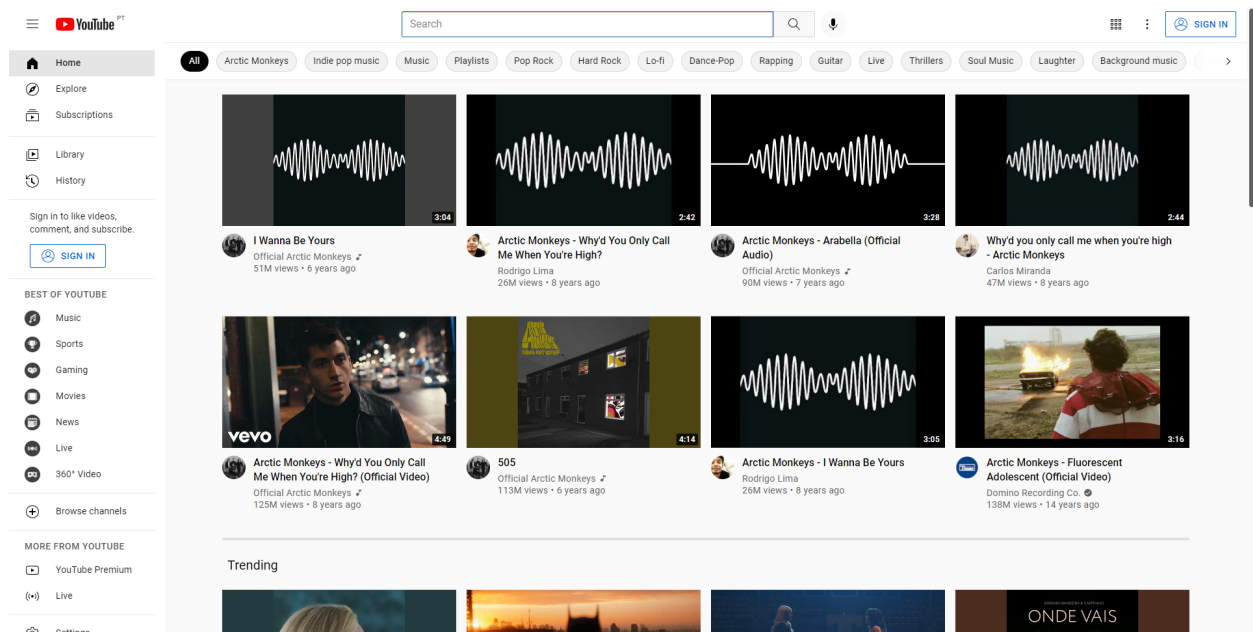


IPM

Lab Class 1

The good and bad interface



Youtube

Youtube is an excellent example of what a good interface should look and act like.

The main objective of youtube is to let their users search for and watch videos available on the platform. Youtube clearly exceeds in this by making a great use of the whole screen. The most important and used elements are cleverly placed at the center of the page, this helps the average user to immediately find what they are looking for.

This interface also makes an incredible job when it comes to minimizing the amount of clicks performed by the user. Since the most frequent actions carried out on the platform are searching and watching a video, youtube decided to place the search engine in the top

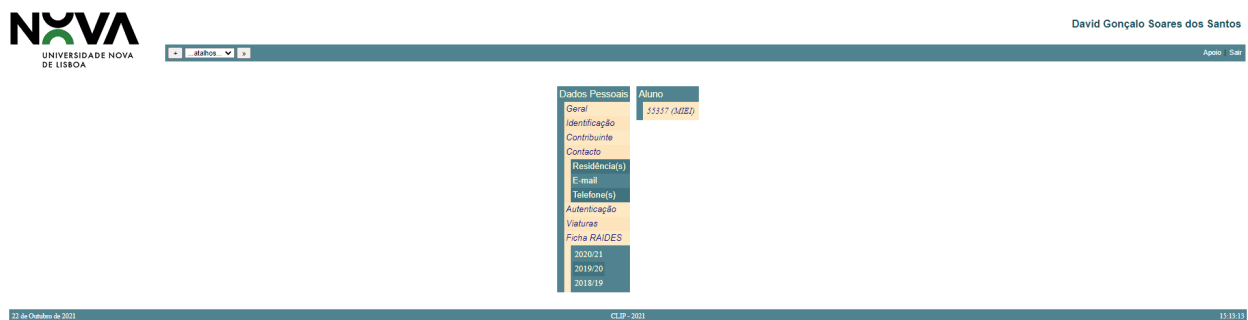
center and the suggested videos right in the center making those easily visible and clickable.

It's a good thing Youtube cares about the common user but what about the more advanced ones? Well, Youtube also got them covered! The interface does an amazing job at "hiding" the more advanced options from the average user without making it too far of reaching for those who need those features. With very few clicks someone can open a dashboard and quickly find more advanced tasks.

And finally but not least, the interface has a modern and clean look. There's even an option for changing between light and dark themes making it easier on the eyes if the user decides he so.

Suggestions

Even though the Youtube interface is one of the best, it's not perfect. Sometimes youtube tries too hard in collecting data to the point it starts to feel a bit intrusive. For this reason it would be good if they let us tune down this service a bit more without compromising other features.



Clip

On the other end of the spectrum, Clip is a great example of what a bad interface would look like.

The main objective of Clip is to let students and professors of the FCT-UNL manage academic affairs. However, there's a lot of serious problems that an interface shouldn't have.

By taking a look at the site we can immediately see how outdated it looks, we can also easily notice that most of the screen is not being used, the majority of it is just a white background.

Looks aside, the functionality and intuitiveness of the platform it's also really bad. Users have a really hard time when trying to navigate, especially if they are looking for something less common. Even for the most basic and common things will be necessary quite a few clicks. There isn't even a search engine.

Now, supposedly there's a shortcut system to help with these problems but this tool is even less intuitive than the navigation. And if users end up needing more than 3 or 4 shortcuts the tool will also feel too clustered like the rest of the UI.

Suggestions

There's a lot that could be done to improve CLIP. Like I said before, a search engine on the main page would be a huge improvement! A visual update would also be more than welcome, from a better usage of the space to more modern UI elements.