

## Good Interface

Purpose of the interface : Inshorts is a news application that selects the latest news from multiple national and international sources and summarizes them to present in a short and crisp 60 words or less, personalized, in both English and Hindi.

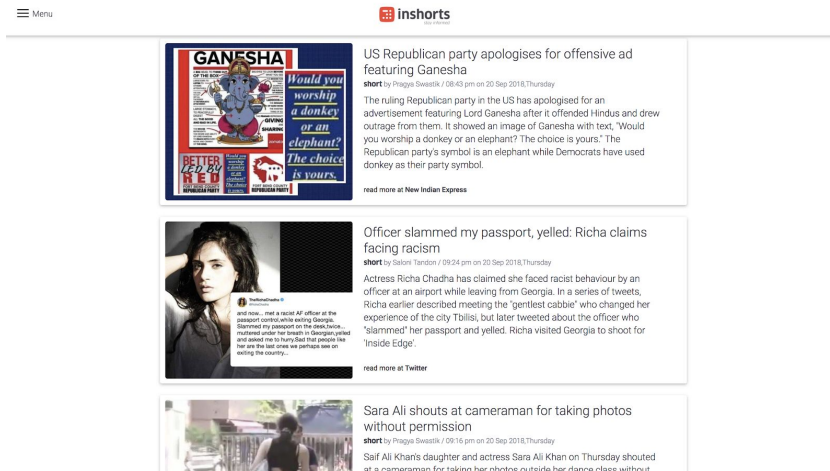
What I liked about the application : I found the application very useful since I do not have the habit of going through long articles everyday. The application cuts down all the clutter and delivers the news in 60 or less words. The application also lets us choose categories (Politics, sports, technology etc.) and is very simple to use.

Why it looks good?



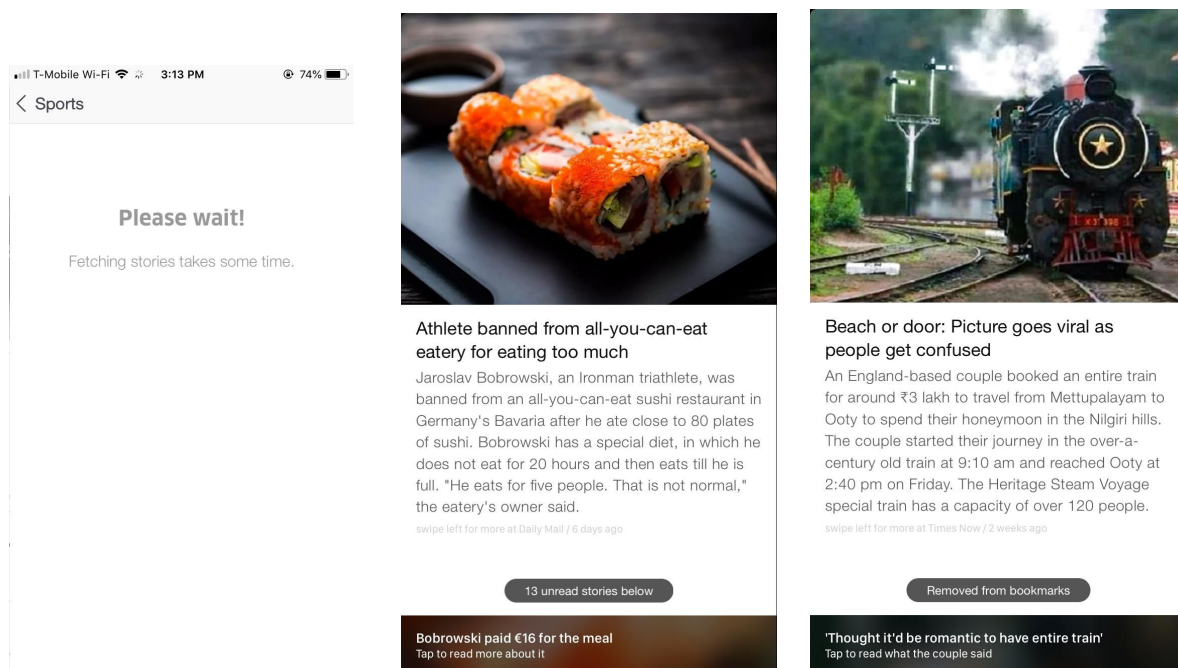
The app follows the principle Keep It Simple and Stupid. The application startup screen is the inshort logo and then we are redirected to a news story. Each feed has a picture and a short 60 word description. The user swipes up to see the next story.

The application can be personalized to the user's preferred language (English or Hindi) and does not have any complex terminology making it simple for the user. The application follows the same consistent design on both the mobile app as well as the web application.

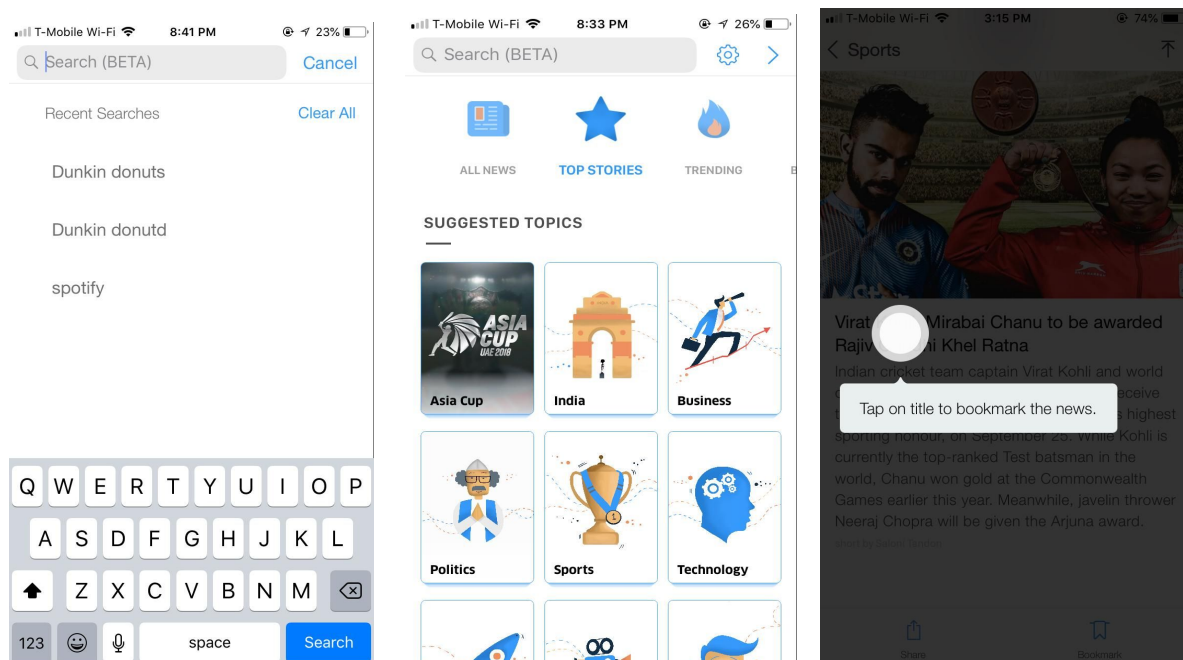


## Screenshot of the web application

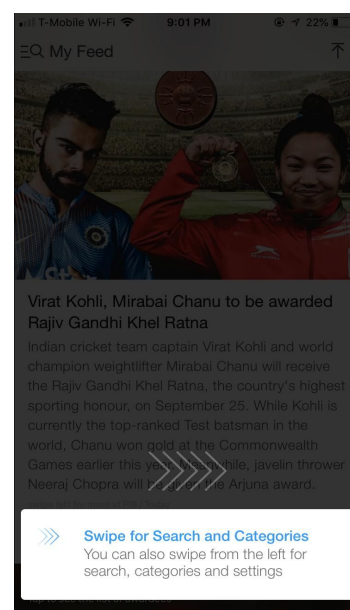
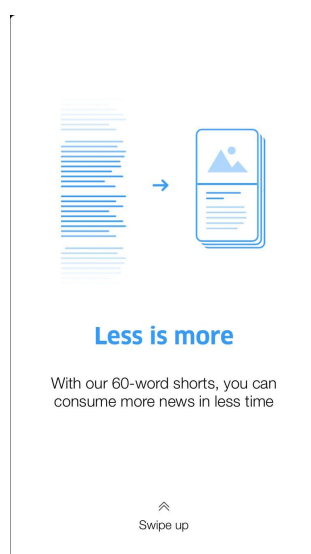
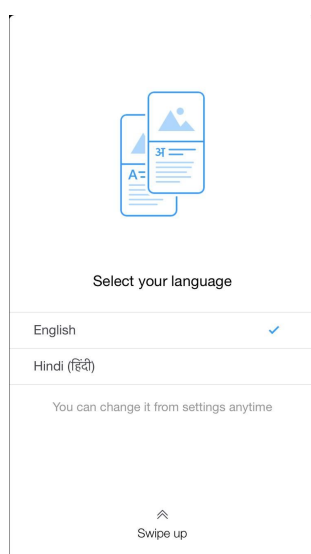
The application keeps the user informed about his actions. Once the user bookmarks a news story, or the user changes the category of the story or any other user action an appropriate message or progress message is displayed as feedback to the user as shown below.



The user has complete control of the interface and provides easily learned shortcuts for frequent operations. The app also has a search bar and allows to user to select from categories. The search also shows the history of topics the user has searched for. There are visual feedbacks to the user to choose their actions, like as shown in the screenshot below the user is shown how to bookmark a news story.



The key usability concerns for the user would be how would he know to swipe up when for the next news story and also to swipe left to see the different categories and other actions such as how would the user bookmark a story or read more of the same story when he/she is interested. On installing the app, the first screen asks the user to select a language and also asks him to swipe up, the second screen as shown below also asks the user to swipe up to see the news feed. The top-left has a search icon which swipes the user left and hence displaying the user with search category screen. There are visual feedbacks to the user to let him or her know how to use the app as shown below.



## Good Interface

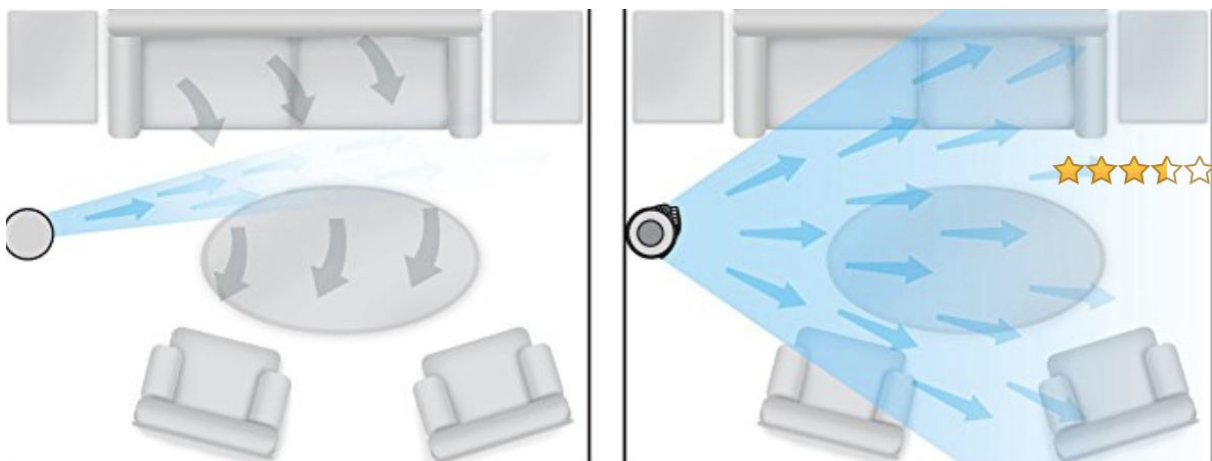
Purpose of the interface: Table fan (tower circulator) which provides complete circulation throughout the room.

What I liked about it? The tower circulator offers a more effective way to circulate air with V flow circulation. It has uniquely contoured air outlets that create a wide span of constant airflow without the need of oscillation.

Why it looks good? The fan does not need to rotate but can still have constant circulation throughout the room.



The oscillating fans as shown below in the picture to the left does not have a constant flow of air at all time. We feel the airflow for only a few seconds of time. Whereas, this tower has a wide range of constant airflow.



The user can set the speed of the airflow with the buttons on the top of the tower or can also

operate through a remote.



It is a very simple (Keep it Simple principle) to use and also has different sizes (consistent) available based on the user requirements. It is just like the other fans so the user is well aware of how to use it (speaks the user's language).



The key usability concerns for the user would be finding the perfect size based on the room size.

## Bad Interfaces

Purpose of the interface: I have been using the NUCareers website to see job postings, status of my applications, career or networking events going on at the university. It has very useful information about the hiring going on, the co-op advisor we report to, job postings and our skill-set profile for recruiters to see.

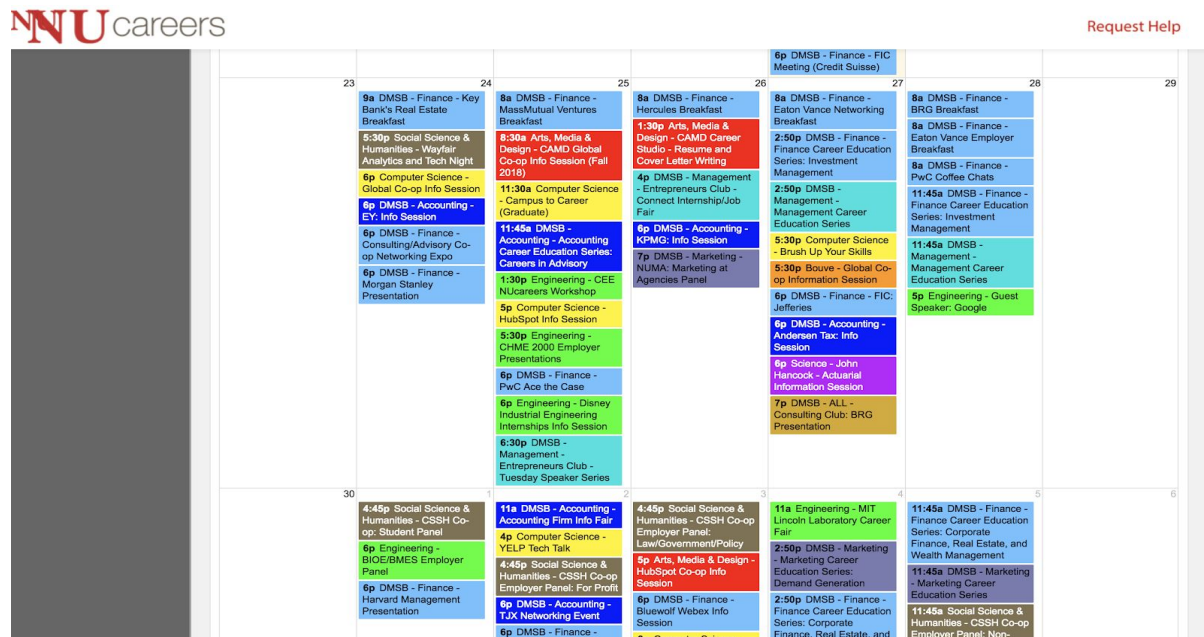
What I didn't like about the application?

The events page on the website seems very confusing to me. It has events highlighted with different colors. It is very hard to find out what these colours represent. The filters provided on the website make it even harder as the text seems to have vanished. Events expired are also shown on the dashboard which makes it even more difficult for the users.

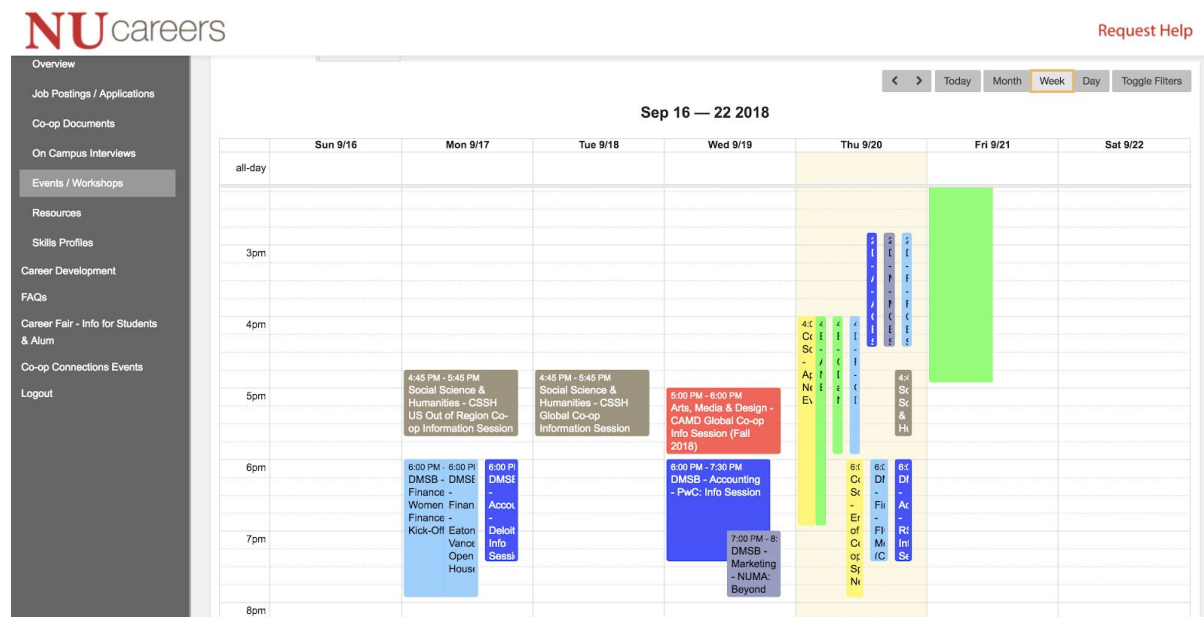
Why it looks bad?



The user is *overloaded with all the events* scheduled in the university which might not be useful for the user as it is not his department of study. These events are highlighted in different colors but the UI of this page does not display what each of these *color represent* as shown below.



On applying filters, each event box is squeezed even more and the event name or time is also not displayed as shown below (week filter). This makes it *non readable* to the user.



Only when the user clicks on toggle filters he is displayed with which course represents what color and based on which a student could filter. The website *does not provide a search bar* so that the user can search for a particular event.

The website is *not consistent* internally on different tabs. As shown below, there is a lot of difference in the textbox styles, button colors and fonts, table styling.

The first screenshot shows the 'Career Fairs' tab. It features a sidebar with a dark grey background and white text for navigation links. The main content area has a light grey header and a search bar with a dropdown menu and 'Search' and 'Reset' buttons. Below the search bar is a table with columns: Company, Majors, Job Types, Job Titles, and MoreInfo. The table contains two rows of data.

Company	Majors	Job Types	Job Titles	MoreInfo
TriNetX (Healthcare IT)	Computer Engineering Computer Science	Co-op Full Time Internship	Associate Software Engineer Software Engineer Senior Software Engineer	<a href="http://www.trinetx.com">http://www.trinetx.com</a>
6 River Systems, Inc.	Civil Engineering Computer Engineering Computer Science Design Electrical Engineering Engineering Management/Lea Finance Human Resource Management Information Systems	Co-op Full Time Internship	None Specified	

The second screenshot shows the 'Job Postings / Applications' tab. It features a sidebar with a dark grey background and white text for navigation links. The main content area has a light grey header and a search bar with a dropdown menu and 'Search' and 'Reset' buttons. Below the search bar is a table with columns: App Status, Job Title, Organization, Division, Position Type, and City. The table contains several rows of data.

App Status	Job Title	Organization	Division	Position Type	City
Priority View	Field Engineer	Allan Myers	Allan Myers	Full Time	Worcester
Priority View	Field Engineer	Allan Myers	Allan Myers	Full Time	Fallston
Priority View	Field Engineer	Allan Myers	Allan Myers	Full Time	Richmond, Fairfax, Virginia Beach
Priority View	NEW Certified Registered...	Anaesthesia Associates of Massac...	Anaesthesia Associates of Massac...	Full Time	Westwood
Priority View	Field Development Rotation...	Analog Devices, Inc.	Analog Devices, Inc.	Full Time	NORWOOD
Priority View	Applications Engineer	Analog Devices, Inc.	Analog Devices, Inc.	Full Time	NORWOOD
Priority View	...	Analog Devices, Inc.	Analog Devices, Inc.	Full Time	NORWOOD

In the above picture, each column cannot be adjusted to view the complete text in a table cell and hence *decreasing the control of the user* over the screen. The user cannot see the complete job title making it very difficult to search for jobs he/she is interested in. There are *no clearly marked exits* to the application. The picture below shows the back button at the bottom of the page which is visible on when the user scrolls down to the bottom of the page.

Company	Majors	Job Types	Job Titles	MoreInfo
	Engineering Management/Lea Entrepreneurship Environmental Studies Finance Game Design Geology Health Science Human Resource Management Humanities Information Assurance Information Science Information Systems Interdisciplinary Programs International Affairs Journalism Linguistics Management Management Information Syst Marketing Mathematics Mechanical and Industrial Eng Media Studies Music Neuroscience Nursing Pharmacy Studies Physical Therapy Physics Political Science Psychology Social Sciences Speech-Language Pathology Supply Chain Management Sustainable Building Systems Telecommunications-System Theatre			
Biocytogen	Marketing Pharmacy Studies	Co-op Full Time Internship	Business Development Associ Business Development Manag Immunologist PK/PD Scientist Research Associate	<a href="http://Biocytogen">http://Biocytogen</a>

Records: 1 - 25 of 180 - Pages: 1 2 3 4 5

Why would it have been designed this way? Maybe the thought was displaying events in different colours would make it easier for students to check for their events.

A possible re-design would be the events page should have a search textbox and also a dropdown to select the events for his/her department. This would reduce the overload of data on the interface and also displays only what the user needs. Consistent fonts and buttons on all pages as well as expanding the table columns to view the complete text would all be points to re-design.

NU CAREERS						Help
COOP. CAREER FAIR EVENTS RESUME	Select department <input type="text"/>					
	Filter: <input checked="" type="radio"/> Day <input type="radio"/> Week <input type="radio"/> Month					
	Sept 16 - 22 2018					
	all day	Sun	Mon	Tues	Wed	Thurs
	3pm		Event/ Hall		Events Hall;	
	4pm			Event/ Hall;		
	5pm					
	6pm					
	7pm					

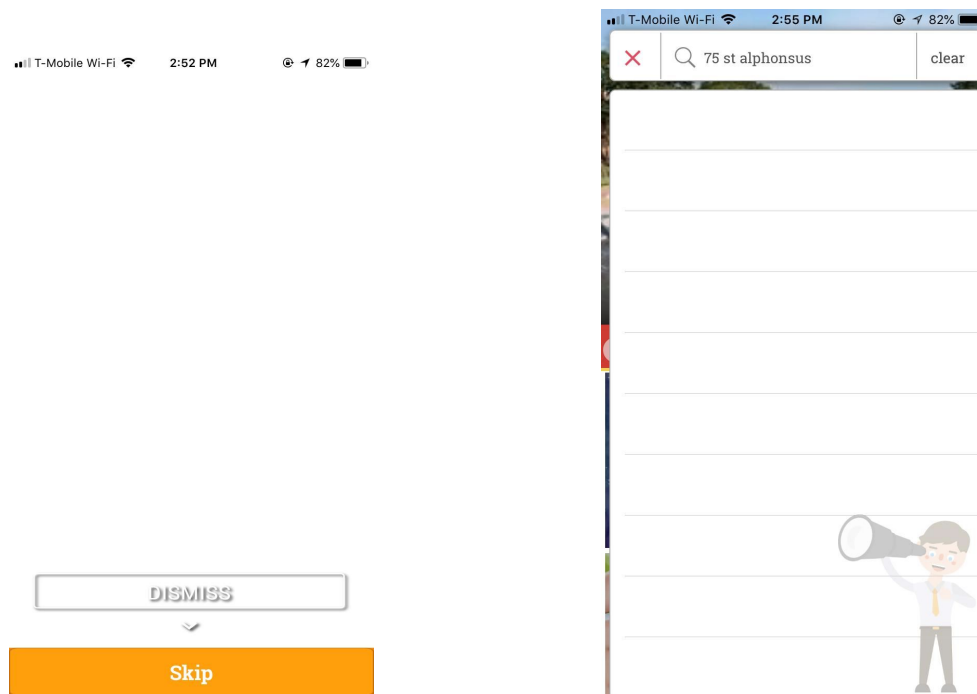
## Bad Design

Purpose of the interface: Sulekha application provides many services from posting for roommates, promoting your business, hiring a driver, tutorials, events, booking tickets for movies etc.

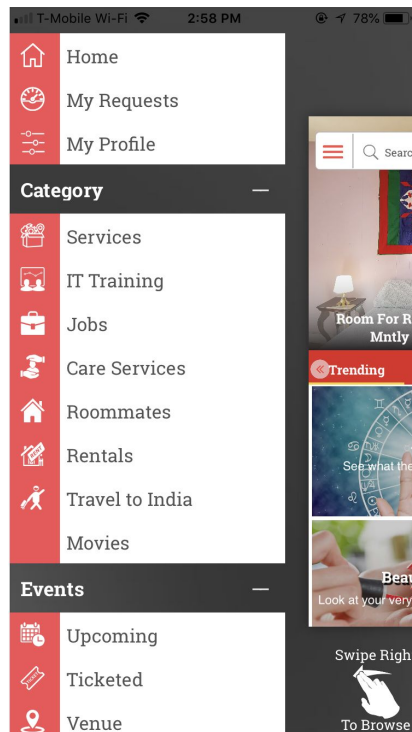
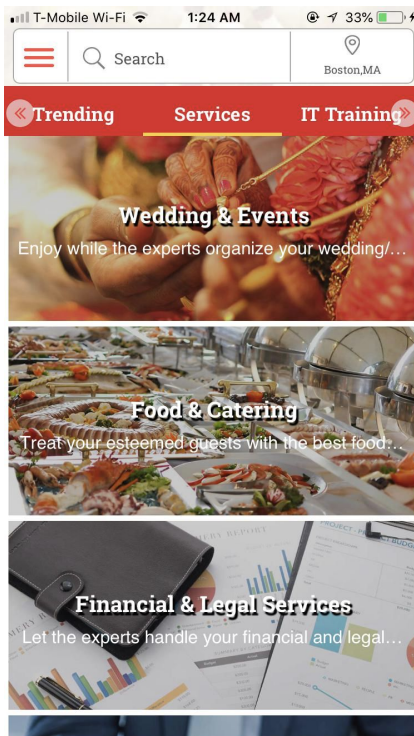


What I didn't like about the application? The application is too confusing since it has all different services and it does not have clear exit points. I do get stuck at times while using the application and can't do anything to get out of a particular screen. The application does not show any error or progress feedback to the user making it even more difficult.

Why it looks bad?



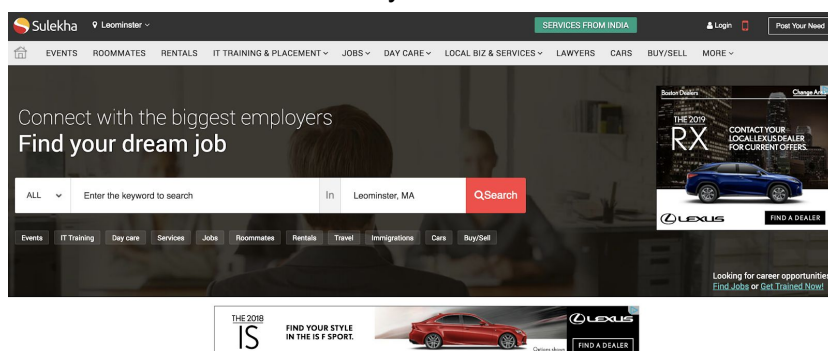
As shown in the above screenshots, the startup screen has a blank screen with just a skip and a dismiss button. When a user searches for with any string in the search bar and clicks search, he/she expects either results or a message saying no results found. The user is *not given feedback messages* for his input.



The user is shown services which he might not need. The application starts to look too complicated due to all the different services on the start-up page. For example, the user has come to the application to search for roommates. He is shown with food & catering service, wedding & events related service which wasn't required. The menu is displayed with categories and also an icon at the bottom right of the application which might not be seen to the users. *Reducing the flexibility and efficiency of the application.*

When the user searches for events around him and clicks on an event to know more details he is redirected to the event details screen. This event details screen has all the buttons disabled including the back button. The user cannot get out of this screen as there are no exit points given.

There is no consistency between the Sulekha website and the mobile application.



The user has to complete a long series of questions while completing a roommate request and when the user presses the back button he has to fill all the details again even though he has answered them previously. This increases the *memory load* and all this information must be *visible* to the user but once he goes to the next page the user is not shown the data he has added.

The figure displays four screenshots of a mobile application interface, arranged in a 2x2 grid. Each screenshot shows a red header bar with a back arrow, the title "Single Room", and a home icon. The status bar at the top of each screen shows "T-Mobile Wi-Fi", "1:48 AM", and "52%".

- Top Left Screenshot:** The question is "What is your accommodation need?". Below the question are two radio button options: "I have a room for rent" and "I need a room for rent".
- Top Right Screenshot:** The question is "Who will occupy the room?". Below the question are three radio button options: "An individual", "A couple / family", and "A group".
- Bottom Left Screenshot:** The question is "How long will you be staying?". Below the question are three radio button options: "Long Term (6+ Months)", "Short Term", and "Both".
- Bottom Right Screenshot:** The question is "When do you want to move-in?". Below the question is a calendar icon and a blue text link that says "Select Date".

Why would it have been designed this way? The thought of having all the services at one place would have motivated the app developers to display all their services to make the user aware that the application provides them everything. So they chose not to show the user which service they need but everything else too.

Possible redesign would be to let the user select from a drop down the service he requires and then redirecting him to the service homepage. The long set of questions for setting up an app could be in one page letting the user scroll up and down to know all the information filled in would increase visibility and also maintaining consistency internally and externally.

SULEKHA

services	Q
Roommates	
Book Tickets	
Hire a driver.	
:	

< SULEKHA Q

Single Room BOSTON MA	\$2000
Shared Room BOSTON MA	\$1500
1 BHK BOSTON MA	\$2600

< SULEKHA Q

No of roommates

Gender OF OM

No of months 0 < 6 6+

Move In date

Rent

Pets

SUBMIT