

Interação Pessoa-Máquina - 2020/2021- Professora Teresa Romão

Assignment 1

In this assignment I will showcase an example of a good user interface design, an example of a bad user interface design and explain why I chose them, and I why do I consider them to be either good or bad designs. Both examples will be webpages.

- **Good User Interface Design:**

Momondo (<https://www.momondo.pt/>):

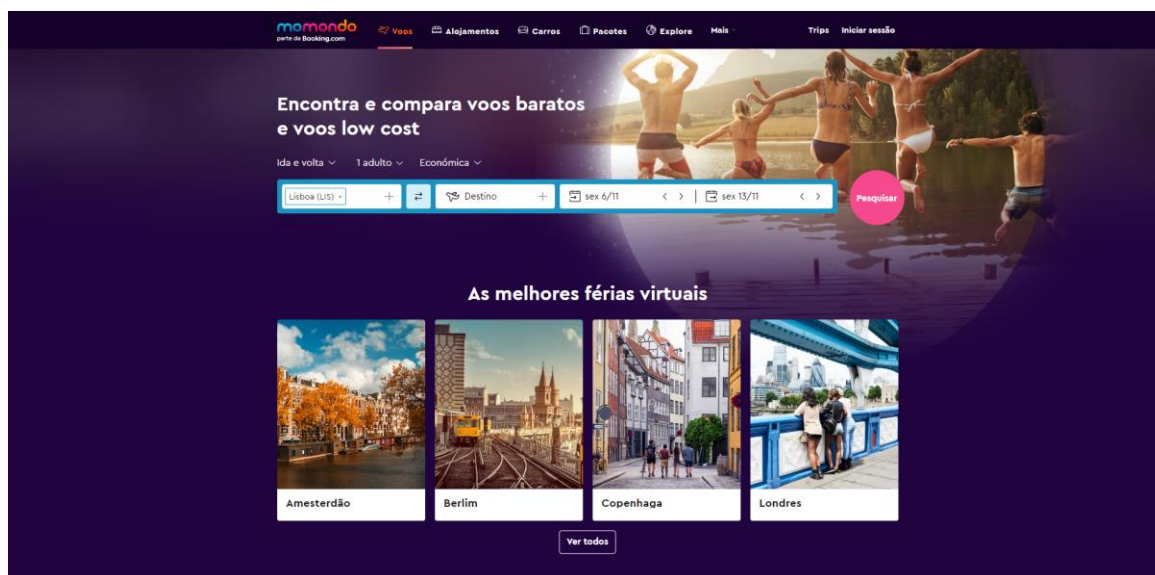


Image 1 – Momondo's front page

This interface is a website for booking and planning trips around the world. One of the good aspects of this interface, that in my opinion stands out from other similar websites, is the fact that it is simple and intuitive and gives the user some of the best and most popular destinations the user might be interested in. This simplicity is good because it is easy and fast for the user to understand, and most of the actions the user can make are already easily displayed on screen without the need to waste any time looking for it.

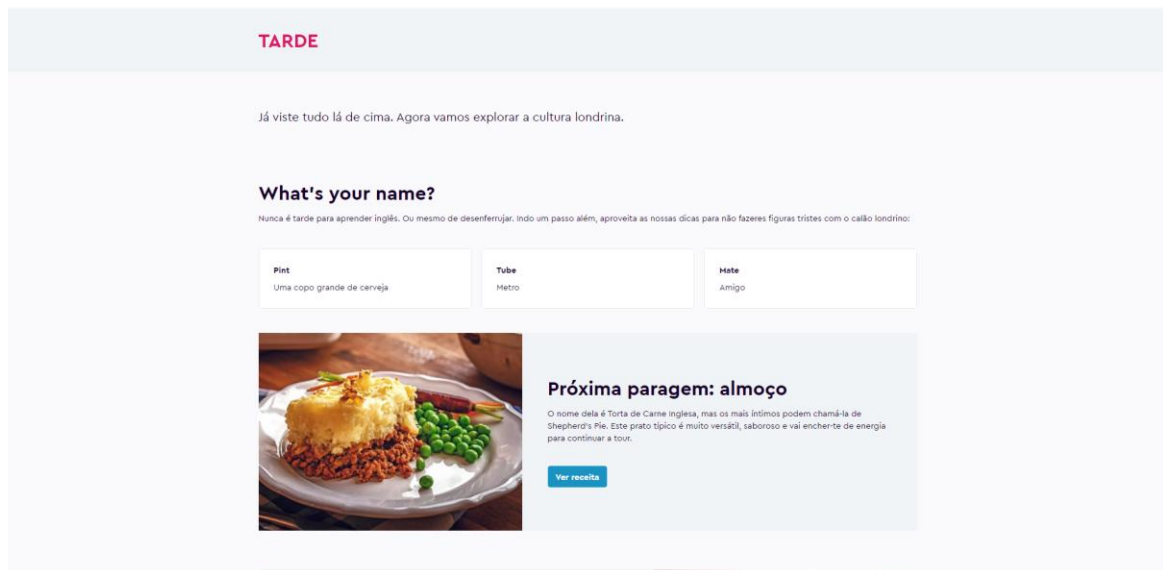


Image 2 – Suggestion for an afternoon in London

It's also very user friendly since it gives a lot suggestions for trips and what to do once you arrive, for any undecided users. It even provides some basic local vocabulary to help the experience.

- **Bad User Interface Design:**

Continente (<https://www.continente.pt/pt-pt/public/Pages/homepage.aspx>):

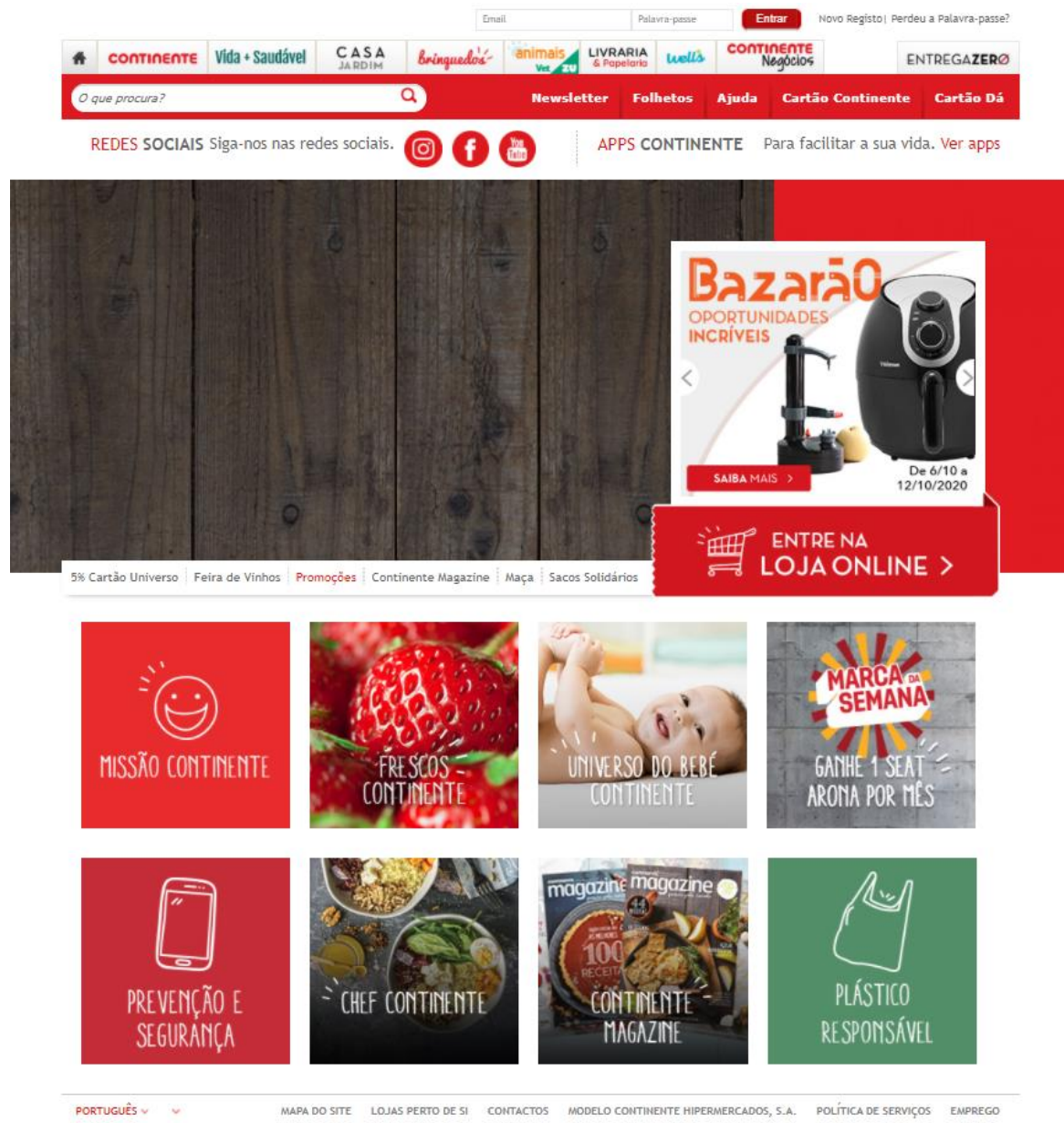


Image 3 – Continente's front page

This interface is a website for a supermarket chain, that serves to showcase its new discounts and its products. This interface does achieve its goals, but the design is poorly done and is not very user friendly. The front page only contains a limited amount of icons that are ambiguous as to what they serve for, displaying discounts that the user might not be interested in, and therefore not very intuitive making the user have to individually search for each product, they might be interested in, in the search bar. The design also looks crowded and complicated, with a lot of small letters and icons, which might disincentivize the user from further exploring the website.

To improve the interface, I would focus on simplifying it, enabling the user to navigate the interface and explore it, without having to immediately leave the front page to go search for products in the search bar. Another improvement would be to reduce the quantity of small sized letters and adding a short description to each section.