Good and bad design

Assignment 1

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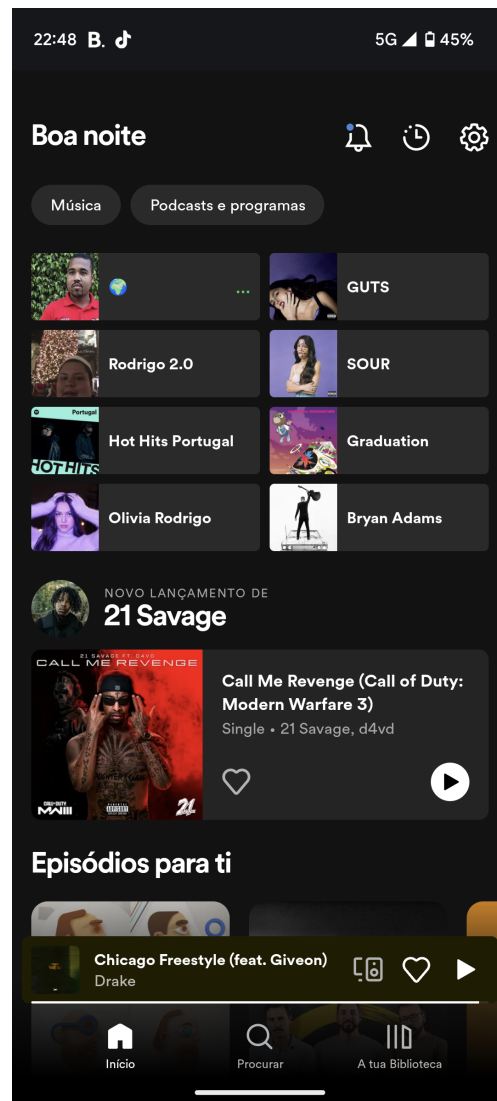
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Spotify: An Example of Good User Interface Design

Spotify is a digital music streaming service that offers a vast collection of tracks, playlists, and podcasts and has the primary objective of providing users with a seamless listening experience, facilitate their music discovery, and enable easy management of their personal music libraries.

I really like Spotify's intuitive layout, as seen in the provided image, the main functions are laid out in a bottom navigation bar which includes "Home", "Search", and "Your Library" which ensures that users have quick access to the primary functions of the app at all times.

There's also a very clear visual hierarchy, album and playlist covers are displayed prominently, using large images. This not only adds a visual appeal but also makes it easier for users to identify and select their desired content. Also the play buttons on playlists and album covers allow users to instantly begin playback, eliminating the need of navigating into the playlist or album first, which helps providing their main goal: providing users with a seamless listening experience.

The Spotify interface is user-centered and has been designed keeping in mind the user's needs and habits, with emphasis on personalization and combined with a clear and organized layout, that ensures users can effortlessly find and enjoy their preferred content. Moreover, the design is consistent, minimizing the learning curve for new or infrequent users.

The "Temu" app is an e-commerce platform where users can browse and shop for various products. The interface presents promotional deals, product categories, and individual product listings.

One thing I didn't like at all was the overwhelming amount of visual information, there is an excess of information and visuals crammed into the screen. Numerous promotions, product images, and categories made me feel cognitive overload, making it hard for me and other users to focus on a particular item.

Another aspect of Temu I disliked was the lack of hierarchical structure. I think important information such as "Black Friday" offers and flash deals should be highlighted and prioritized, however, the lack of hierarchy means all elements seem equally important, making navigation and decision-making challenging.

The search bar at the top has the label "coisas estranhas" which is a placeholder that I found weird but noticed it changes every time the page is reloaded.

In my opinion, one of the reasons why the app was designed this way was to "trick" the users into buying impulsively, the sheer volume of deals and promotions might be a tactic to encourage users to explore more and make impulse purchases and also, given the vast range of products, the design might aim to showcase as many categories as possible on the home screen, which in this case was a decision I wouldn't make considering the way it turned out.
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As it may seem obvious my first suggestion is to reduce the number of visual elements on the home screen, which can be achieved by using carousels for promotions or collapsing similar categories and also to improve hierarchical structure, maybe emphasizing important information or promotions using size, color, and placement.