrative tasks such as reviewing holds, receiving important updates, and checking graduation progress.

Critical analysis  
The hub task flow serves as a highly appropriate design for ASU students because it acts as a one-stop shop that allows students to easily find the information and resources they need throughout their online education journey. The dashboard is critical for accessing a variety of services, such as managing finances, checking emails, updating student records, and viewing degree progress and career-related tools.

Suggested improvements  
One suggestion to improve the ASU hub would be to add personalization features, allowing each student to tailor their dashboard to highlight the tools, services, and information most relevant to their needs. This could include prioritizing items based on their degree program, frequently used features, or academic progress, helping students navigate their tasks more efficiently.

A wizard or guide task flow

URL: <https://turbotax.intuit.com/>

screen:

* Welcome & account sign-in
* Personal information (name, address, filing status)
* Income section (W-2, 1099s, etc.)
* Deductions & credits
* Health insurance info
* Federal review

Description of the interaction pattern used  
TurboTax uses a wizard task flow where users interact with the interface step by step to complete the process of filing their taxes. While users can sometimes jump between screens, all required steps must be completed and submitted to exit the task flow.

User goals accomplished by the interaction pattern  
The goal of a wizard task flow is to guide the user through completing the overall objective of the software task. In the case of TurboTax, users must complete each component of the tax application before they can submit it.

Critical analysis  
The wizard task flow is appropriate for software like TurboTax because it focuses on a clear objective that requires a sequential progression to complete. Breaking the task into small, logical components reduces the stress of filing taxes, making it a well-suited approach for TurboTax.

Suggested improvements  
There is very little that TurboTax can do to significantly improve the user experience, as the interface is already simple and largely self-explanatory. One possible enhancement might be adding more guided help or smart autofill features, though I believe some of these already exist. From my experience, the need for improvement is minimal.

Progressive disclosure

URL: <https://www.apple.com/macbook-air/>

screen:

* Overview content
* Tech specs (click "Tech Specs")
* Compare models (click "Compare")
* Buy options (click "Buy")Additional product details (accordion-style "Learn more" links under features)

Description of the Interaction Pattern Used  
Apple's MacBook Air product page uses progressive disclosure to reveal increasingly detailed information only when the user shows interest. For example, technical specifications, feature explanations, and pricing breakdowns are hidden behind clickable text, dropdowns, or tabbed navigation. This ensures the user isn't overwhelmed by details unless they choose to explore them.

User Goals Accomplished by the Interaction Pattern  
Apple’s goal, I believe, is to appeal to both tech-savvy users and those who are not as technically inclined. The website focuses on showcasing innovation through design, emphasizing visual appeal and elegance over detailed specifications. Many users care more about the product’s design and its status as a symbol of innovation and lifestyle, rather than its technical specs. This makes the progressive disclosure approach a fitting choice, as it aligns with Apple’s brand and user experience goals.

Critical Analysis  
Progressive disclosure fits the Apple site very well because it supports a clean, focused browsing experience that appeals to Apple enthusiasts, tech influencers, and new users alike. It reduces the feeling of being overwhelmed and contributes to a smooth, user-friendly experience.

Suggested Improvements  
An improvement to the Apple website could be the addition of tooltips to help users browsing on desktop quickly see key information about each product without needing to click and dive into the full product details.