



UX Review – Paws & Preferences

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Paws & Preferences - Cat preference selector

**What this
review
covers:**

Ease of use

Visual layout

Interaction clarity

Mobile experience

Error handling

User journey flow



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Introduction

This UX Review evaluates the Paws & Preferences web application from a user experience perspective. The goal is to assess clarity, usability, interaction flow, visual hierarchy, responsiveness, and overall user comfort when using the app on desktop and mobile.

- First-time user experience
- Interaction clarity
- Layout consistency
- Mobile usability
- Error visibility
- Visual cues
- Smoothness of user flow



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Overall User Journey

The overall user journey is simple and understandable:

User
opens the
webpage



A cat image
is displayed



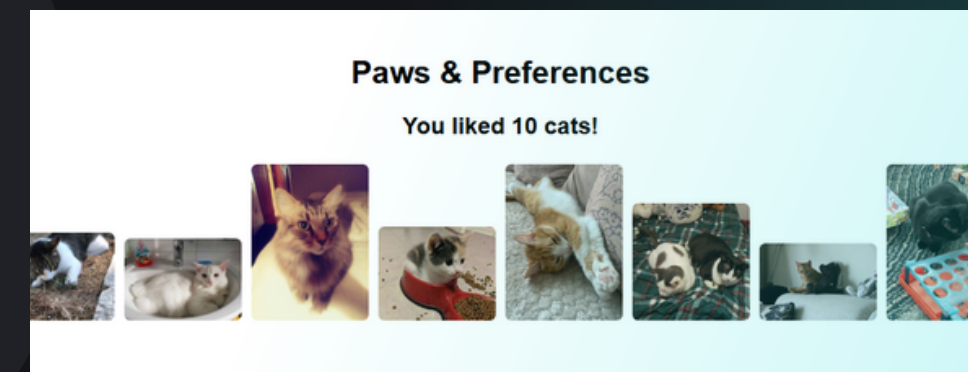
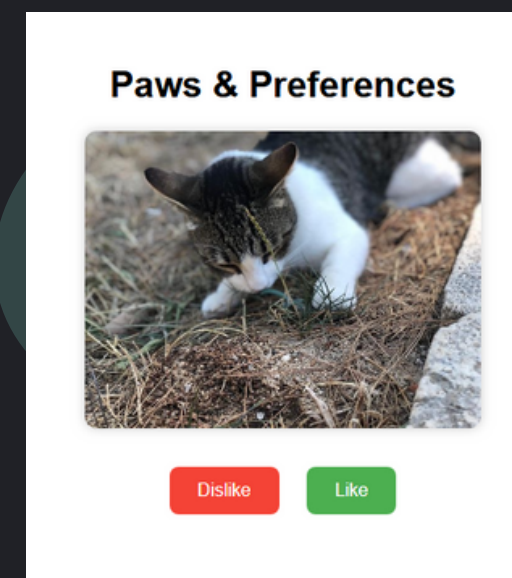
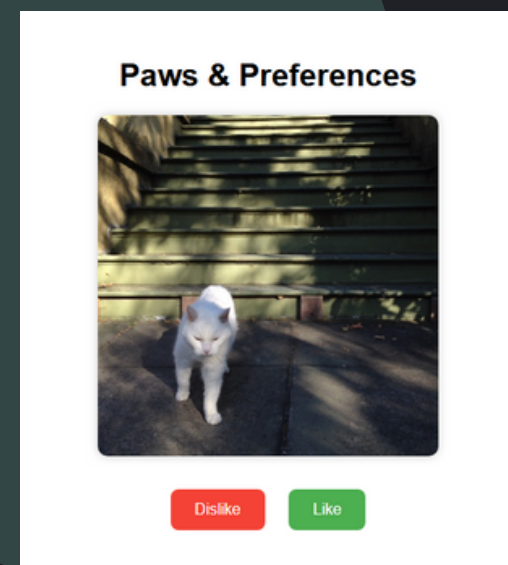
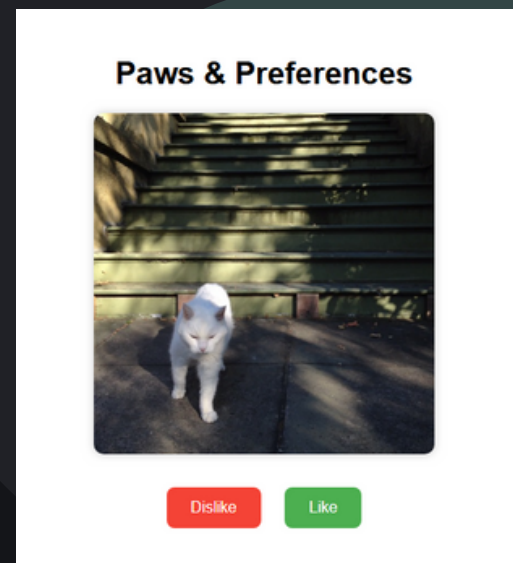
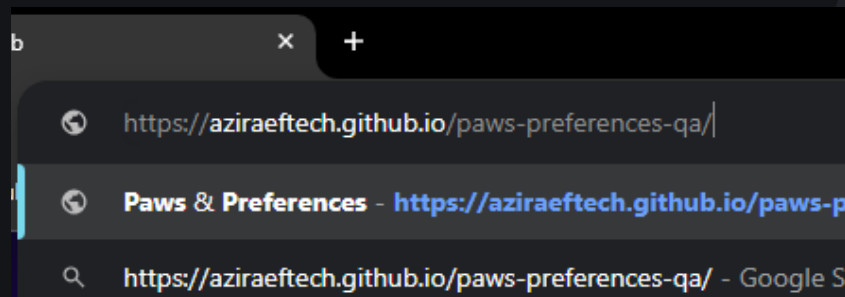
User selects
“Like” or
“Dislike”



Next image
appears



After 10
images,
summary
page
appears



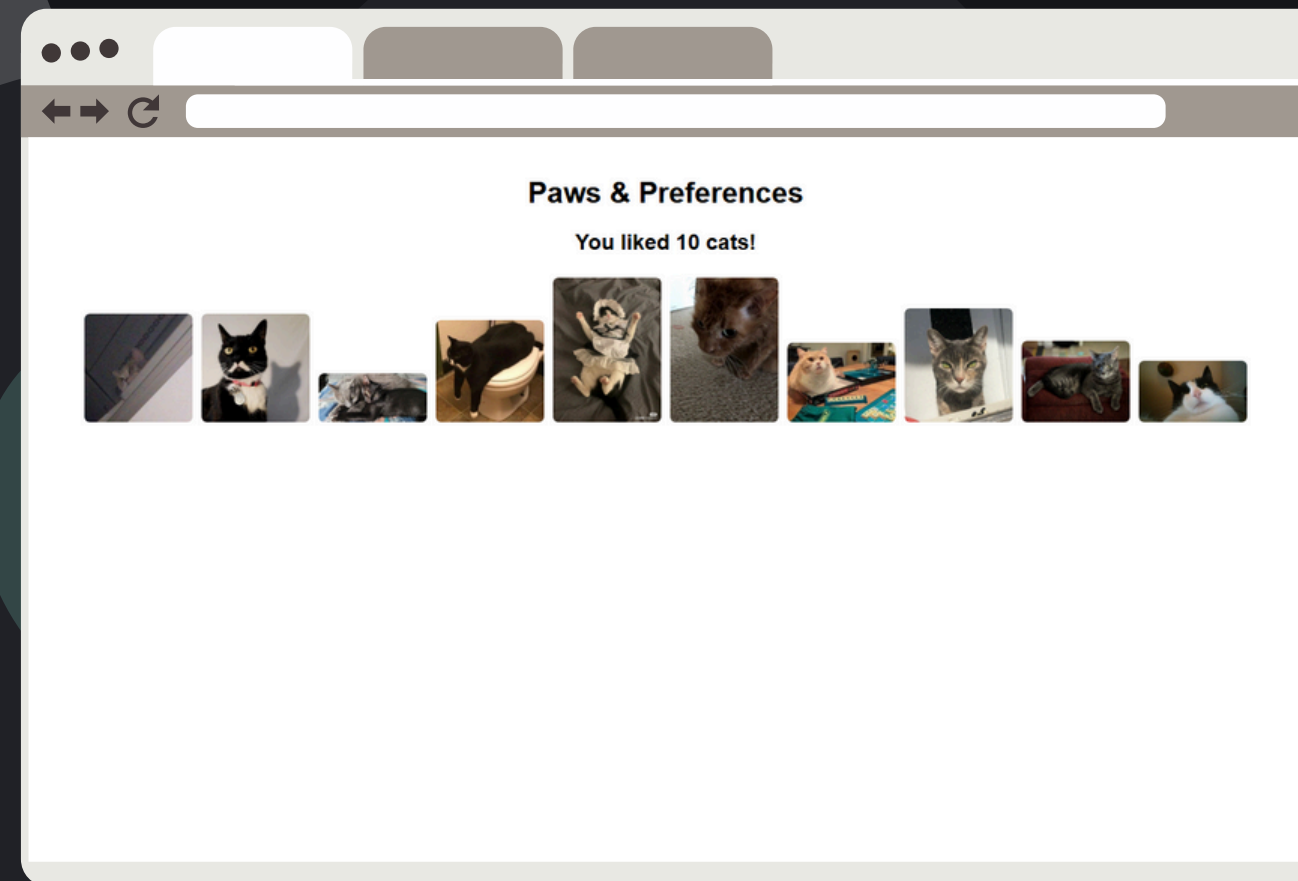


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Visual & Layout Evaluation

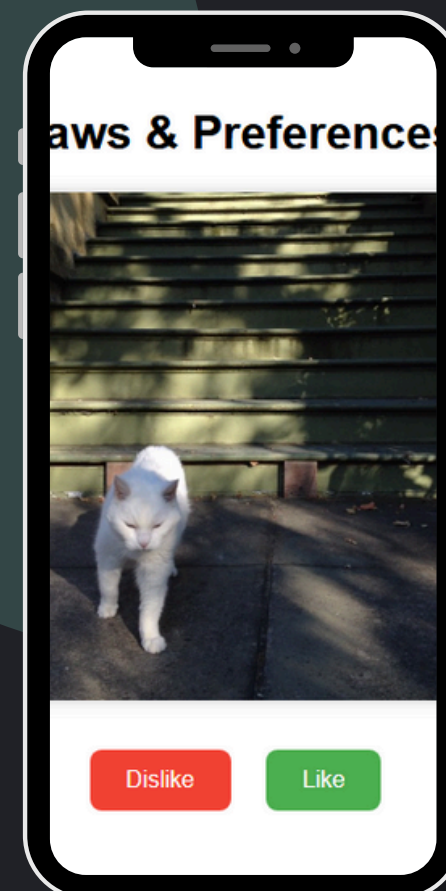
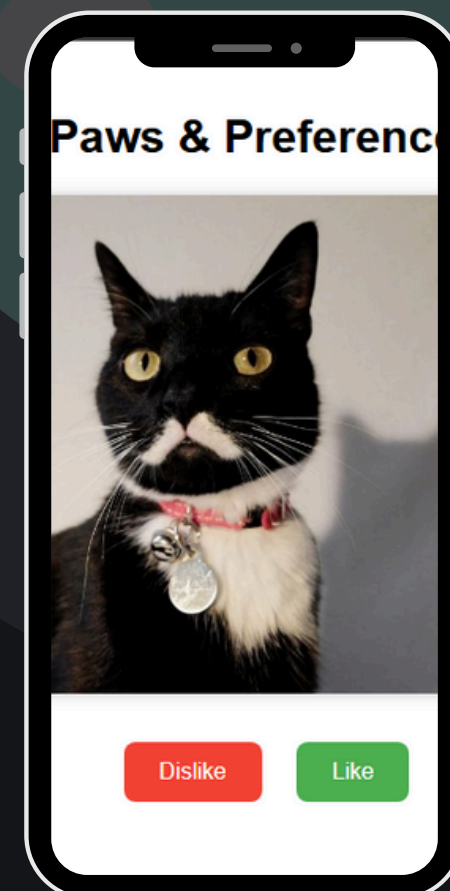
What works well:

- Clean and minimal layout
- Focus on the cat image (primary content)
- Buttons clearly labelled
- Straightforward flow



What can be improved:

- Tap targets small on mobile
- Could benefit from bigger spacing and padding



- Alignment of text and images is a bit imbalanced
- Thumbnails spacing inconsistent

- Slightly tight on mobile
- Needs more vertical margin
- Can feel cramped on small screens
- Buttons positioned close together

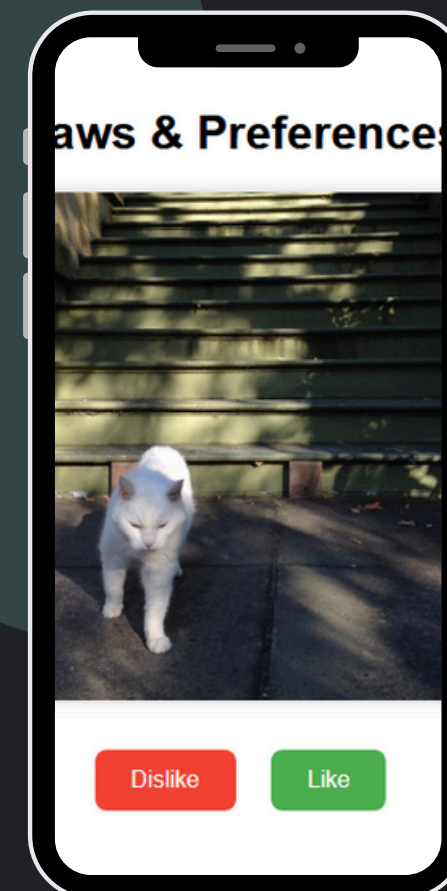
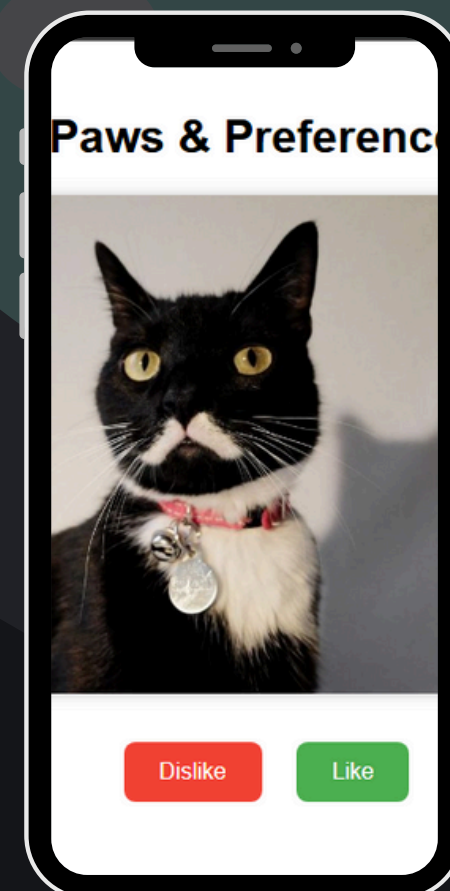
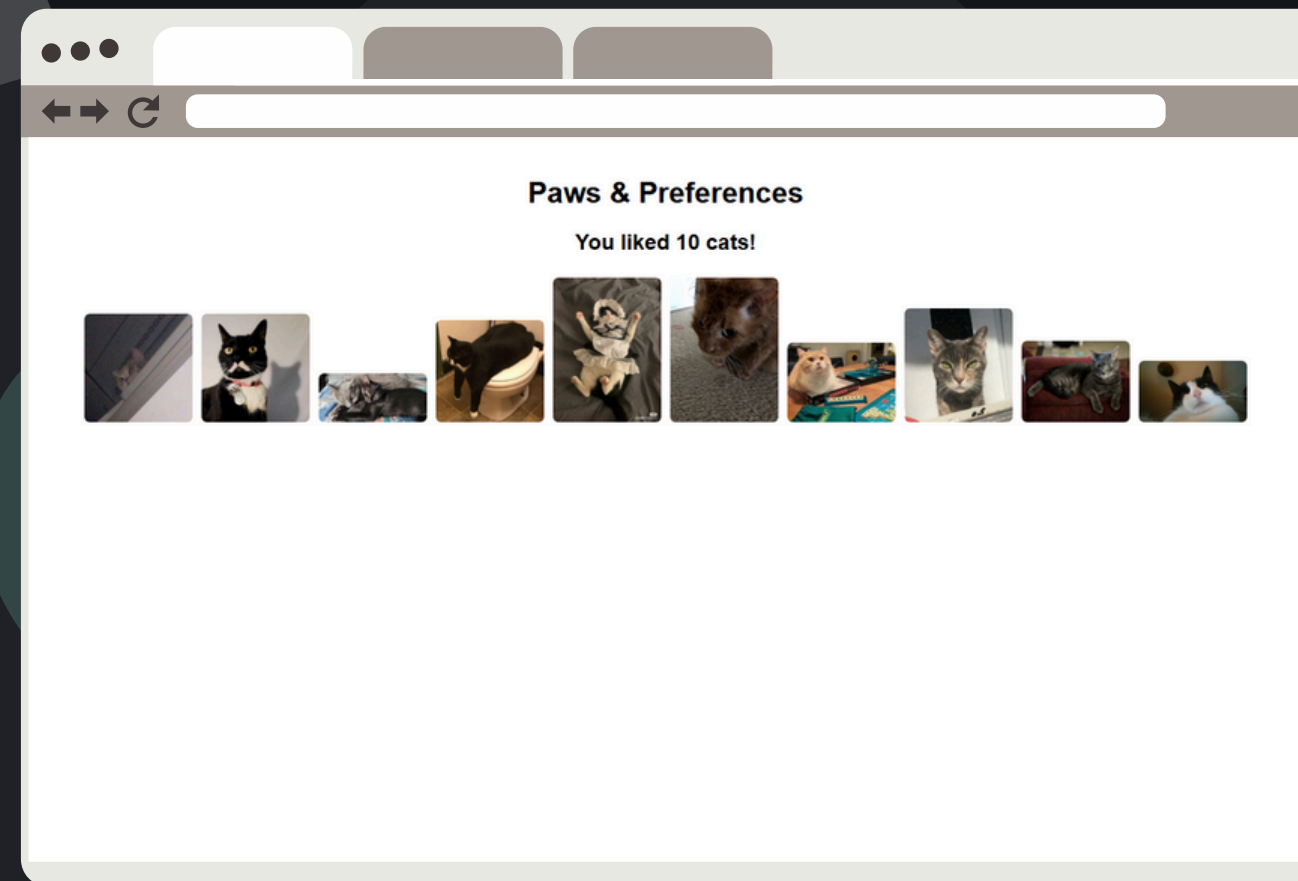


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Interaction Experience

What works well:

- Buttons respond instantly
- Easy to understand what “Like” and “Dislike” mean
- App does not freeze or lag



What can be improved:

Lack of visual feedback

- No highlighting, animation, or feedback when pressing Like/Dislike
- Interaction feels abrupt and mechanical

No progress indicator

- Users don't know how many cats remain
- Adding “3 of 10” enhances clarity

- No swipe gesture (expected UX)
- Modern apps use swiping for preference choosing
- Absence of swipe reduces intuitiveness



Error & Edge Cases UX

! Missing feedback for slow loading

User sees blank white space for 3+ seconds → looks like app froze.

! No fallback image

User sees a broken image icon → confusing and unprofessional.

! No error message

Users are not informed:

- Why the image didn't load
- What to do next
- Whether to refresh

Accessibility Evaluation



Missing alt text on images
Screen readers cannot identify the content.

No keyboard navigation support

Button labels could be more descriptive
“Like cat” instead of just “Like”.



Recommendations

- Add progress indicator ("Image 3 of 10")
- Add loading indicator or skeleton loader
- Improve button spacing on mobile
- Add swipe gestures or at least micro-interactions
- Add fallback error state for image load failures
- Add restart button in summary
- Add padding around all sides for mobile
- Add simple fade animation during photo change

- Add hover/tap effects to buttons
- Improve summary page layout
- Add "undo" option
- Add alt text for accessibility
- Add small instructions: "Tap Like/Dislike to continue"
- Increase image border radius for softer look





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conclusion

Overall, the Paws & Preferences application provides a simple and intuitive user flow that is easy to understand.

However, the user experience can be significantly improved in the areas of:

Mobile usability Visual feedback Interaction smoothness Error communication Layout balance

Implementing the recommended improvements would create a more polished, modern, and user-friendly product, aligning the experience with current UX expectations and providing users with a smoother interaction journey.



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thank you