

Assignment 1 IPM

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1. Good Design

Arguably, one of the most used features of MB Way is its "Pay with MB Way" option. However, the user would have to wait for the app to load before pressing the button to access that option.



Thus, an example of a good design would be MB Way's loading screen. It already displays the "Pay with MBWay" option, saving the user some time on loading times and looking for buttons. Multiplying this time gain by the numerous times this feature is used we have a huge time gain just from this simple feature.

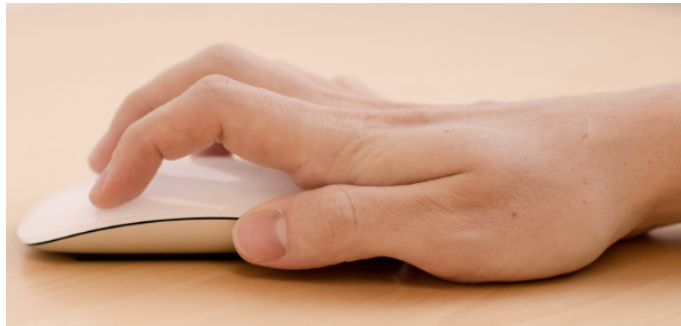


2. Bad Design

Apple is an amazing hardware company, just recently having launched their super powerful M-series chips. However, somehow, they have a track record of the worst designs for mice.



My main focus will be on their Magic Mouse. I'm not going to even talk about the fact that it needs to be upside-down to be charged, its ergonomics are just poorly designed. I think Apple did it this way to keep the device's girth consistent with their other products, but the design just falls flat (pun intended).



The mouse is too flat and the hand does not rest on a comfortable position on it leading to hand cramps. There are countless examples of good mice ergonomics. Even a 10€ mouse might be more comfortable than this one.