

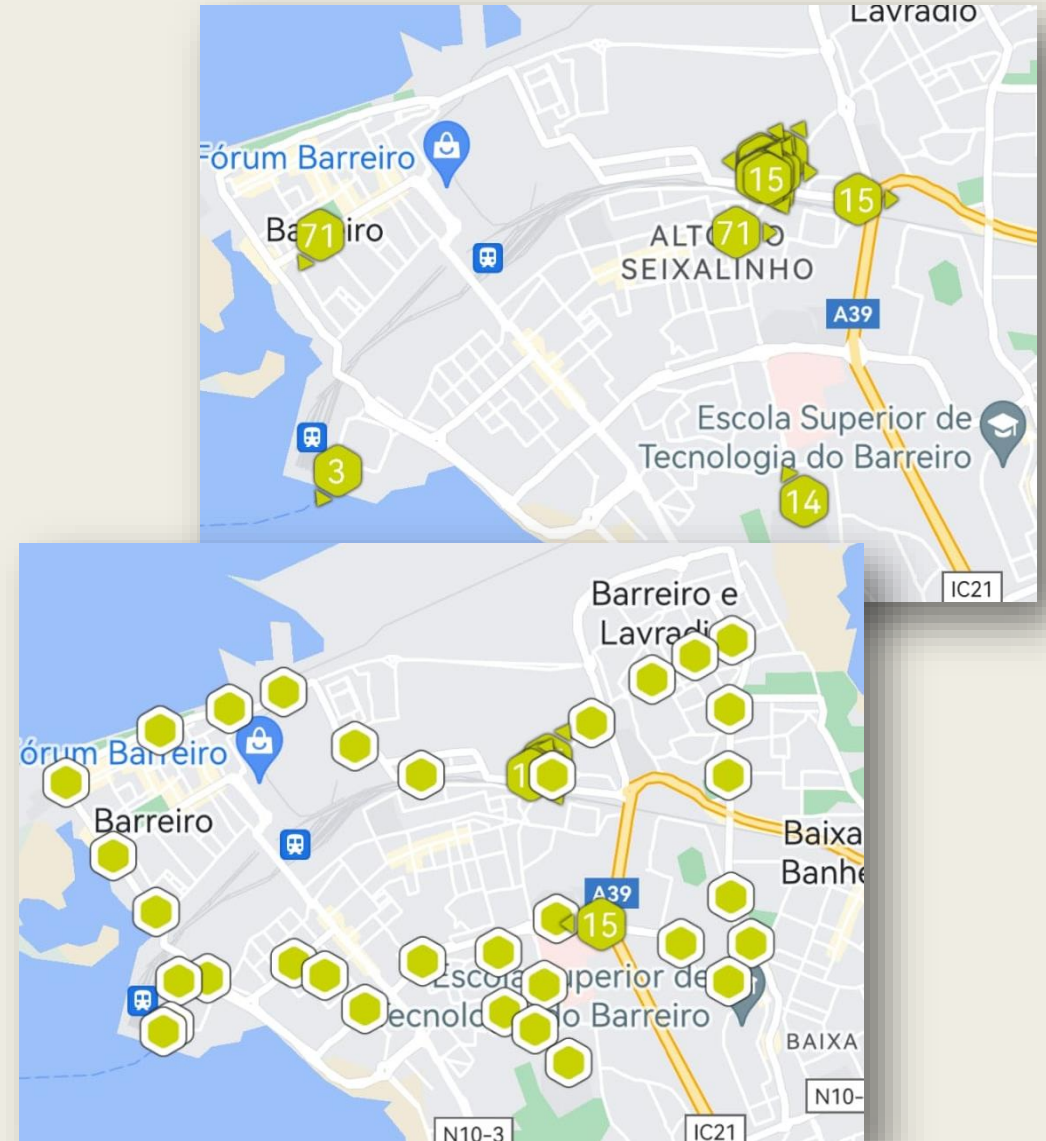


Bad Design



TCB Application

- Nonintuitive starting screen
- Route information is incomplete (missing path and stop times)
- User needs to have prior knowledge in order to use the app for its main purpose
- Overall these factors make it challenging for new users to navigate the app by creating barriers that hinder a smooth experience





Good Design

Spotify Discover Weekly

- Personalized playlist generated weekly
- Passive discovery experience
- Introduction to new music without the need of active search
- Overall these factors provide users with a seamless, personalized music discovery experience, encouraging regular engagement with the app

