



UNIVERSITÀ
DEGLI STUDI
DI PADOVA

MOBILE DESIGN

Mobile Programming and Multimedia

M.S. in Computer Science

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DONT

- Screen overloaded with many options
- Emphasis on the wrong element
- Two options with very similar meaning

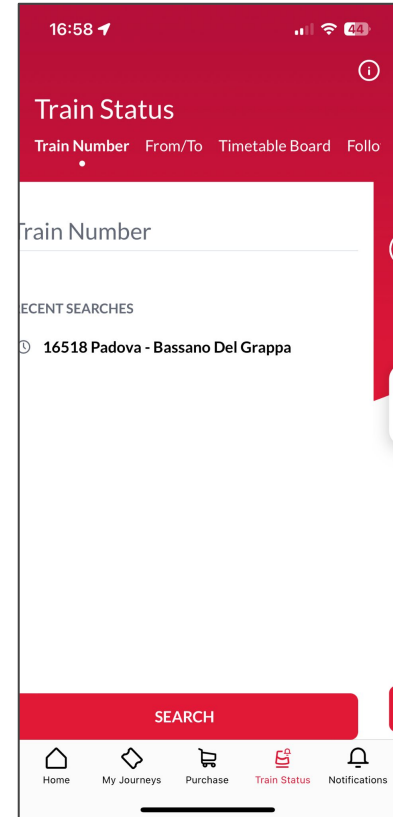
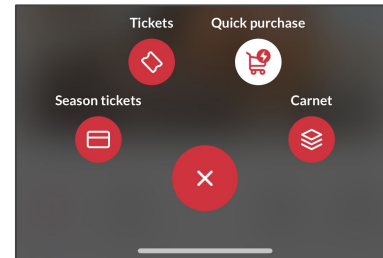
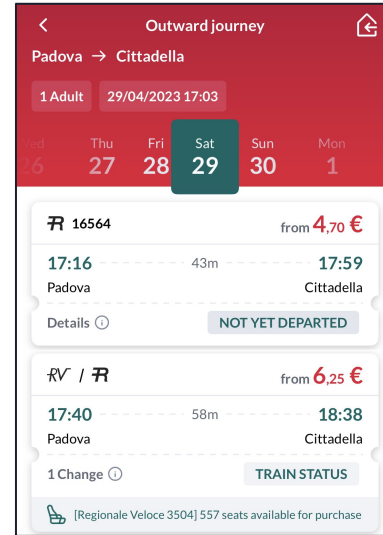
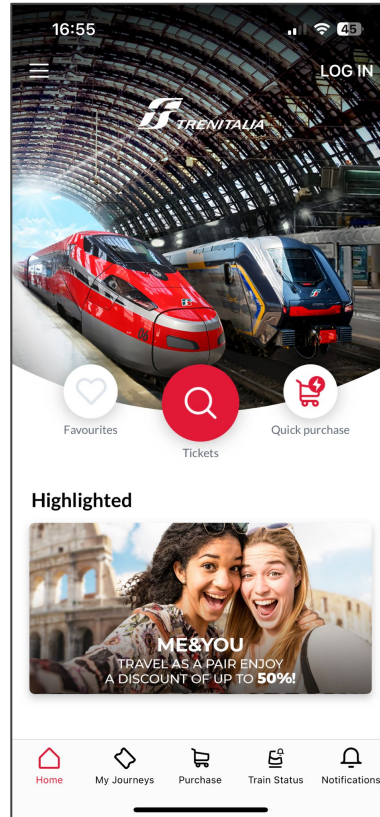
DO

- Emphasis on the main user goal
- Simplified view, only the main functionality
- Straightforward function meaning

POSITIVE DESIGN

Trenitalia

- good elements disposition
- circle menu
- try to reduce interactions
- emotional design
- many gestures
- card metaphor



NEGATIVE DESIGN

PortaleFrecce

Main problems:

- images text
- carousel
- elements disposition
- counterintuitive gestures

Some solutions :

- complete translation
- redesign of spaces
- columns & top button
- gestures improvement

