

# Assignment 1

## Good and Bad Interface Examples

Both of the interfaces commented on in this assignment 1 are the main pages of different online game stores. Their purpose is to allow the user to purchase digital games, providing information about platforms, prices, discounts, and reviews. However, despite providing the same service and having the same utility, the user has 2 completely different experiences navigating the 2 websites:

### Good Interface Example:

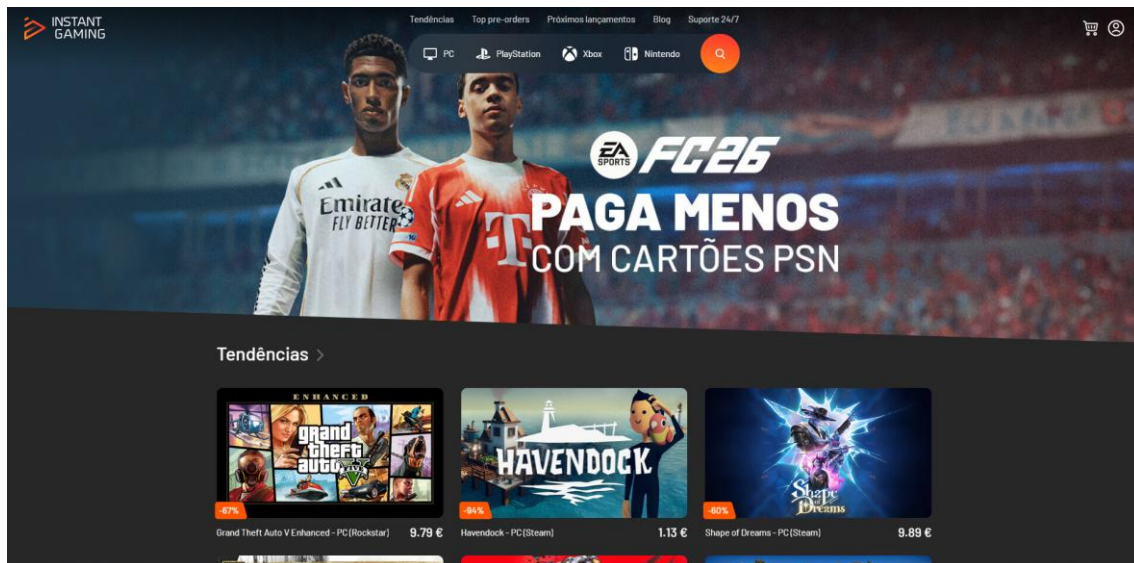


Figura 1- Instant Gaming Website

### This is an example of a good interface: Instant Gaming.

The site is simple, intuitive, and contains all the information a user might need to purchase digital games. Using a clean layout and clear divisions between sections, it allows the user to navigate on the website without feeling overwhelmed. The information on the site is well-organized, avoiding excessive text that could confuse the user. The choice of colors is also pleasant, providing a visually comfortable experience.

### Specific examples of good interface characteristics:

- The homepage clearly divides games by platform, genre, and popularity, allowing users to quickly find what they are looking for. (Image 1)
- Users can directly search for a game or platform instead of browsing through the entire site.
- At the top of the page, filters for price, discounts, and reviews help the user refine their search efficiently.
- Payment methods are trustworthy, and the site provides 24/7 customer support for any issues.
- Purchased keys are delivered immediately, improving the overall user experience.
- The game purchasing interface is clear, well-structured, and provides a positive user experience. (Image 2)

In my opinion, I think these features make the site very easy to use and trustworthy, allowing users to complete purchases quickly while having all the information they need.

Link: <https://www.instant-gaming.com/pt/>



Image 1- Categories and menus

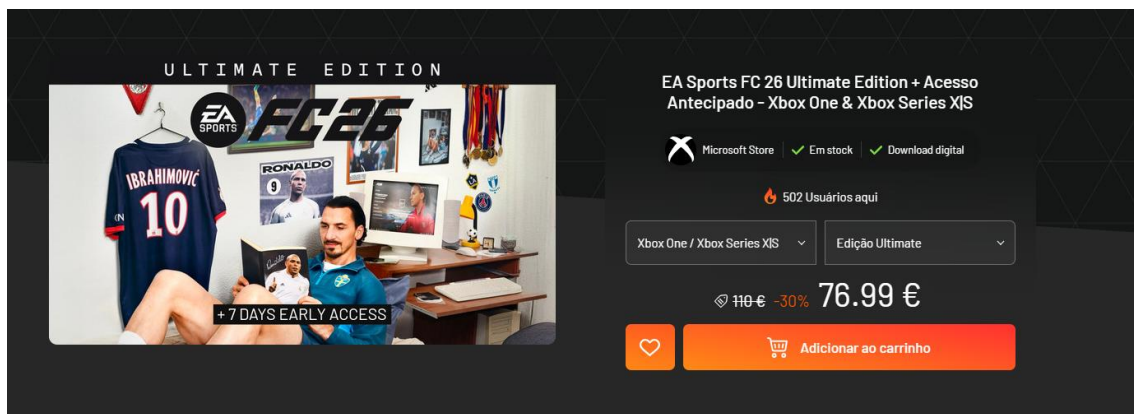


Image 2- Interface to buy a game

## Bad Interface Example:

It seems that this website shows several characteristics of a poor interface, providing a frustrating experience for the user. Not only is the homepage cluttered with too many elements, making it difficult to focus on important information, but the visual design also lacks consistency. The choice of colors, fonts, and spacing creates a busy and sometimes confusing layout, and the navigation is not always intuitive. A potential user would likely find it hard to quickly locate the games they want or understand the structure of the site.

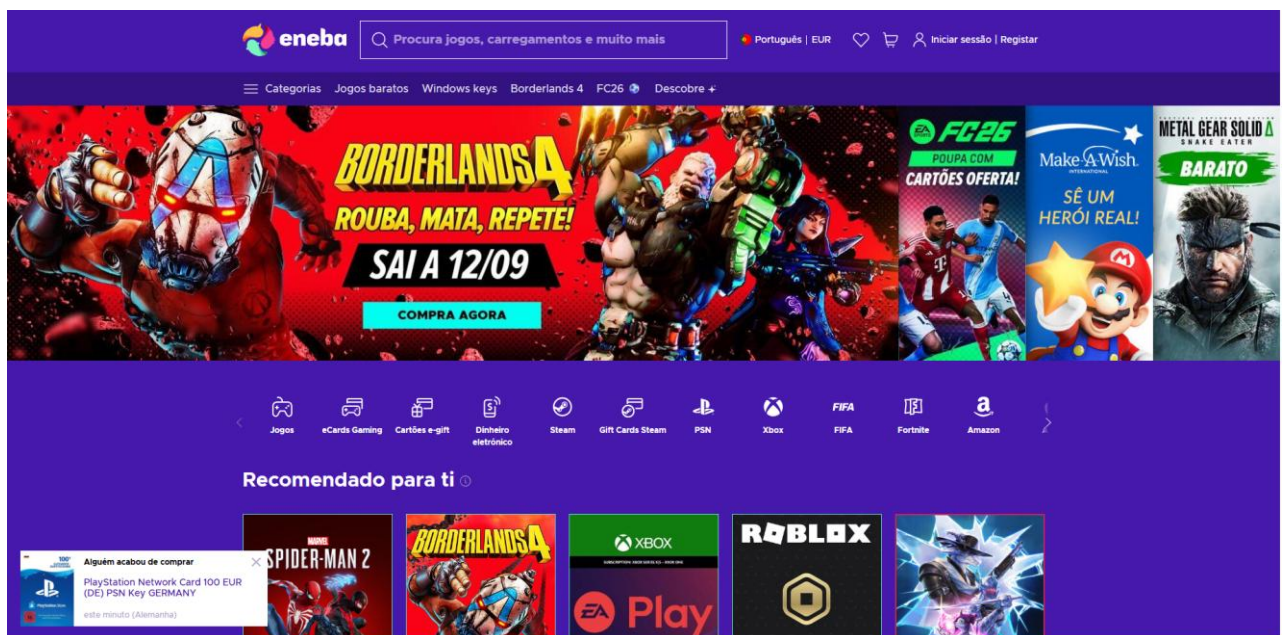


Image 3- Eneba Website

### Specific examples of poor interface characteristics:

- This website has a clustered homepage, having multiple banners, promotions, and pop-ups competing for attention, making it hard for users to find the main content.
- This website has an inconsistent design, for example the font sizes, colors, and buttons vary across sections, which makes it confusing to understand hierarchy and importance.
- Some menus and filters are not clearly labeled, requiring users to click multiple times to reach the desired section.
- Too many text blocks, promotions, and game listings appear at once, which can easily overwhelm the user.

- The game purchasing interface is confusing and disorganized, resulting in a poor user experience. It contains excessive information, and the chosen colors are unappealing. (Image 4)

Personally, I think these issues make the site harder to use and less reliable for finding and purchasing games efficiently.

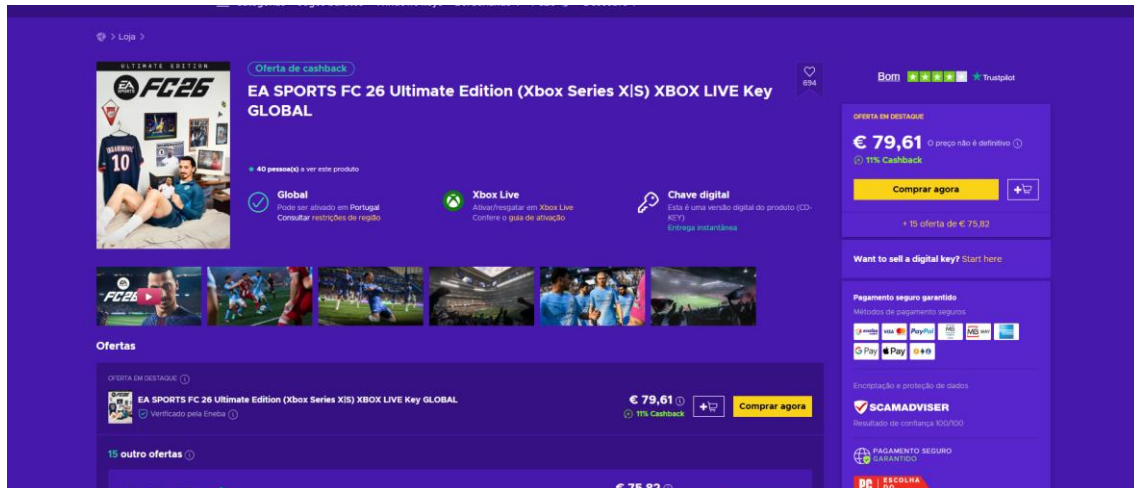


Image 4- Interface to buy a game

Link: <https://www.eneba.com/pt/>