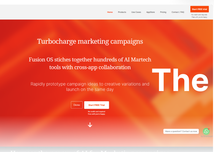
Fusion OS

In this article I will detail some possible drawbacks in the user experience that could be polished.
I hope to be of help!



The home page

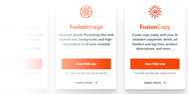
Site perception and trust

If you enter too many forms, the page may look disorganized and unprofessional.

There are at least 5 types of typeface families:

- Form Awesome & Pro Solid
- Form Awesome & Sharp Regular
- Libertation Sans
- Libertation Serif
- Lato Sans Serif

Suggestion: reduce the number of fonts to 2 or 3



Horizontal scroll and motor effort

Adding a horizontal scroll is in addition to the existing vertical scroll.
With this decision, we are forcing the user to perform another motor action, which is unnecessary. The user must scroll screen to show all the products at a glance.
A grid design should reduce motor, visual and cognitive effort.

Suggestion: Use a design in which all products are displayed on the same screen, taking advantage of the width of the screen and the amount of space available.

Too many call to action buttons

While repeating a resource helps reinforce the message, it can have a negative effect on the design by cluttering it.

Suggestion: reduces the number of CTAs to only those that are strictly necessary.

Have you noticed that orange is very strong?

Color usage, including saturation, can have a significant impact on the user experience and accessibility.

Visual Fatigue
Colors with high saturation against a dark background can tire the user's eyes over time. Excessive saturation can make prolonged reading and concentration difficult.

Difficulty Focusing
The human eye is drawn to bright and vibrant colors with the main content (such as text or images). Colors that lack saturation stand out less against a dark background.

Contrast and Readability
Colors with high saturation have little difference in contrast to a saturated background, making text difficult to read.
Text may become difficult to read, especially for the visually impaired.

Suggestion: Use the 60-30-10 rule.
60% white, 30% of a secondary color that complements the primary color and 10% of the color of emphasis. In this case, orange.
This will make the site look cleaner, more professional and even more up-to-date.

Many of these problems stem from the template used in Smartarget. They are not critical, but they could look better with a more careful image treatment, oriented to a simpler, fresher and more innovative design, which communicates more accurately that the product is a cutting-edge technology.

About the product

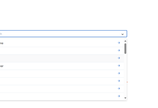
There are some critical points that I find relevant, as a product of the decision to use Chartex UI components.
I'm sure this decision was made to save implementation time, which I think is totally right. In some cases, certain interactions could be better solved by choosing another component more the library or, in an optimal case, creating your own for a proper app.

The following suggestions are made without prior in-depth knowledge about the Chartex UI library.

If some cases I say "best practice and standard" designs, I give suggestions.

The time it takes to make a decision increases with the number of alternatives and their complexity.
Users bombarded with many options take longer to interpret and decide.

Suggestion:If the suggestions are of a mandatory nature, I would suggest reducing the options created to divide these into: gender, age, nation, etc.



Visual cues

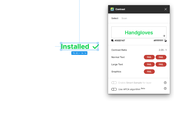
The user must know in advance what actions can be performed. This is achieved with visual indicators.

Suggestion: Maybe with a dropdown from the same component, it would be better to indicate that the user would know that there are more options without relying on the hover state.

Inconsistencies in border radius

Inconsistency in design can give the impression that the product or service is not well cared for or is unprofessional. Users may perceive this as a lack of attention to detail, which can negatively impact their trust in the product. Inconsistent design elements can also make interaction with the interface more difficult. A fragmented experience where users feel they are interacting with different products or services rather than a single cohesive entity.

Suggestion: Homogenize the structures based on the border radius established by Chartex UI.



A c e ssibility

Good color contrast facilitates readability and understanding of content, especially for people with visual problems or color blindness. Ensuring that the design adheres to contrast recommendations is vital accessibility, establishes minimum contrast ratios to ensure an optimal user experience.

Suggestion:Be careful with contrast and accessibility

Less is more

In such a complex tool, reducing the amount of text is critical. Users should not be given to the user it leaks the require less cognitive effort.

Suggestion: I can notice that in some cases decisions were made that are outside the components or rules of the library. This suggestion can be explored to come up with a more simple design.
Is it necessary to use the quality of each step?

There are still many suggestions and redesigns that could be improved.
Equally innovative solutions to go along with the tools offered by

but the most important is

Let us work together

My name is Alexis Sirvio. I've been working as a UI/UX engineer(s) and UI/UX designer for the past 5 years, mainly in the fintech sector, creating financial products, dashboards, and complex UI/UX systems. I am also a passionate about artificial intelligence, machine learning, and data analytics, with a strong interest in automation.

I'm also a tech-savvy person who uses cutting-edge AI tools and stays up-to-date on the latest AI developments and advancements. I'm a fast learner and enjoy to explore new tools and technologies to solve real-world problems and improve workflows.

I'm also a big fan of Fusion OS and I'm very interested in joining the team and contributing to its success. I believe my skills and experience would be a valuable asset to the team, and I'm confident that I can make significant contributions to the project.

I am excited to have the opportunity to work with you. Feel free to contact me anytime.