# Assignment 1 Good and Bad Design

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For this assignment two examples were chosen - one of good design and one of bad design.

The bad design example concerns the government's website *portaldasfinancas.gov.pt*, which is a platform used by Portuguese citizens and residents in Portugal to perform operations like declaring taxes. In this platform the information is very unorganized which leads the user to spending more time trying to find the desired page/operation. Besides that, a menu, with clear identification of the various operations available, does not exist – there's only a very extensive menu with no clues or simple titles that can describe where that option leads to. Improvements on these and other design and interface choices are significantly important, considering the wide range of ages amongst the users and also the fact that is very likely to be used sporadically. However, even with all these bad choices, the user experience can still be good, based on how easy is to read and the colors used.
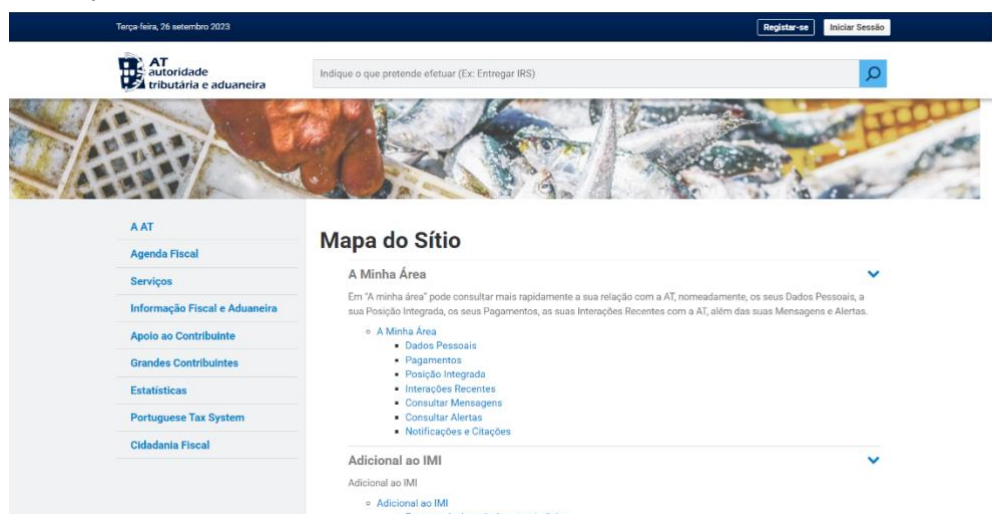
The good design example is Warner Bros. Discovery's streaming service HBO Max, which is used to watch films and tv shows. In this platform the interface is quite simple which is well thought out, based on its target users – children, adults, and the elderly. The symbols chosen to show the operations/functionality are explicit on what they are meant to do - this leads to saving time and effort when trying to search for something to watch and it also becomes easier for the user who is not so experienced in the use of applications/websites. The fact that the UI is very similar across the devices

where the platform is available, is also important when we think about the fact that the platform is meant to be used at anytime and anywhere.

However, the approach of darkening out the interface can be tricky and work poorly in low-light environments, which usually is the case when the user wants to watch a film, for example.