

LAB CLASS:

ASSIGNMENT 1

Topic: examples of good and bad user interfaces.

Bad user interface: Facebook's Liking system (mobile app)

The interface's goal: liking someone else's Facebook publication (post, comment or photo).

What is bad?

Facebook's is one of the most well-known social media platforms out there, so one would think a platform this big would have no big UI flaws, especially in their well know liking system.

Facebook improved their traditional liking system in the recent years: now you can leave more than just a like, you can leave other 5 "types of emotions". It was a feature lots of users were asking for and received it happily.

But, even after the implementation of this new feature, the liking system's IU is still lacking, especially on their mobile app.



***Picture 1:** A Facebook publication*



***Picture 2:** Liking on the mobile app*

Why is it bad?

Facebook's liking system (on mobile apps) is lacking because if you're an editor of a Page (a Page account), you can't leave a Like as yourself (as your personal account). Facebook will automatically Like the post/image/comment as that Page.

In Picture 1, you can see the normal interface when seeing a publication on Facebook and in Picture 2 what happens after pressing the Like ("Gosto") button. As it's displayed in Picture 2, the user may originally think they're Liking the post as their own personal account, but it's leaving a Like as the user's Page account. There's also no visible (or known) way to change this, even though it's possible in the desktop (website). The same happens in the comment's feature.

What could solve this problem?

One way to solve this bad UI would be based on what their desktop's UI already does: giving the user the option to choose what "account" to use. This UI feature is shown in pictures 3 and 4, where there's an option to choose which account to "act upon" and then the user can Like the publication fully knowing it was as their personal account.



Picture 3: Liking as Page account



Picture 4: Liking as Personal account

Good user interface: Ohuhu Art Markers' Caps

The interface's goal: protecting the markers' ink from drying out due to constant contact with air.

What is good?

Ohuhu Art Markers' are alcohol-based markers that have two types of nibs: a Fine Nib and a Broad/Chisel Nib. The caps protecting these nibs are well differentiated with a gray line situated right below the Fine Nib cap (Picture 5).



Picture 5: Example of a Ohuhu Art Marker

Why is it good?

The way Ohuhu Art Markers' distinguish the different nibs allows the artist (user) to quickly decide which cap to open when coloring their artwork. This feature makes coloring any artwork more efficient and less frustrating since the artist doesn't need to possibly open both caps to know which of the nib they're opening.



Picture 6: Fine Nib with cap off



Picture 7: Broad/Chisel Nib with cap off