

# Good and Bad UI

## Interação Pessoa-Máquina

### Lab Assignment 1

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CIÊNCIAS E TECNOLOGIA  
UNIVERSIDADE NOVA DE LISBOA

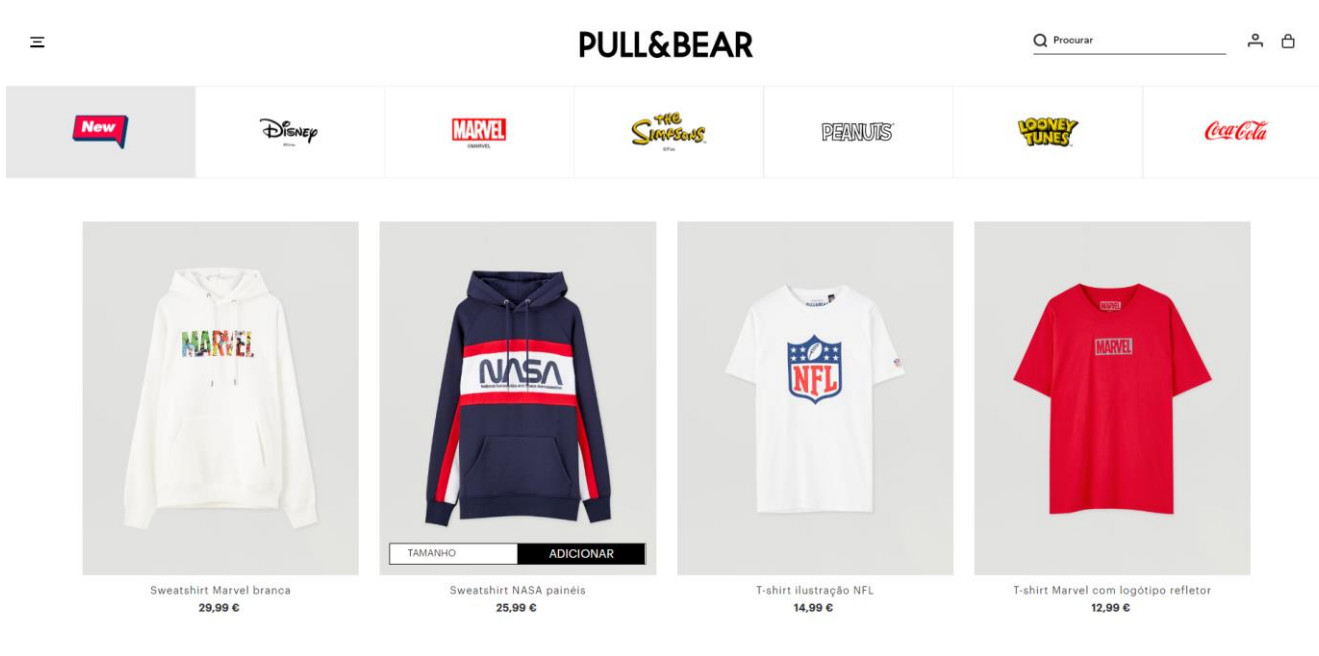


GOOD UI  
*pullandbear.com*

# GOOD UI

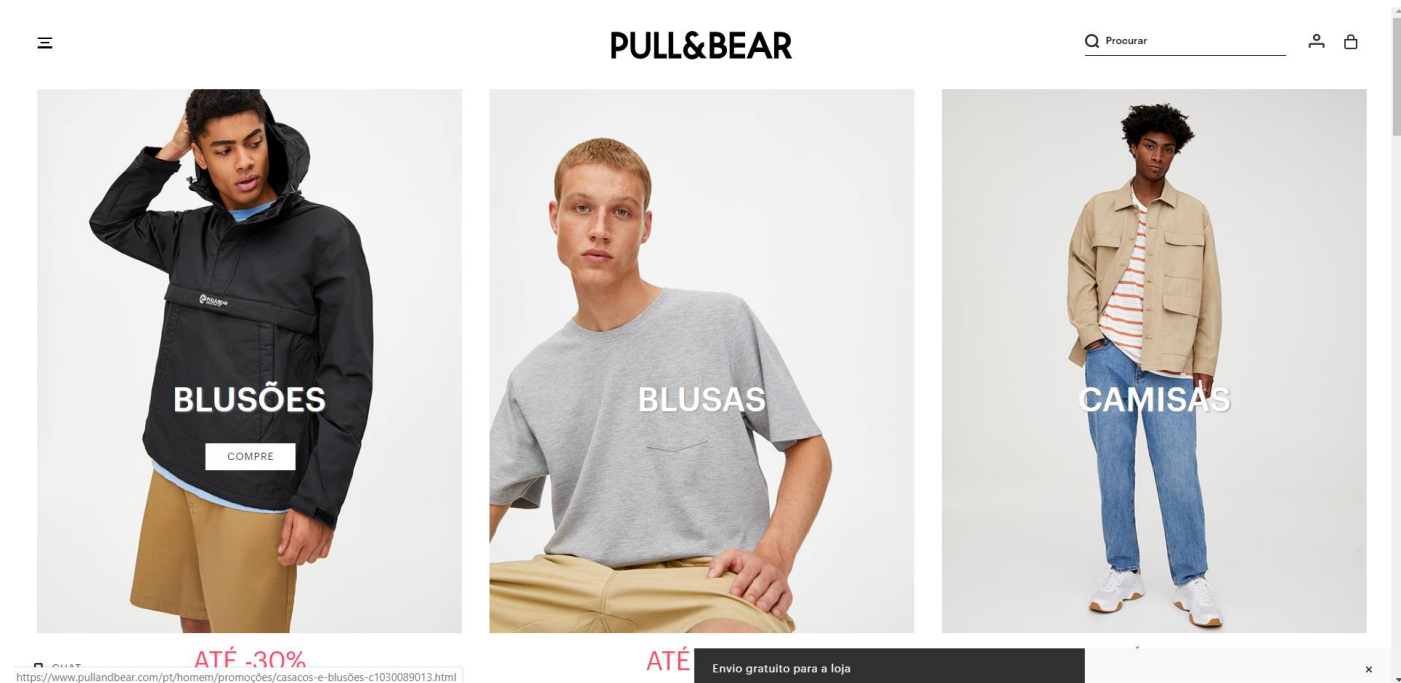
*pullandbear.com*

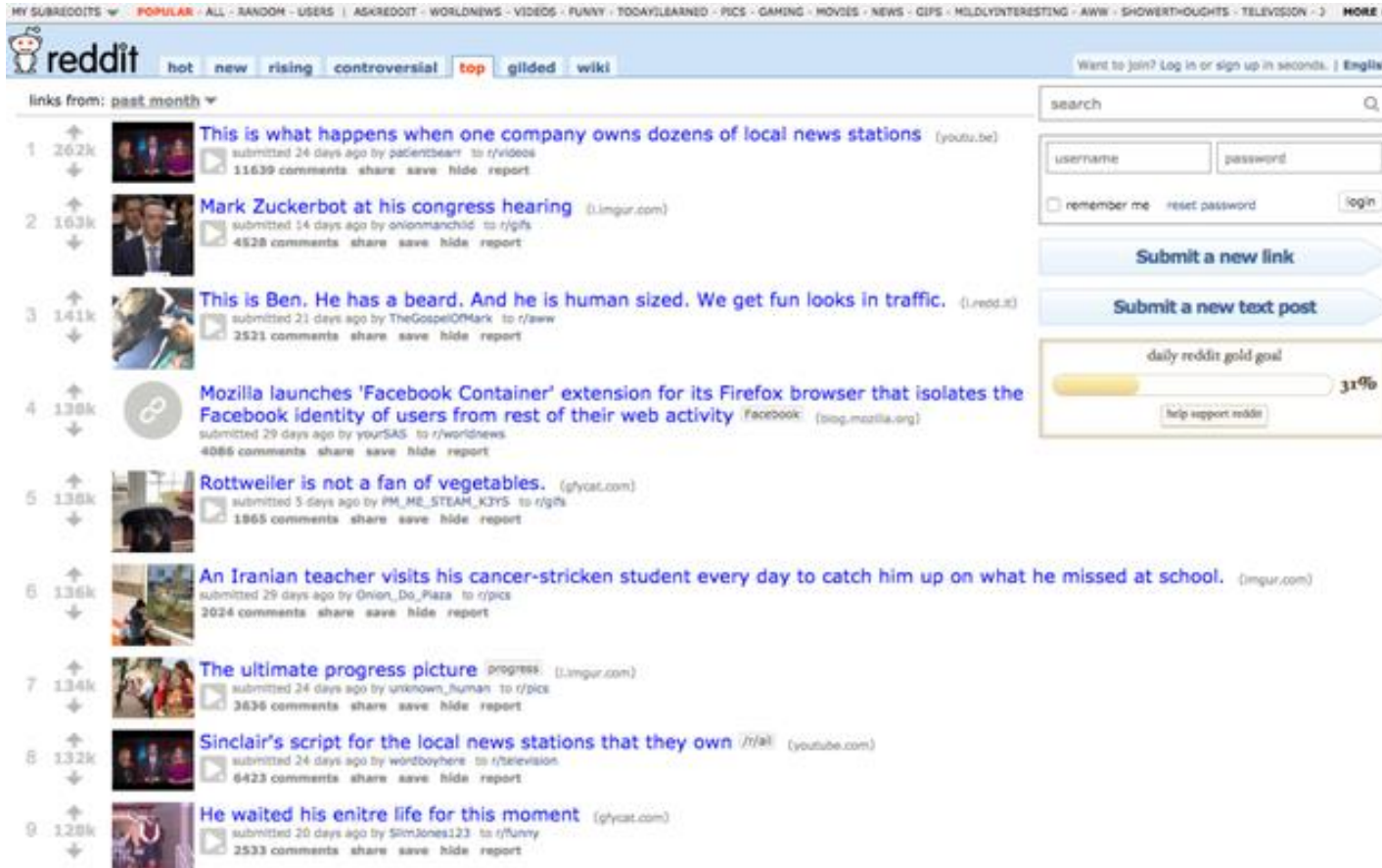
- **Objetivo:** website de compras de vestuário
- **Bons aspetos:**
  - Cores sóbrias e bons contrastes
  - Fontes simples e claras
  - Forte influência da fotografia no design, tornando o site apelativo
  - Divisão dos diversos produtos em categorias explícitas
- **Porque é bom:** Interface clara, explícita e que apela ao seu público alvo (adolescentes maioritariamente). Consegue desta forma combinar uma utilização intuitiva, conseguida com tabs e botões bem dispostos visivelmente, com um design esteticamente atraente que pode ser visto tipicamente como inimigo da funcionalidade.



- Barra de pesquisa facilmente localizável pelo utilizador

- Imagens a funcionarem como botões, garantindo assim uma interação dinâmica





**BAD UI**  
*Reddit.com*  
*(antiga versão)*



# BAD UI

## *Reddit.com*

### *(antiga versão)*

- **Objetivo:** rede social
- **Maus aspetos:**
  - Cores muito escuras ou com pouco contraste
  - Fonte demasiado pequena
  - *Sign Up* quase “escondido” na página
- **Porque é mau:** Interface unicolor torna a página pouco apelativa e dificulta a própria interação do utilizador
- **Porque foi projetado assim:** Talvez como forma de remeter para a vertente de “Fórum”, com a funcionalidade a ser a maior (e a única) preocupação, afastando-se assim das restantes redes sociais.
- **Melhorias:** Uso de uma paleta mais colorida e de outras fontes, de modo a permitir uma distinção visual mais fácil entre os diferentes tabs. Novo agrupamento dos posts.

**Reddit TECHNOLOGY** [hot](#) [new](#) [controversial](#) [top](#) [saved](#) [view Images \(0\)](#)

- Newegg crushes patent troll, saves many online retailers being sued for "Shopping cart" patent** [\(arsh\)](#)  
 3231 [\(9492\)](#) [\(6261\)](#) submitted 6 hours ago by [assholejammer](#) [585 comments](#) [share](#) [save](#) [hide](#) [report](#) [\[I+c\]](#)
- The PC isn't ready to die, it's ready for a rebirth: Desktops sales have slowed because manufacture work on hasn't gone away. Who will reinvent the PC and reap the rewards?** [\(digitaltrends.com\)](#)  
 2370 [\(11477\)](#) [\(9107\)](#) submitted 15 hours ago by [davidreiss666](#) [2989 comments](#) [share](#) [save](#) [hide](#) [report](#) [\[I+c\]](#)
- US braces for a six strikes online piracy program, a complete invasion of your privacy** [\(phys.org\)](#)  
 1776 [\(2815\)](#) [\(1039\)](#) submitted 13 hours ago by [BroBuzz](#) [396 comments](#) [share](#) [save](#) [hide](#) [report](#) [\[I+c\]](#)
- Anonymous re-hacks US Sentencing site into video game Asteroids** [\(zdnet.com\)](#)  
 39 [\(49\)](#) [\(10\)](#) submitted 2 hours ago by [flattopfade](#) [5 comments](#) [share](#) [save](#) [hide](#) [report](#) [\[I+c\]](#)
- Google spent more than a billion dollars on infrastructure in the fourth quarter of 2012** [\(gigaom.com\)](#)  
 825 [\(1113\)](#) [\(288\)](#) submitted 20 hours ago by [sidcool1234](#) [120 comments](#) [share](#) [save](#) [hide](#) [report](#) [\[I+c\]](#)
- 1.8 gigapixel ARGUS-IS. World's highest resolution video surveillance platform by DARPA.** [\(liveleak.com\)](#)  
 360 [\(472\)](#) [\(112\)](#) submitted 16 hours ago by [Questionable\\_tactics](#) [96 comments](#) [share](#) [save](#) [hide](#) [report](#) [\[I+c\]](#)
- Telcos' six-strikes plan could kill public WiFi** [\(boingboing.net\)](#)  
 112 [\(136\)](#) [\(24\)](#) submitted 10 hours ago by [mic9ael](#) [11 comments](#) [share](#) [save](#) [hide](#) [report](#) [\[I+c\]](#)
- Why Googles Self-Driving Car is Worth Trillions** [\(forbes.com\)](#)  
 101 [\(158\)](#) [\(17\)](#) submitted 11 hours ago by [thedman](#) [40 comments](#) [share](#) [save](#) [hide](#) [report](#) [\[I+c\]](#)

- Indistinação entre a fonte do texto simples e a fonte do texto dos tabs

- Sign up muito pouco visível

**reddit spez** [overview](#) [comments](#) [submitted](#) [gilded](#)

sorted by: [new](#)

TL;DR: Today we're testing out a new feature that will allow users to post directly to their profile by [HideMeHiden](#) in announcements  
 12 points 10 hours ago

When I read the comment replies out of context in my inbox, I would never have guessed they were in relation to this comment...

permalink context full comments (6283)

TL;DR: Today we're testing out a new feature that will allow users to post directly to their profile by [HideMeHiden](#) in announcements  
 66 points 16 hours ago

We're going to try it out in a few admin comments. If it performs well will roll it out to a broader group.

permalink context full comments (6283)

TL;DR: Today we're testing out a new feature that will allow users to post directly to their profile by [HideMeHiden](#) in announcements  
 700 points 16 hours ago

Thanks for your thoughts. While the scenario you paint is possible, I think it's the bleakest possible outcome, and one nobody wants to see happen. We still have plenty of work to do, and the feature will continue to evolve as we roll it out.

Instead of the total destruction of Reddit, what we'd like to accomplish is to make it easier for folks to find a place to share on Reddit.

Remember that time when [u/GovSchwarzenegger](#) wrote an op-ed for Reddit about marriage equality and then was immediately banned? That is so silly. Reddit is a place to share, discuss, and express yourself, and you should be able to do so without fear of immediately getting crushed.

permalink context full comments (6283)

TL;DR: Today we're testing out a new feature that will allow users to post directly to their profile by [HideMeHiden](#) in announcements  
 123 points 17 hours ago

you're claiming setting up a subreddit with posting privileges restricted to yourself is hard

It's totally hard, which is why few people do it. Yes, we do have other problems, including a clunky UI around some of this stuff, which we're working on.

permalink context full comments (6283)

TL;DR: Today we're testing out a new feature that will allow users to post directly to their profile by [HideMeHiden](#) in announcements  
 8 points 17 hours ago

Presently, everything you post on Reddit is publicly accessible on your user page. This feature actually gives you more control for what get displayed there.

permalink context full comments (6283)

**spez** [\(A\)](#)  
 38,394 post karma  
 473,917 comment karma  
 reddit for 11 years

MODERATOR OF  
 r/announcements  
 r/programming  
 r/business  
 r/redditdev  
 r/reddit\_fact\_check  
 ... and 6 more

TROPHY CASE  
 Inoteful Comment 2016-10-26  
 Beta Team Reddit for iOS  
 Inoteful Link 2016-09-10  
 Inoteful Comment 2016-09-13  
 Inoteful Link 2016-04-13  
 11-Year Club  
 Inoteful Link 2015-08-05  
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