

# Example Questions

## Question 2.

Look at the products and processes around you and identify three examples of bad designs and good designs. Identify pitfalls to avoid and features that make the product/processes work well. Apply design theories and suggest improvements.

## Question 3.

Open one of the popular websites or mobile phone app and identify both the good and bad user experiences. Apply the basic concepts of user experience design to suggest improvements.

## Question 2 Ideas

- Heinz used to advertise their ketchup as “the slowest ketchup in the West” due to its thickness - is this really the best container for the user experience for such thick product? You could still observe people dining in restaurants trying to hit the bottle hard. The tricks are even published in newspapers
- <http://uk.businessinsider.com/trick-for-how-to-get-ketchup-out-of-glass-bottle-2016-8?r=US&IR=T>
- It took Heinz 93 years to launch the first plastic squeeze bottle and a further 19 years to achieve Heinz squeeze container as we know it today - long innovation process however lost perception of premium quality)
- How about a glass jar instead of a bottle?



## Question 2 Ideas

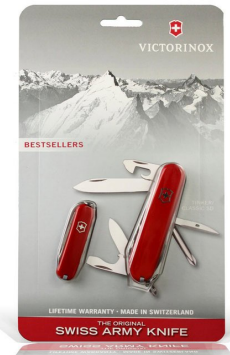
- Parking payment machine. Have you observed how many people spend up to 5 minutes just trying to understand where to put their ticket? Or have to call the operator because they used credit card slot to put their ticket in accidentally?
- The process has only three steps: put the ticket in, make the payment, take the ticket out. (Or if paying in advance make the payment, take the ticket to display.)
- Perhaps, a Wizard and more Signifiers than Affordances could streamline the UX?



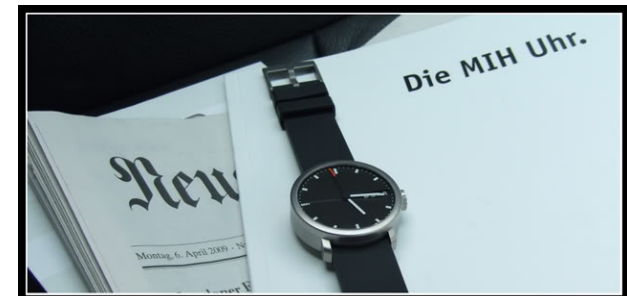
Slightly different but still confusing Park and Ride Experience?

## Question 2 Ideas

- Clamshell packaging - everyone experienced the frustration - how do we open them?
- How about simpler paper alternatives so that we don't need pocket knife to open Swiss Army Knife (still has plastic on top and one has to press but is better)?



- Try Amazon Frustration-Free Packaging?
- Finally, here is how a luxury Swiss watch is shipped - wrapped in local newspaper :-)



## Question 2 Ideas

- “Gem Paper Clips” - looks good, functional and recyclable
- Great design, long history - started as pins which left holes in paper, many alternative designs were offered until “gem” was introduced in 1899 by William Middlebrook
- Double loop was just enough to hold the paper and was easy to manufacture using a simple machine





## Question 2 Ideas

- A revolving door - “always open always closed”
- Great design - people can enter and leave at the same time, no noise, no bangs, more energy efficient



## Question 2 Ideas

- Apple IIc Personal Computer - the first truly user-friendly computer - easy to use, small, scaled down components, affordable - revolutionised the way how computers are used



## Question 3 Amazon web site - some ideas

- Amazon web site - used to be known as “the role model”
- Grown over the years into one of the (if not the) world’s largest e-commerce site - difficult to customise user experience as a very large product offering
- Great optimisation for a customer who knows exactly what they’d like to buy
  - great search optimisation (great placement of the search bar, good presentation of the search results, reasonable position of the filter), not overwhelming presentation of search results although filter is positioned on the left hand side of the screen and somewhat out of sight - possibly not very utilised by many users
  - famous for 1-click buying option ideal for those who know exactly what they want to buy - some retailers are cautious of this feature as it means users potentially leave the site too quickly and they might miss out on “selling something else as well” however it’s a great usability feature
  - nevertheless Amazon great at cross-sales - drags up lots of relevant product that the customer is likely to want - “customer who bought this also bought” feature
- Browsing could potentially be overwhelming due to the number of products offered however is well structured and is greatly assisted by
  - Amazon’s recommendations and cross sales
  - comparisons tables
  - Amazon’s reviews (users can even rate the reviews themselves if they were helpful) - their key feature



## Question 3 Amazon website

- Other great features such as sample content for ebooks, clear communication on fulfilment and where you're in the process, great login process etc.
- Some room for improvement:
  - product pages could be cluttered and some times miss consistency or not clear
  - advertisements on product placements (even non-Amazon products over Amazon products)
  - not great for specialised products such as TV unless you already know what you'd like to buy it's difficult to choose
  - co-branding - it is stated but in small font whether the product is offered by Amazon or another company resulting in misunderstandings re returns policy for example