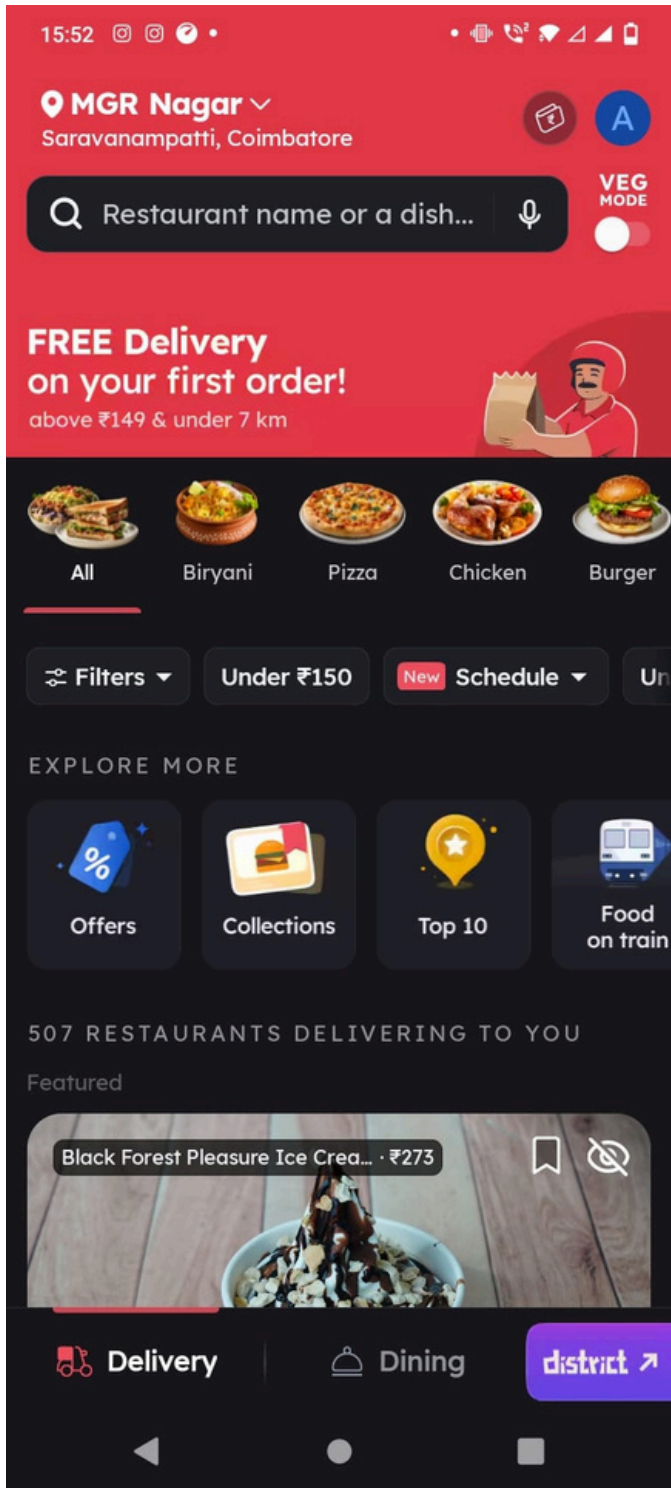# UI Design Critique

1. Zomato (Food Delivery Application)

Positive Aspect: Effective Use of Ratings and Reviews, Business to unpopular restaurants.
Rationale: The platform enables users to filter restaurants based on verified ratings and customer reviews, facilitating informed decision-making.
UI Principle: Social proof fosters user trust and engagement.

Identified Issue: Excessive Promotional Pop-ups, Lack of real time updates (eg: closed business).
Problem: The user experience is frequently disrupted by multiple discount-related pop-ups which are not applicable/expired, hindering seamless navigation.
UI Concern: Cognitive overload, which may lead to frustration and checkout delays.

Recommendation: Implement a nonintrusive discount banner rather than multiple pop-ups to ensure a smooth user experience. Work on real-time updates coordinating with businesses.

2. Spotify (Music Streaming Application)

Positive Aspect: Personalized Playlists and Recommendations
Rationale: AI-driven recommendations enhance user engagement by tailoring content based on listening preferences.
**UI Principle:** Personalization, which improves user satisfaction and retention.

Identified Issue: Inefficient Library Navigation
Problem: Accessing saved songs and playlists requires multiple steps, leading to usability challenges. Plays songs, users are not interested, in the name of the pattern.
UI Concern: Poor information hierarchy, making it difficult for users to quickly locate their content.

Recommendation: Introduce a dedicated quick-access bar. And Should work on AI Recommendations on next songs while no user attends.
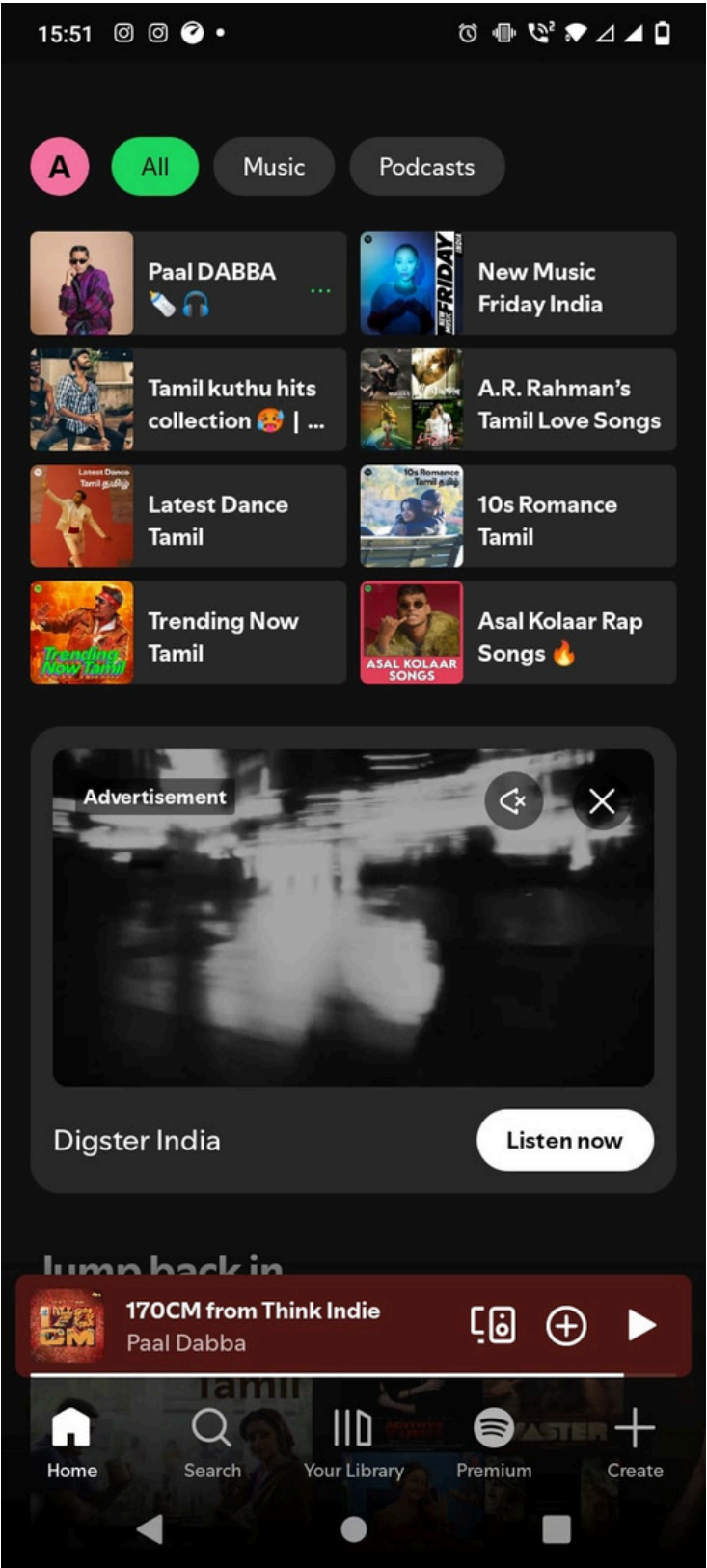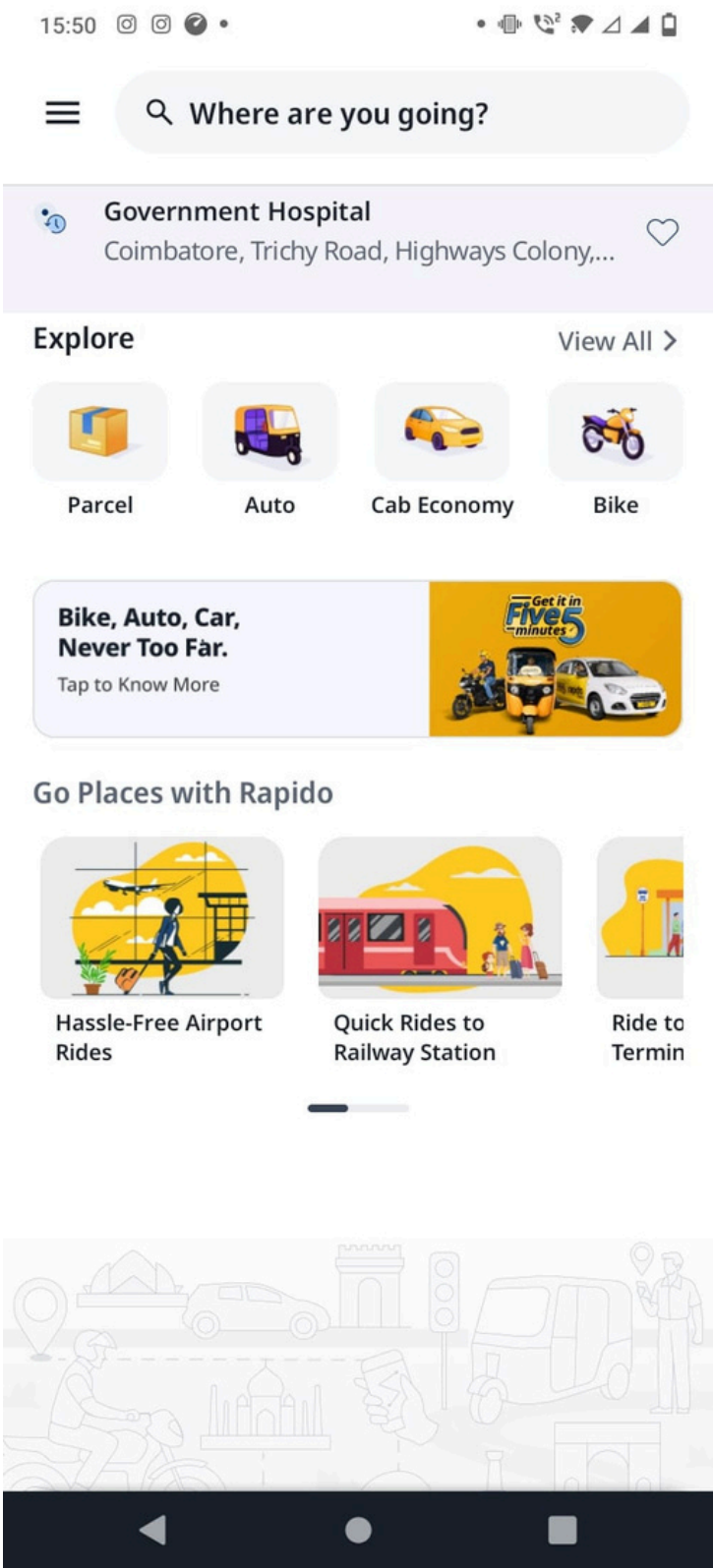
3. Rapido (Bike Taxi Application)

Positive Aspect: Efficient Ride Booking Interface
Rationale: The application provides a streamlined and intuitive interface for selecting pickup and drop-off locations, incorporating real-time suggestions for enhanced usability.
**UI Principle:** Minimalist design ensures a seamless booking process with minimal user input.

Identified Issue: Lack of Transparent Fare Breakdown
Problem: Additional charges, including surge pricing and taxes, are not explicitly detailed prior to ride confirmation.
UI Concern: Ambiguous cost structure, making it difficult for users to anticipate final pricing.

Recommendation: Introduce an expandable fare breakdown section before the confirmation step to enhance pricing clarity.
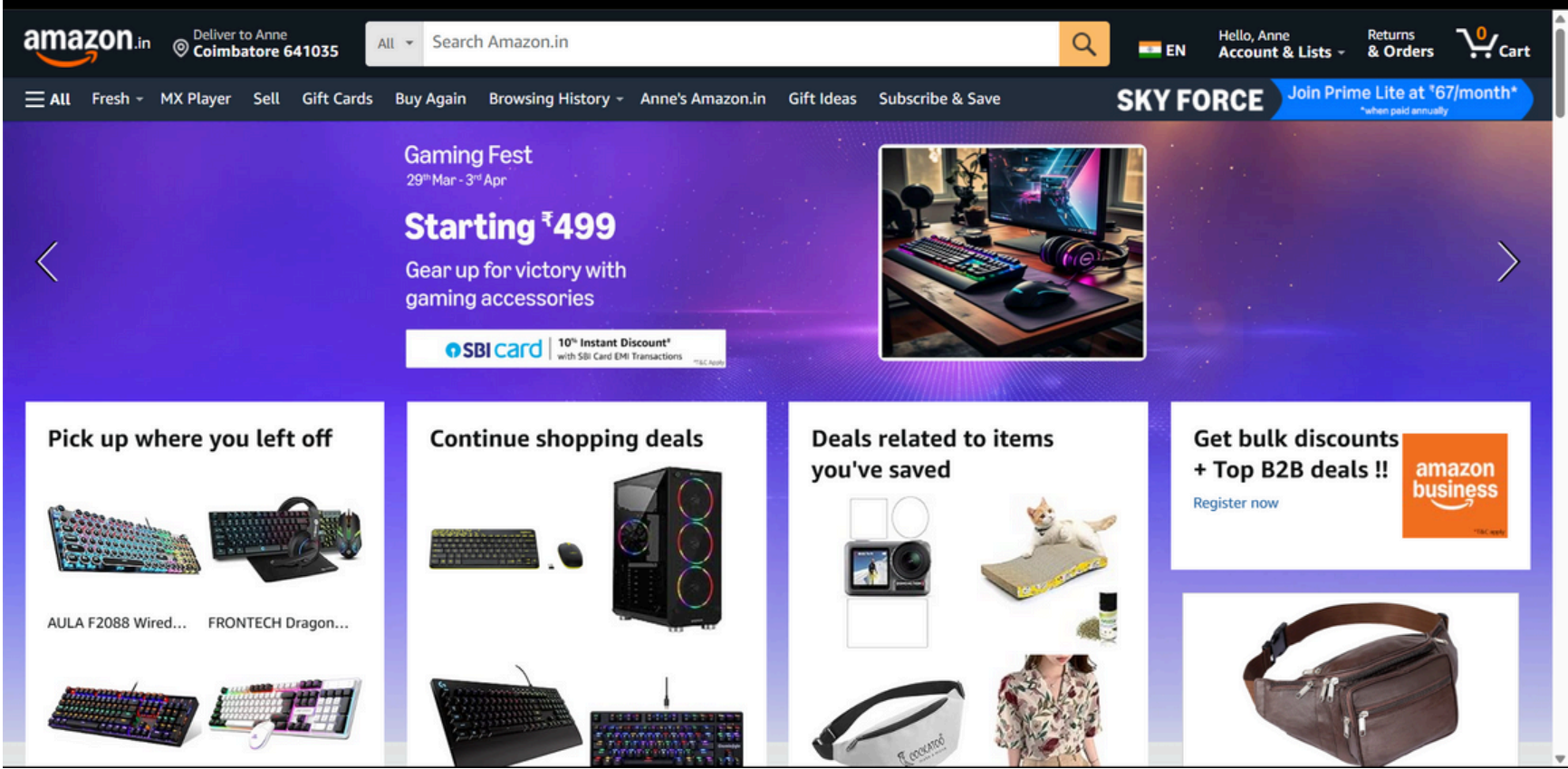
4. Amazon (E-commerce Platform)

Positive Aspect: Robust Search and Filtering Mechanism
Rationale: The search functionality is highly optimized, allowing users to efficiently locate products based on various parameters such as price, ratings, and categories.
UI Principle: Findability and efficiency, reducing user effort in discovering relevant products.

4. Amazon (Contin...)

Identified Issue: Cluttered Product Pages Due to Sponsored Advertisements
Problem: The presence of excessive sponsored product ads distracts users from primary product details.
UI Concern: Visual clutter, which negatively impacts readability and focus.

Recommendation: Limit the number of sponsored ads per page section or introduce an option for users to minimize ad visibility.
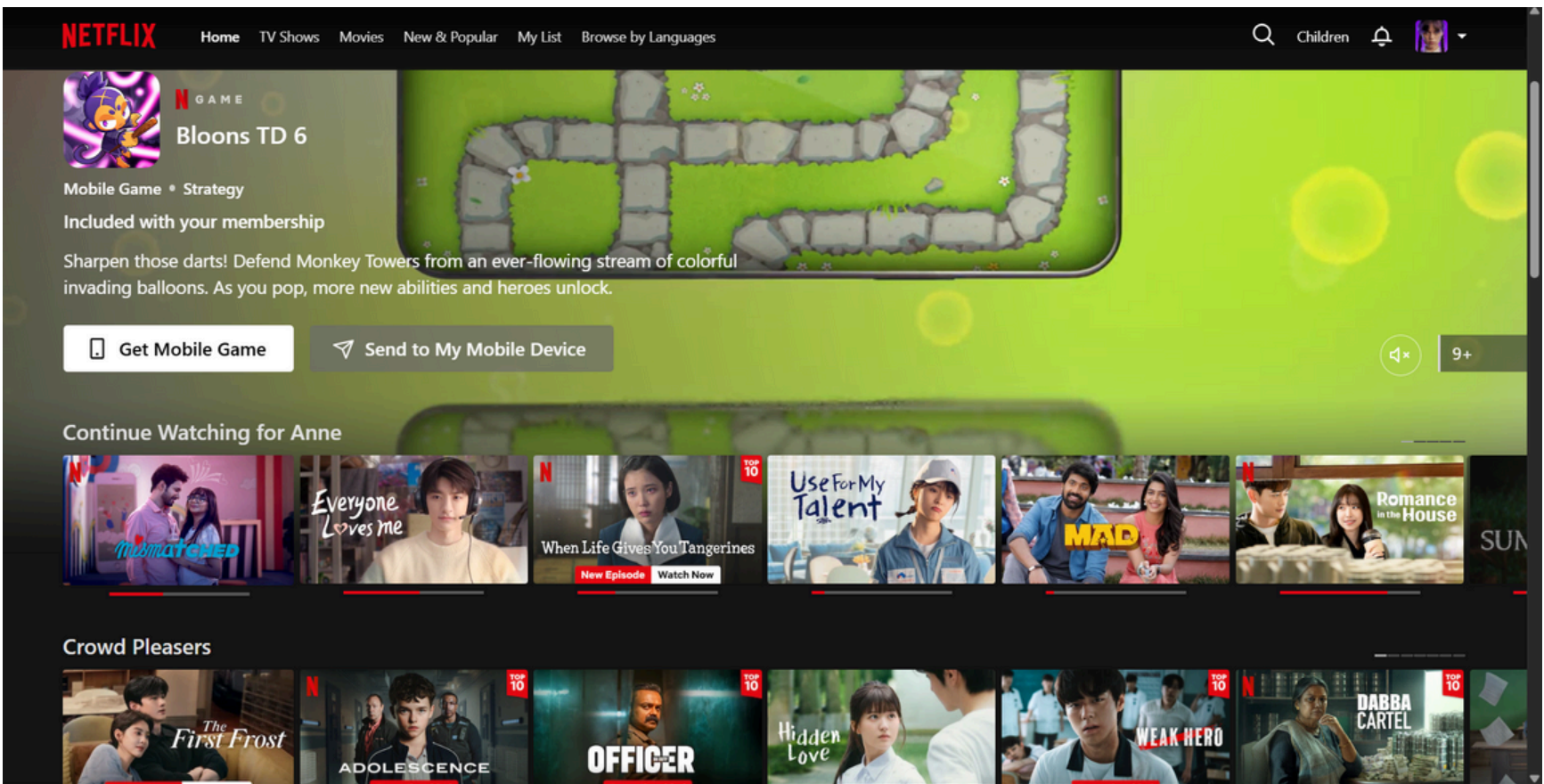
5. Netflix (Streaming Platform)

Positive Aspect: Engaging User Interface with Autoplay Previews
Rationale: The autoplay previews feature enhances user engagement by providing a quick overview of available content.
UI Principle: Immediate feedback, reducing cognitive load and aiding content selection.

Identified Issue: Absence of Autoplay Preview Control
Problem: Users are unable to disable autoplay previews, which may be disruptive to their browsing experience.
UI Concern: Lack of user control, reducing customization options.

Recommendation: Introduce a toggle option within settings to allow users to enable or disable autoplay previews based on preference.

Submitted by:
Anne Carmel
On: 03/04/2025