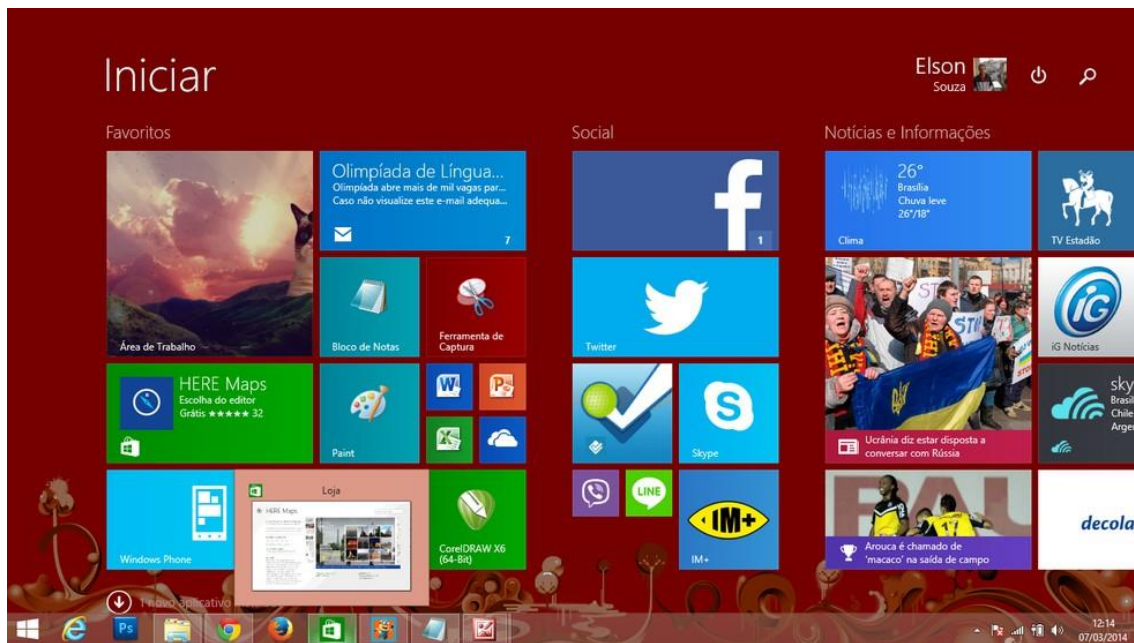


Lab Class 1

Example of a **bad** interface:

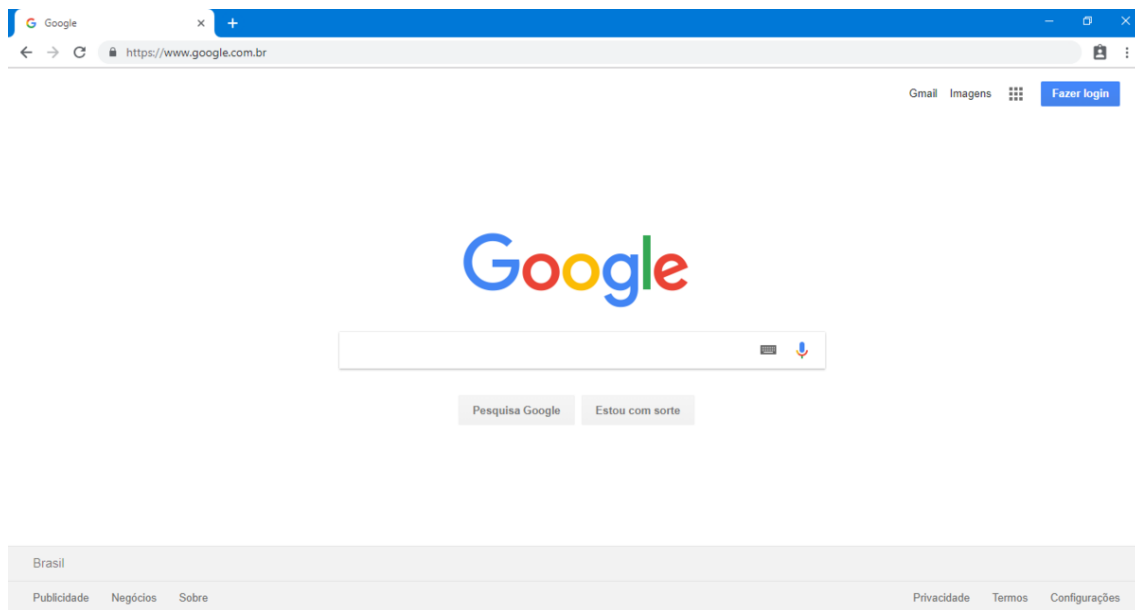


Windows 8

- The objective of this interface was to make it easier for the user to access applications quickly, without going to the browser. This worked by changing the default menu from the regular desktop to a windows menu with applications. It was also a way to try to push Microsoft Apps to the users.
- The good aspects of this interface are that it is customizable, so the user can tweak it to his liking. One could also say that it does give more direct access to applications like Facebook or Twitter, removing the need to firstly open the Browser.
- The bad aspects are that it was a big change from the usual main desktop. It also limits how the icons are displayed, locking them in a grid-like pattern. The news feed is hard to customize and by default the whole menu is filled with mostly unwanted windows applications.

- Customization is good because it allows everyone to have a better, more personalized experience. So, the fact that users can easily change the position and the size of the icons, makes it a positive feature. Someone could also say that they prefer the look of the grid structure and the square icons, but that's subjective. The direct access to applications could also be replicated on previous versions with desktop internet shortcuts, but these icons have a cleaner look.
- The change from the regular desktop main menu was not well received because it tried to make a computer graphical interface look more like a mobile phone graphical interface, with apps and bigger icons. The standard desktop, with smaller icons works better at displaying more information, which is usually desirable on a bigger screen (like a computer one), and it also works fine as a main menu since you can add shortcuts to anything you want, and you can rearrange the icons completely freely. Also, by default, this new windows menu came filled with lots of Microsoft Apps and news information, which had to be deleted one by one if you wanted a cleaner interface, making it somewhat of a nuisance for all users.
- The change to more of a mobile look was probably an attempt to streamline the windows GUI across multiple platforms (mobile and PC). This change was not well received, and next version of windows (Windows 10) removed this main menu entirely, and instead hid all these features inside the start menu, also allowing the user to remove all the apps, making it feel more like older versions of windows. The push of Microsoft Apps was likely an attempt to popularize them, something they still try to do today, with the Edge Browser for example. Reverting back to the old default desktop was the best course of action.

Example of a **good** interface:



Google

- The objective of this interface is to show a search bar for browsing the internet, as well as some search related options.
- The good aspects are that the interface is extremely simple, while yet having a few additional functionalities.
- The bad aspects are that the “Estou com sorte” button without any text on the bar, shows the doodle archive. This should be made clearer.
- This interface really focuses on the brand logo and the search bar. The logo occupies most of the screen and brings attention to the search bar below. Other services and options are located on the top right corner of the screen and below the search bar there are 2 options. These 2 options are somewhat redundant since most people just press “enter” to search, but still offer an alternative without hurting the general graphical interface.

A search bar with the text "grap" entered. To the right of the text are three icons: a close button (X), a keyboard icon, and a microphone icon.

Pesquisa Google

Sinto-me com sorte

- The “Estou com sorte” button previously wouldn’t show the doodle archive. After the update there was some information about this feature, but newer users have no way of knowing about the functionality without trying to click the button without text.
- There was no new button added probably to not change up the familiar look of the webpage (by adding a third button for example). The same button was used so that something without functionality (clicking the button without any search text) got a little surprise (a doodle archive), but could have been made clearer, like showing a “click me” text on the button from time to time.