

Discussion 1:

Discuss 1 example of a good user interface design and 1 example of a bad user interface design that you had a positive or negative experience with recently. Please be as specific as possible on a particular feature, page, or aspect of the user interface and explain why you think it is good or bad.

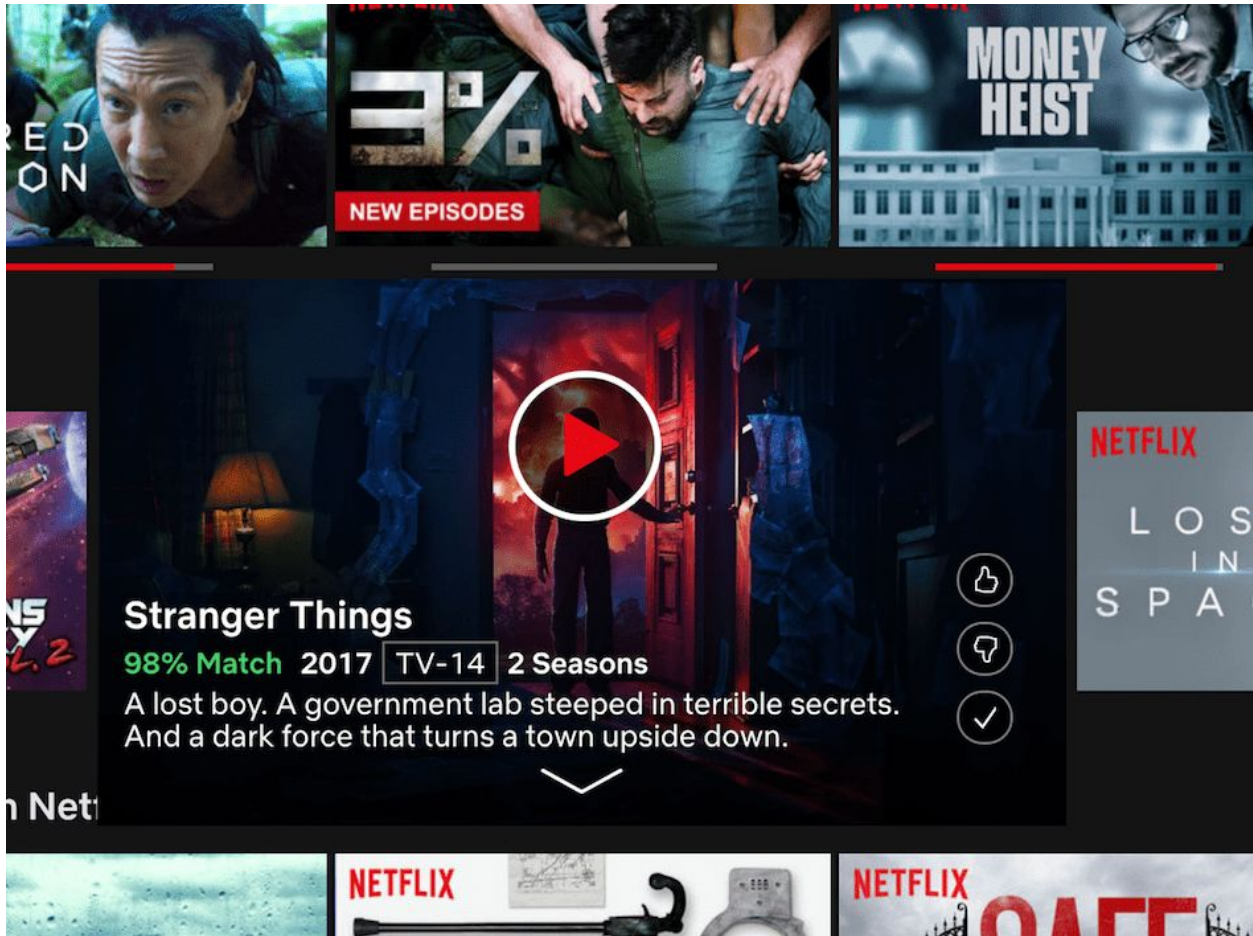
Specifically, try to explain:

- 1. What was your goal of using the interface?**
- 2. What action did you intend to perform?**
- 3. What features of the interface made it easy or difficult to perform the action?**
- 4. How would you make it better if it was a bad design?**

Using both streaming giants, Netflix and Amazon Video as my main example. While both may have their strengths and weaknesses when it comes to UX/UI, Netflix does carry many advantages over Amazon.

User Mindset/Goal: "I want to find something interesting and watch it." Is usually the typical mindset of an average consumer when it comes to streaming.

Netflix is GREAT at answering this question. More specifically their scroll-over hovering tab functionality gives a user a rough idea of any show by displaying a series of pictures from the show. Take for instance scrolling over "Stranger Things." Example below.



This helps the user accomplish 2 things: Can potentially save them time and builds familiarity of the show with the user (Value and Desirability check).

Amazon video is MEDIOCRE at answering this question. In the same functionality amazon fails at achieving the same goal of convincing the user whether or not the show is worth the click and interest, thus can waste the users time. Example below.

Library



The Tick

★★★★☆ (22,681) IMDb 7.4

2018

TV-MA



The Tick and Arthur find themselves on a final collision course with The Terror as he attempts to bring his evil plans to fruition.

Season 1 included with prime



Episode 12
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