# **Spot the Bad UX!**

*Refer to the resource ‘UX/UI Principles.pdf’ to spot the bad UX in ‘Spot the bad UX!.pdf’.*

|  |  |  |
| --- | --- | --- |
| **Error Number** | **User Experience Design Principle** | **What would you do differently?** |
| 1 | **User Control and Freedom** | On the second page, it should be ‘Back’, not ‘My cart’, allowing the customer to return to the previous page. |
| 2 | **Consistency and Standards** | For most screens (phone, pc, pad), the vertical presentation can give a better user experience. Therefore, change this into a vertical bar. |
| 3 | **Aesthetic and Minimalist Design** | UI of the map and the address is too basic and simple and looks unprofessional. It can be covered in a round edge with better font and design. |
| 4 | **Match between System and Real World** | My cart could have a cart icon, and Facebook and Twitter could have icons for better understanding. |
| 5 | **Consistency and Standards** | Opening hours and the address have different indentations, which look not tidy. These two lines should have the same indentation with the same font and style for clean visuality. |
| 6 | **Visibility of System Status** | Before proceeding to checkout directly, we can separate the steps with different pages and set the status bar on the top to better understand and prevent faulty checkout. |
| 7 | **Help and Documentation** | Having a Live chat is a good idea, but additional help and support should be placed at the bottom of the page. For example, direct inquiry foam or the customer call centre number can be added. |
| 8 | **Aesthetic and Minimalist Design** | This image is not about the product and has a bizarre presentation. This image should be either deleted or replaced with the product image since this could lead to misunderstanding of customers. |