

REFLECTION

For this milestone 2, I designed an online retail store selling female fashion with poor UX/UI, violating core interaction design principles to frustrate users. The app has dysfunctional interactive elements, confusing navigation, and misleading feedback, which could frustrate the user's experience.

Violating Interaction Design Principles

One key violation in my app is the feedback users get when interacting with buttons, I purposely created misleading outcomes. For example, clicking the Buy Now button on some products takes the user to unexpected pages like the login, home, or product page, rather than the intended checkout page. This inconsistency leads to frustration, as the users are unsure of what actions will accomplish their goal. And not providing appropriate feedback violates one of the core principles of interaction design, where users should understand the system's response to their actions.

Another principle I broke was consistency. Across the app, similar elements behave differently. The navigation bar on the home page has a corner radius of 50 with a blue stroke of 5, positioned under the header, whereas the landing page has a list-style navigation bar on the top-left corner and on the product page it is in a rectangle half the page under the header, while the rest of the page has the navigation at the bottom. With this inconsistency users might get confused as they expect uniform navigation styles across pages. This also extends to buttons, where some behave in a standard manner, while others require specific actions like hovering or clicking multiple times to reveal functionality.

Visibility was also compromised. Main actions like paying for items or logging in, are hidden in plain sight. The Pay button has the same text color as the background, making the user unsure what the button represents as they look for the pay or checkout button after filling the form. Also, the button is above the form which further confuses the user because the normal position is below the form. Users can only discover its function by hovering over it or clicking randomly to display the Pay text on the button. Additionally, the login button on the home page is barely visible, preventing users from progressing to the landing page where they can navigate to products. Due to lack of visibility, users will struggle to complete simple tasks, violating the principle that crucial functions should be easily visible and accessible.

I also violated affordance, where I designed elements to mislead the user into thinking they serve one purpose when they do not. For example, the login button on the login page looks like regular text with a white background that blends into the page. Unless the user clicks it, they will not realize it's a button. This misguidance forces users to hunt for key functionalities, leading to confusion.

For the checkout form, most fields can't be completed properly. The name field works, but the phone and card number fields don't give appropriate output; instead it adds up numbers as you type, instead of displaying them correctly individually. In the login form, the password field only accepts numeric input, while the email field auto fills a generic email when the spacebar is pressed. Additionally, when clicked, the input box becomes faint, reducing visibility and making it harder to see.

Lessons Learned

By violating these interaction design principles, I gained a deeper understanding of the importance of thoughtful UX/UI design. The frustrating experience I created shows how critical it is to ensure that consistency, visibility, feedback, and affordance in any digital product are properly enforced/integrated. Whereas, poor design can severely hinder user interaction, causing frustration and forcing the user to exit the application. Therefore, interaction design principles are not just guidelines but essential components that drive positive user experiences.