



NOVA SCHOOL OF
SCIENCE & TECHNOLOGY

Interação Pessoa-Máquina

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Interface Design Analysis

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Good Design

Mercadona's Cider packaging

Purpose:

The objective of the cider packaging design for *Mercadona*, is to create a sustainable packaging that enhances the overall consumer experience. The design aims to combine functionality with aesthetic appeal, using bright colors to catch the user's attention, while being very practical to use.

What's great:

- **Easy Openability Without Tearing:** The packaging is engineered to be opened effortlessly without the need for tearing, allowing consumers to access their cider smoothly. This feature reduces the risk of spills and makes the disposal process more manageable.
- **Divisible Design for Multiple Flavours:** The innovative divisible structure of the packaging enables consumers to access and enjoy multiple flavors within a single pack. This versatility also encourages consumers to try different options without the need to purchase separate packages, adding value to their purchase, and future re-buys from the brand.

What's not:

- **Risk of Liquid Leakage Due to Cardboard Material:** The use of cardboard for liquid storage introduces a potential risk of leakage, which can compromise the integrity of the packaging, even though it provides better sustainability.
- **Weakness of Wings:** Although the wings are designed for easy carrying, the cardboard material may not provide sufficient durability, making the user feel like their product can fall at any time.



Bad Design

Gate stopper

Purpose:

A gate stopper is designed to hold a gate securely in a closed position, preventing unauthorized access and ensuring the safety and privacy of the enclosed area.

Why It's Bad:

- **Risk of Vehicle Damage:** Cars with Low to Medium height WILL be damaged, either by dents, scratches, or even breaking, because it's so high above the ground.
- **Safety Hazards for Pedestrians:** People can be distracted and will easily trip onto the stopper, risking falls or hurting their feet.
- **Poor Aesthetic Appeal:** It's just not very pleasing and can give a bad style to the house.

What's not so bad:

- Well, It does indeed do the job of stopping a gate and ensuring security, even though, in this case, this comes at a cost.

