Homework Assignment 1: Reflections, ideas, and planning

1. A) Based on the reports of my classmates during last class, I've have come up with few of the following that can be used to improve the problems of the applications or websites.

a. **Poor loading time:** by compressing the images and minimizing the requests of HTTP and using proper global delivery method, we can speed up the loading time compared to the past.

b. **Inconsistent user interface:** maintaining a consistent design language, familiar UI patterns and testing to identify and address the design issues can make the UI easier for the user to operate the application or website.

c. **Disturbing Ads and Pop-ups:** to access the content the ads and pop-ups make it difficult for the user most of the time. The users can limit the times of ads popping up either by closing or exiting the ads.

2. A) The ways by which developers can reap their creativity's and efforts' rewards without alienating their "customer base" by inundating with ads and/or charging them are,

a. **Sponsorships and Partnerships**: Collaborating with brands or companies that align with the app's or website's users. Guaranteeing them about how it can value their time and usage of the apps or websites.

b. **Offer a Limited Free Trial**: Providing the users a limited free trial period to experience the app to the fullest. That way the user can decide whether to buy an access to use the application.

c. **Ads with Opt-Out**: As mentioned above, the ads create a dreadful experience to the user. So, by providing the user an option of opting out the advertisements can create a proper platform for the user to use the application. And also, the designers can provide the user with an option of subscribing to an ad-free version.

d. **In-App Purchases (IAPs)**: Giving an option to pay for the application either by one full payment or few micro-transactions can really create a volunteer experience to the users.

3. A) **Duolingo** is a very good example of an app with a well-designed UI/UX. The following points make it much more effective:

a. **Free with In-App Purchases**: As mentioned in the previous answer, the application should provide an offer to opt for free version of the application access the core of the application. This way wide audience can access it even before using it. Thus, Duolingo provides this option.

b. **Community and Social Features**: Creating a platform which allows the users to interaact with a community and other users, helps the easing of usage throughout the time. Competing with fellow friends or users creates a friendly environment which encourages the users to learn much more than usual.

c. **Regular Updates and Content**: The app frequently updates content and adds new languages, ensuring that users have fresh material to learn and explore.

d. **Engaging and Gamified Learning**: Duolingo's use of gamification elements, such as earning points and rewards, makes the language learning process enjoyable and keeps users engaged. This approach encourages regular use and progress.

4. A) Based on last class's discussion and the top 3 questions made me think how UI/UX is so important. If the barrier between the designer and the user is strong, it can create a user friendly environment and the user will have a great experience with applications as well. In one way, it will help the designers to gain rewards without actually loosing them. Considering all the above mentioned points and keeping them in mind, I'll try to create as much as beneficial to both the users and the designer with seemingly very easy interactive platform for the users.