Einzelaufgabe A1

„Good" Interfaces

1. AirBnB App –
   - The application is very easy to use.
   - It has a beautiful minimalist design.
   - Includes all the most important functionality options that such application needs.
   - Enables direct communication between hosts and guests – messenger based.
   - Includes a simple booking process.
   - It has an even simpler payment solution.
   - The platform supports many world languages
   - Shortcuts & buttons don't allow misinterpretation and are easy to find.
   - Also, worth noting is that the application includes "switching" between guest – type interface and host - type interface, which contains all of the above qualities – all while still staying within the app.
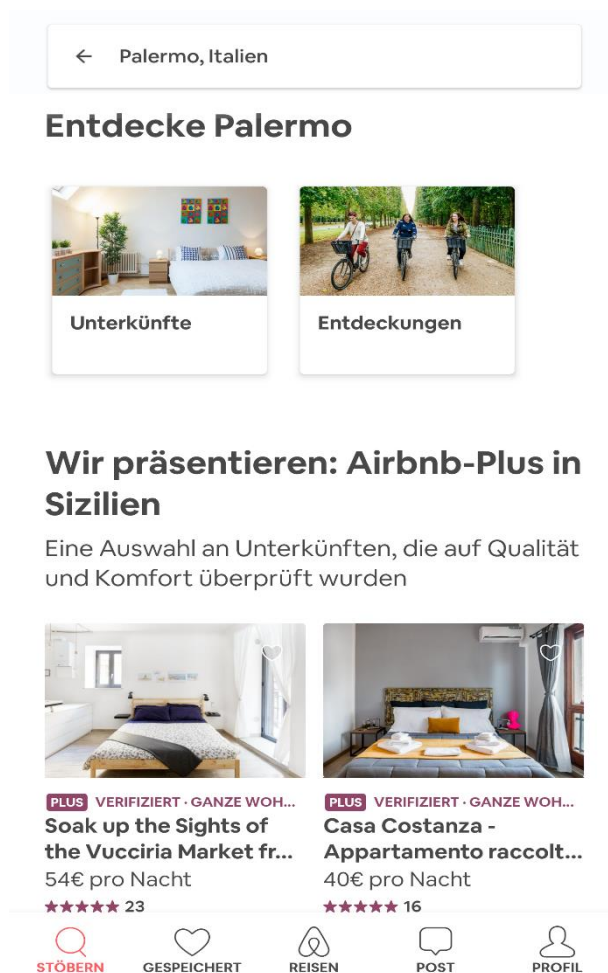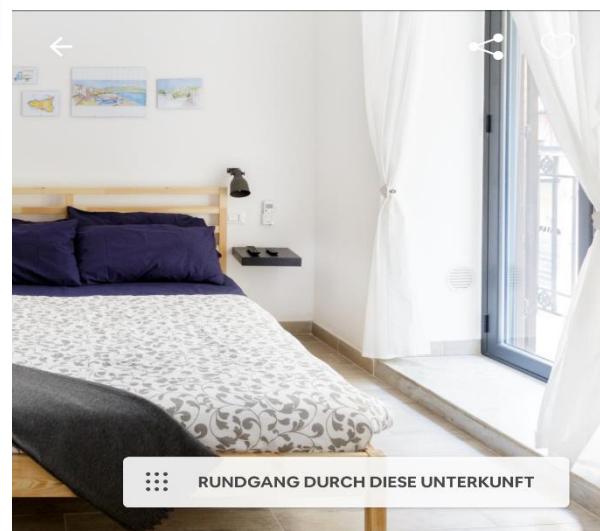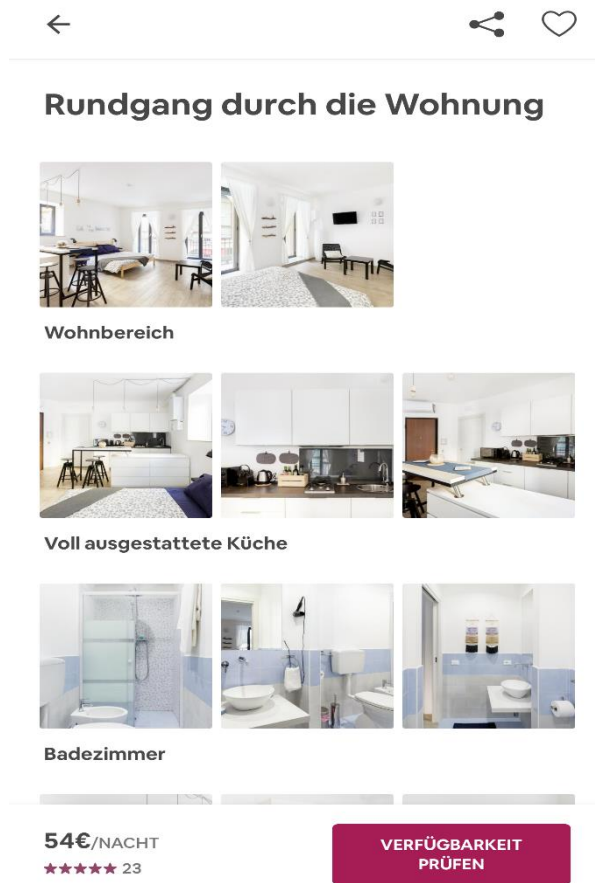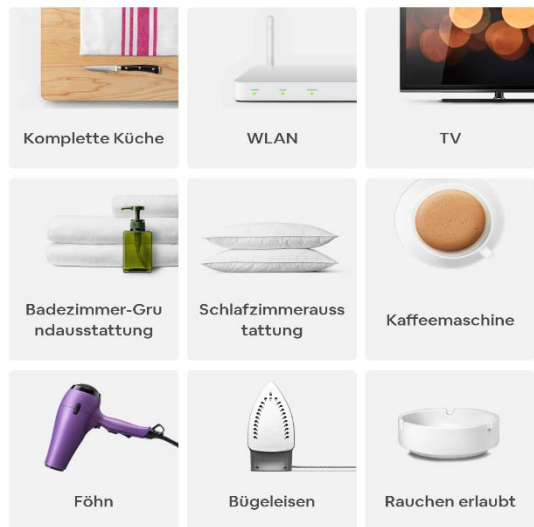

Figure 1

Figure 2

Rundgang durch die Wohnung

Wohnbereich

Voll ausgestattete Küche

Badezimmer

54€/NACHT
★★★★★ 23

VERFÜGBARKEIT PRÜFEN

Figure 3

Ausstattung

Jeden Tag

Komplette Küche   WLAN   TV

Badezimmer-Grundausstattung   Schlafzimmerausstattung   Kaffeemaschine

Föhn   Bügeleisen   Rauchen erlaubt

Alle 14 Ausstattungsmerkmale zeigen

54€/NACHT
★★★★★ 23

VERFÜGBARKEIT PRÜFEN

Figure 4

So.
26. Mai

Di.
28. Mai

Mo.	Di.	Mi.	Do.	Fr.	Sa.	So.

Mai 2019

Mo.	Di.	Mi.	Do.	Fr.	Sa.	So.
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20 54€	21	22	23	24	25	26 56€
27 56€	28 54€	29	30 58€	31 58€		

Juni 2019

					1	2

2 Nächte ausgewählt.   **Speichern**

Figure 5

Guthaben & Coupons

Freunde einladen

Einen Gastgeber werben
Erhalte 13€, wenn du Gastgeber wirbst

Erfahre mehr über das Gastgeben
Verdiene dir bis zu 2.135€ pro Monat dazu

Vermiete deine Unterkunft

Biete eine Entdeckung an

Einstellungen

Hilfe erhalten

Gib uns Feedback

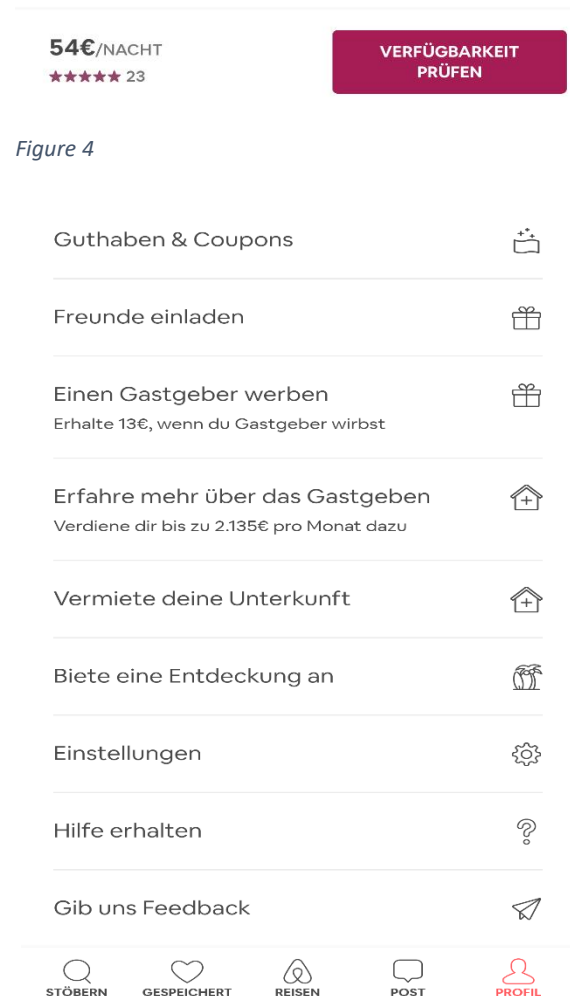STÖBERN   GESPEICHERT   REISEN   POST   PROFIL

Figure 6

Summary and opinion: One of the few applications out there with clear and modern design combined with the user-friendliness and transparency. The approach here is simple, yet it fulfills users needs. The applications doesn't greet you with overfilled screens (Figure 1) and the in app settings are easy accessible and understandable for beginners as also for advanced users (Figure 6). What I find extremely useful and well-designed is the calendar with individual prices integrated under dates (Figure 5) – which saves the user time and clicks(touches). The possibility to take a virtual tour and to see what kind of extras are expecting the guest, is a feature that almost all other travel/booking applications miss (Figure 2,3,4).

2. george.sparkasse.at (Online Banking - Erste Bank) Website
   - Clean and modern Design
   - Straight – forward language
   - Very easy to use
   - Transparent
   - Bilingual
   - Large font, large buttons
   - Accessible and usable for large number of users
   - Customizable
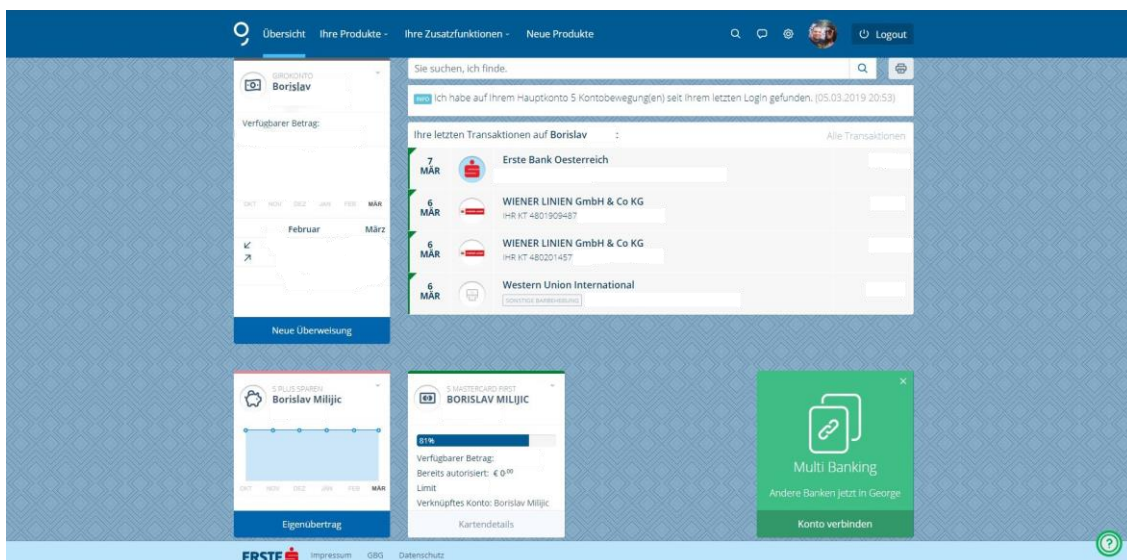   - State-of-the-art Search Engine integrated
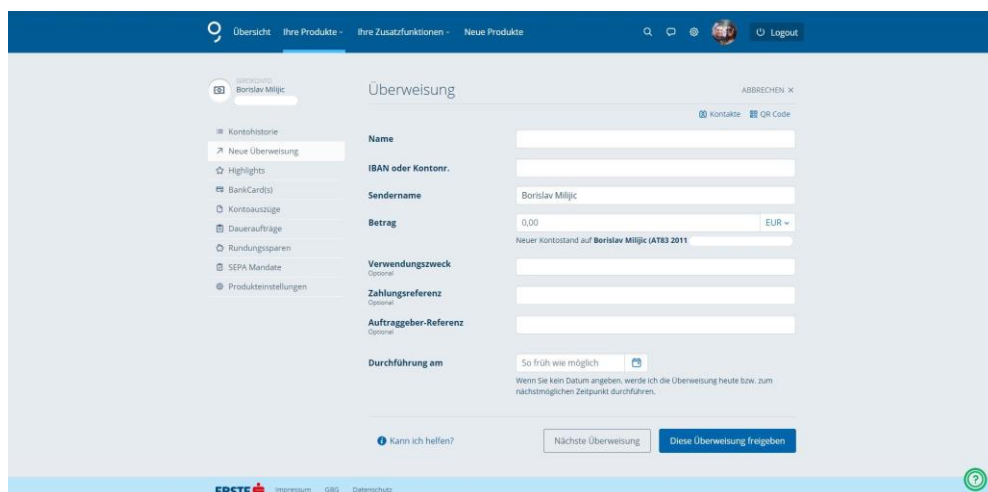

Figure 7

Figure 8

Figure 9

Summary and opinion: By far the most modern design for an online banking webpage (the same goes for the Android/iOS Application). Simple yet powerful and pragmatic (Figure 7). What I find special about this website is it's pallet. It uses only three different colors – blue, white and gray. It is very easy on the eye and also optimized for colorblind users. This page also allows direct communication with clients banking consultants which is just a couple of clicks away. Help shortcut is always shown in the lower right corner, which a new user may find helpful when faced with uncertainties. George makes a complex process of overseeing your finances (both expenses and incomes) into an easy to understand graphic – Finance Manager (Figure 9). With one click the user can change an overview from expenses to income statistics or change the tracking time period with an integrated calendar. New transfer screen offers the same old layout as the old pay slip (Figure 8), but also adds new options as QR-Code Scanner or Currency changer. It has an additional "How can I help button?" to explain meaning of the form fields and/or can take the user through a mini tutorial on how to fill out the form validly.

3. Self-service Checkout register (Billa)
   - How-To-Use Tutorial at all times on the screen
   - Voice-Assistant Guidance
   - Simple Interface
   - Large buttons
   - Not overfilled with information
   - Intuitive
   - Fast and clean process
   - Supports different payment methods – i.e. cards/vouchers/cash
   - Supports multiple languages

Figure 10

Figure 11

Figure 12

Figure 13

Summary and opinion: Self-service checkout register is long overdue, especially in Vienna. They have a clean, simple interface with clear language. The user is welcomed with a video-tutorial on the larger part of the screen alongside a "Start" button, language button and a help button (Figure 10). The process of scanning the products is simplified and intuitive (Figure 11). As each product is scanned it pops-out on the screed with a description of itself, price and eventually a discount (if it applies) and the list keeps updating with a transparent overview of the selected products. The user has an option to discard each product on the list with a simple touch of the screen. Shopping cart must be confirmed before the user advances to cash out so that the user-prone errors are minimized. Payment step greets the customer with several payment options, very distinctly selected icons that don't allow misinterpretation (Figure 13). All-in-all this interface was nicely designed, and it offers a good alternative for both younger and older customers.

"Bad" inferfaces

1. Ryanair Application
   - Inconsistent
   - Repulsive design
   - Lack of information
   - Lack of settings
   - Lack of usability
   - Some of the information badly translated
   - No tutorial/help buttons
   - No travel overviews
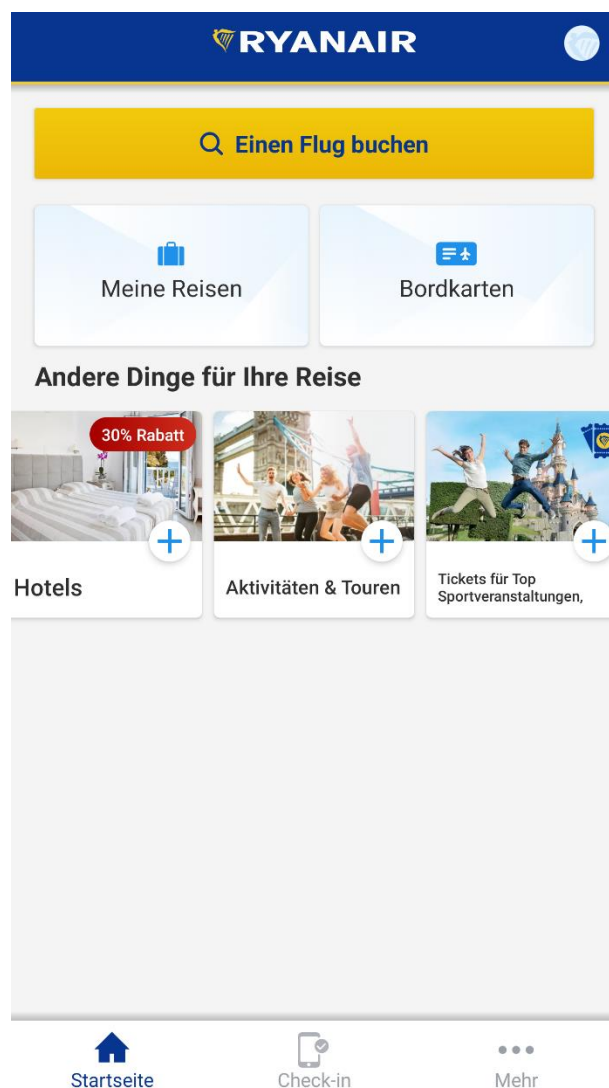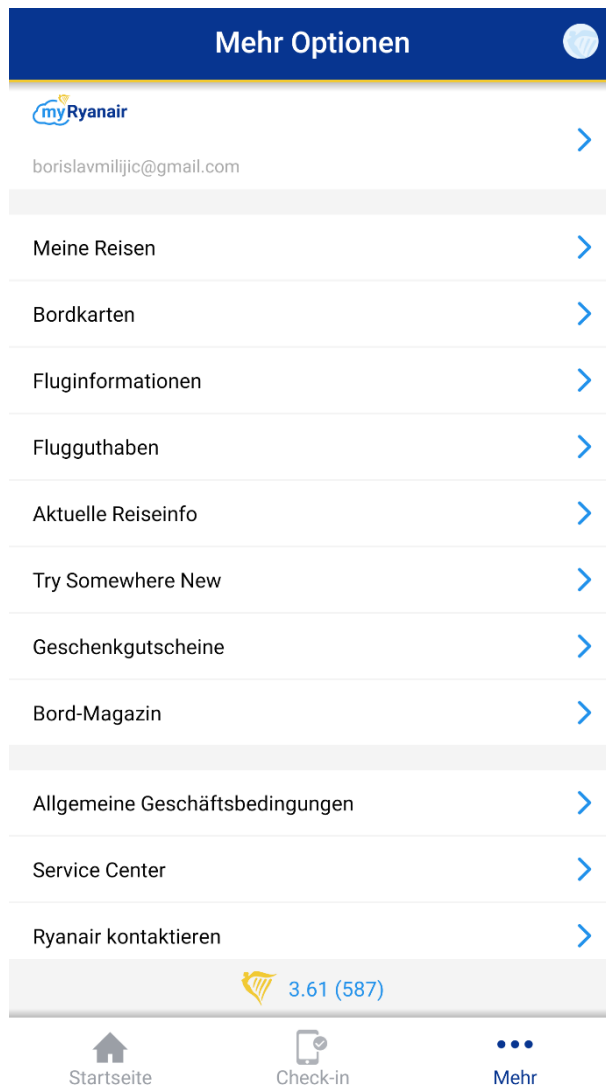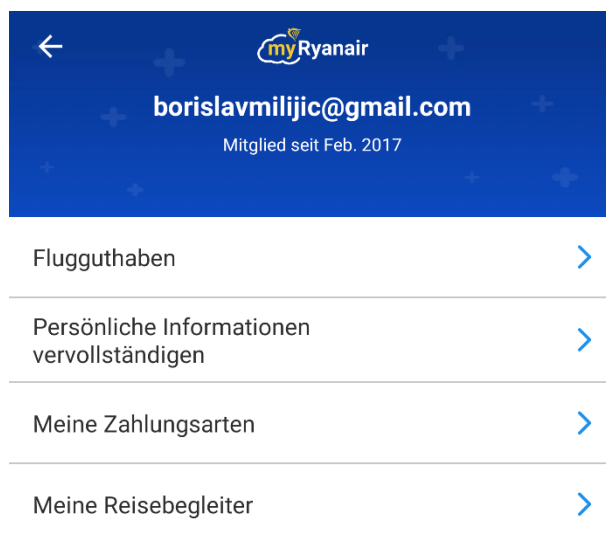   - Almost all shortcuts open up in browser, leading away from the app

Figure 14

Mehr Optionen

myRyanair
borislavmilijic@gmail.com

Meine Reisen

Bordkarten

Fluginformationen

Flugguthaben

Aktuelle Reiseinfo

Try Somewhere New

Geschenkgutscheine

Bord-Magazin

Allgemeine Geschäftsbedingungen

Service Center

Ryanair kontaktieren

3.61 (587)

Startseite   Check-in   Mehr

Figure 15

Allgemeine Beförderungsbedingungen

ARTIKEL 1 – BEGRIFFSBESTIMMUNG

ARTIKEL 2 – GELTUNGSBEREICH, RECHTSWAHL UND GERICHTSSTAND

ARTIKEL 3 – BUCHUNGEN UND DOKUMENTE

ARTIKEL 4 — FLUGPREISE, STEUERN; GEBÜHREN UND ABGABEN

ARTIKEL 5 – BESONDERE HILFELEISTUNG

ARTIKEL 6 – CHECK-IN, EINSTIEG UND SITZPLÄTZE

ARTIKEL 7 – VERWEIGERUNG DER BEFÖRDERUNG

ARTIKEL 8 – GEPÄCK

ARTIKEL 9 – FLUGPLÄNE

Figure 16

myRyanair
borislavmilijic@gmail.com
Mitglied seit Feb. 2017

Flugguthaben

Persönliche Informationen vervollständigen

Meine Zahlungsarten

Meine Reisebegleiter

Figure 17

Summary and opinion: Overall one not very appealing application. If the user wants to achieve something more than search for a flight, he must jump between using the application and the website from Ryanair, which is an unpleasant experience. At the checkout a user is practically obligated to pay with a Credit card, even though the website offers a couple of more options. If the user wants to find information regarding luggage, travel restrictions or flights (Figure 16), he is going to come up to some badly translated information (depending on the language used). The is no explanation where to find information or how to use the app properly. Once the user chooses the default language, there is no option to change it. Options are mixed and without order, and the button "More" gives the user just a number of random links taking him away from the application (Figure 15). The welcome screen of the Ryanair application greets the user with a Flight search button, couple of badly scaled weblinks and more than 50% of the screen remaining empty (Figure 14).

2. arngren.net Website
    -   Chaotic homepage
    -   Too many colors
    -   Too much information
    -   Unreadable
    -   Elements floating randomly
    -   Poorly organized
    -   Links and shortcuts scattered all over the screen
    -   Multiple searches
    -   No categorization

Figure 18

Figure 19

Figure 20

Figure 21

Summary and opinion: There are not enough epithets to describe such a bad design. The colors are terrible, the content is unreadable, navigating through the webpage is a nightmare and there is no grid. The pictures and text on the page just floats around and is impossible to interact with. After landing on the homepage, the user is greeted with an explosion of content, colors and just plain chaos (Figure 18). The search engine (there are several) delivers unrelated results on a plain white background with screaming fluorescent font which does nothing but hurts users eyes (Figure 20). Indexing and categorization is a mess with random colors and more random content drawing away the users attention (Figure 19). While viewing an ad, the user is presented with compare-like columns of unrelated items, again, randomly colored with terrible screen-to-content ratio (Figure 21). In my opinion, one of the worst webpages out there.

3. ÖBB Ticket machine
    - Not easy-to-use for a standard user
    - Requires certain know-how
    - Lacks crucial information

    Summary and opinion: As an educated user, I find them very practical and straight-forward, but other users, especially foreigner, find them very difficult to operate. Interface on the machines is a bit overwhelming. It bombs the user with too much unimportant information and gives him too much options to choose from. When an unexperienced or a new user operates, it usually takes them a while to go through the ticket-buying process involving lots of going back and forward on the screen, often even starting from the beginning. The machine also does not provide critical information, such as Ticket area of validity, duration of validation or even discount possibilities. The system installed offers a help option, but it is more often overseen, due to lack of transparency.

Nielsen Usability Heuristics – arngren.net Website:

1. Simple and natural dialogue
    This websites interface is far from simple. It uses random bright colors, both in content and in font. There is a lot of unnecessary functionality such as multiple search bars, hundreds of clickable links with no information, indexing bar with random content etc. The user is not able to view or read the available functions on the screen.
2. Speak the users language
    arngren.com is available only in Norwegian. Even if most of the users are from Norway, it should be at least bilingual – Norwegian/English, since there are a lot of English-speaking users living in the area.
3. Minimize user memory load
    Since this page is overloaded with information and content it does not meet this norm. The content should be limited to only couple of ads per page and it should be gridded. The search could be divided into simple and advanced one.

Figure 22

Figure 23

4. Consistency
There is no consistency on the page taken in consideration. Fonts are random sized, colors vary from ad to ad, icons are spread around to all the corners of the webpage. No structure whatsoever, order is chaotic. No help option or settings option provided. Visiting the website from a handheld device proves that there is no cross-platform support (Figure 22,23).

5. Feedback
Absolutely no feedback given. For example, when searching through the ads, the search doesn't show how much search results are there, or how many keywords were matched. Also, there is no website navigation, no back button, no recent searches, no favorites, and no add views. The option to save a certain add is also missing.

6. Clearly marked exits
This criterion does not apply to this webpage. Go Back & Forward buttons are missing here. Other buttons are not clearly visible, due to the clustery design.

7. Shortcuts

Type-ahead option is not included in the search. Shortcuts for advanced and expert users are not provided. There are some consistent key combinations, but they are browser related and are not provided by the design. (Figure 24)

Figure 24

8. Good error messages

There are some good error messages, since they all lead to another websites (Figure 25). During the observation, I was not able to invoke a "bad" error message.
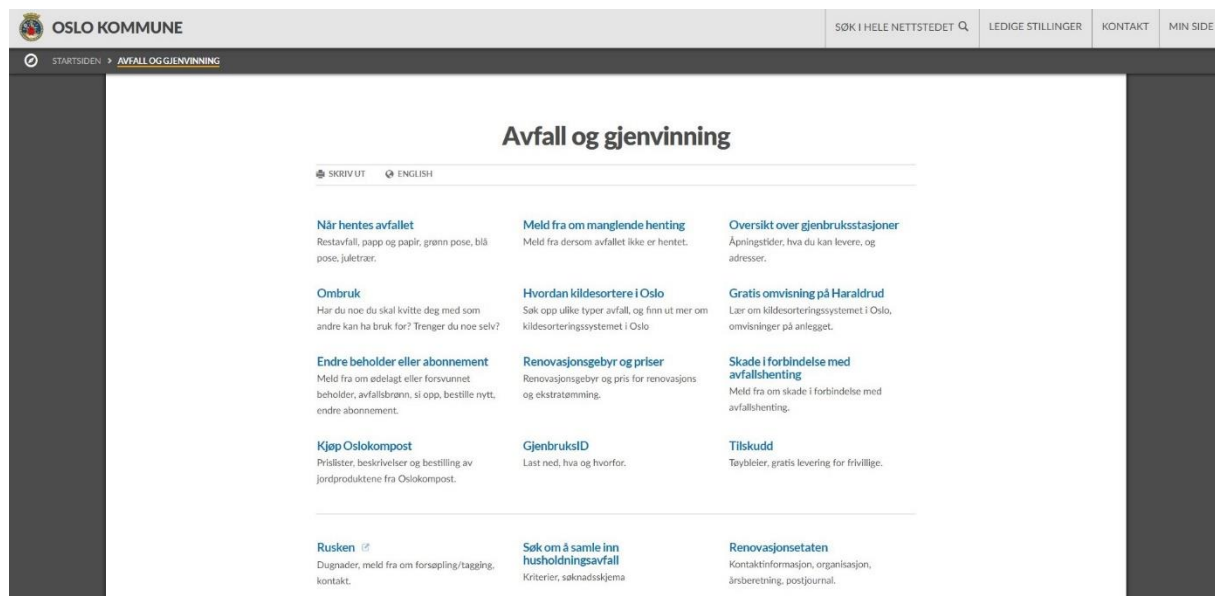

Figure 25

9. Prevent errors

www.arngren.net does well to prevent user errors. The content is updated and functional. The search works with and without input. Almost all selection on this page is pre-defined. This webpage does not support different modes.

10. Help and documentation

No help, no tutorial, no documentation provided. The only content provided for potentially helping a user is a contact information found on one of the pages. There should at least be a mini-tutorial or a quick guide.

Improvements:

1. Grid the page and adjust the content ratio to always fit the screen (regardless of the type of device).
2. Simplify the colors (max. 5 different shades), adjust font so that it is constant, reduce content per page and categorize items.
3. Introduce personal user page, help buttons, number of search hits and some documentation.

Here a couple more examples of a good web-market design (Figure 26: categorization, Figure 27: Help page):
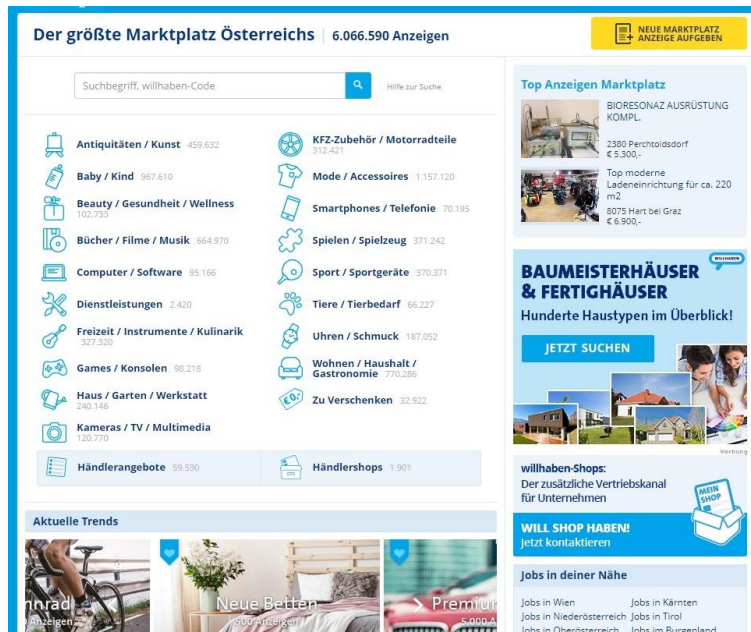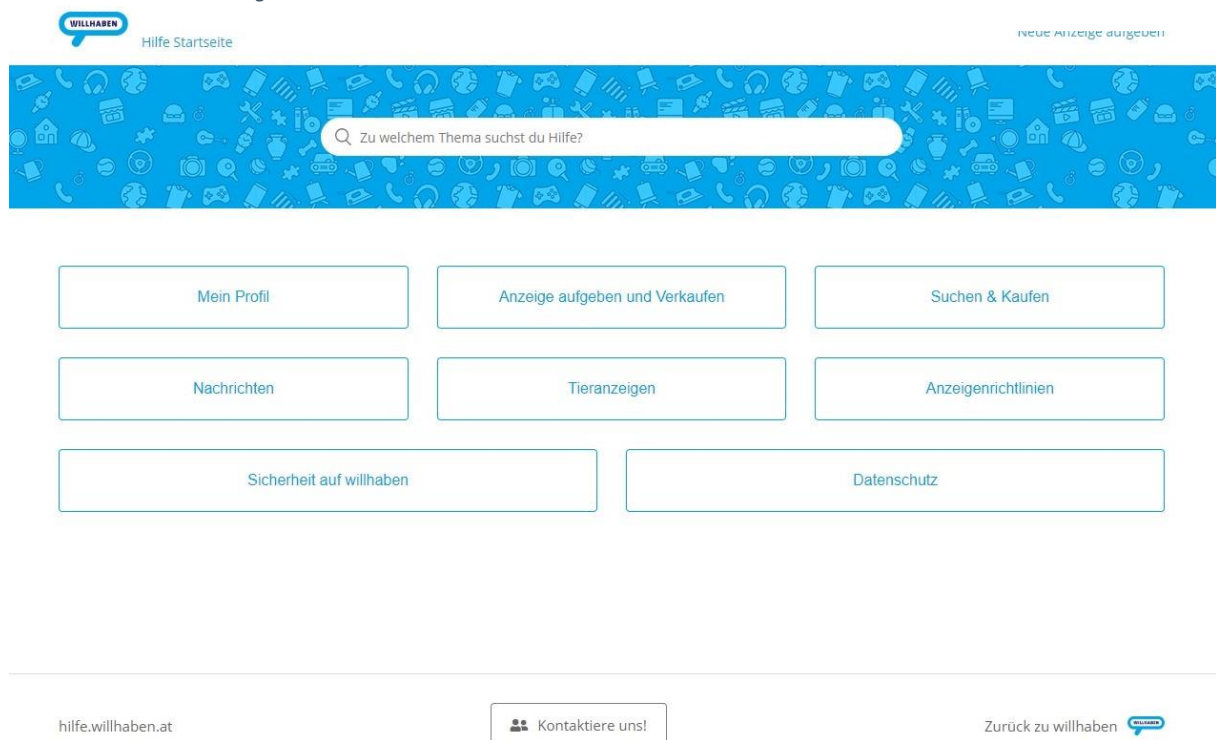

Figure 26

Figure 27

Sources

- Figure 1 - 6: Airbnb Mobile Application, Airbnb Inc – Screenshot by author.
- Figure 7 - 9: http://george.sparkasse.at – Screenshot by author.
- Figure 10: https://www.cash.at/typo3temp/pics/6c0cf75d84.jpg
- Figure 11: https://www.cash.at/typo3temp/pics/bc20dc622c.jpg
- Figure 12: https://www.cash.at/typo3temp/pics/7aefb7acf9.jpg
- Figure 13: https://www.cash.at/typo3temp/pics/a6bd500cad.jpg
- Figure 14 - 17: Ryanair Mobile Application, v.3.61, Ryanair – Screenshot by author.
- Figure 18 - 24: http://www.arngren.net/ - Screenshot by author.
- Figure 25: https://www.oslo.kommune.no/ - Screenshot by author.
- Figure 26 - 27: https://www.willhaben.at/iad/ - Screenshot by author