# **Spot the Bad UX!**

*Refer to the resource ‘UX/UI Principles.pdf’ to spot the bad UX in ‘Spot the bad UX!.pdf’.*

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| **Error Number** | **User Experience Design Principle** | **What would you do differently?** |
| 1 | Consistency and standards | How come the back button option changes all the time? So confusing. Would change to breadcrumbs bar or progress bar for making a purchase |
| 2 | Consistency and standards | Sidebars usually scroll vertically. |
| 3 | Aesthetic and minimalist design | The "My Cart" button changes to "Your Cart" in the second screen image! This is confusing and inconsistent for users, they need to think a bit before carrying out a task.  What does the shop look like? Put a more specific image of the store front! The map already shoes location so don't need satellite image, rather use another image so customers know how to identify it! |
| 4 | Match between system and real world (also called skewmorphism) | Put pictures of logos for shopping cart, email, Facebook and Twitter to give users a sense of familiarity |
| 5 | Help and documentation | Does not clarify AM or PM, confusing. Users will visit the street store at the wrong time or decide not to visit. You're making a site to promote people to use your online shop and buy from your store in general, so clarify opening times better ie. Specify AM/PM or use 24h format. |
| 6 | Aesthetic and minimalist design | Add white space to avoid unnecessary design (the button). |
| 7 | Match between system and real world | What is the tick for? Remove it! Unnecessary and doesn't seem to mean anything. Unfriendly! I would use a smiley face or better yet a speech bubble that symbolises the description "Live chat/contact us" |
| 8 | Aesthetic and minimalist design | The fox picture is very cute but irrelevant in a clothing store, doesn't match up to fox in the image. Distracts the user and takes away from the core message. The picture numbers can be reduced to << 1 2 3>> for example ie. User can click forwards and backwards or on the picture numbers. They know it's a clothes item picture because there's a picture shown above. |