**Assignment 2 – UX Examples**

1. **Good UX** 
   * **AirBNB**
     + AirBNB is an example of good UX Design just because of the elements’ positioning, how everything is easy to find and requires no more than 2 clicks
   * **PayPal**
     + PayPal is another great example of a good UX Design. Except of that, it also has a nice layout and UI Design in general. What makes the UX good is the navigation bar containing all the options and links a user needs. On top of that, it is categorized to make it even more convenient.
2. **Bad UX**
   * **RyanAir**
     + First of all, this is just a personal opinion on RyanAir’s website. The Design of the whole website is really cluttered and it’s really hard to find the thing you are looking for.
     + This could be improved by a complete renovation of the main page at first place. Increasing the page height so there would be more space between the elements would be a good starting point.
   * **Blinkee.com**
     + Definitely not a famous website, but still one with a bad UX. The products for sale are displayed in a horrible way. The banner of the home page could also be improved.
     + Main improvements: Text-aligning and element centering in general. Some small fixes on the navigation bar and a better looking full-width banner for the home page