**Assignment**

Give at least 2 examples of your favorite mobile/web app/desktop software, or any daily product ? (based on UX)

Provide at least 2 examples of your good experience

Why ?  (use usability heuristics to help you)

Give at least 2 examples of your least favorite app/web/desktop software or any daily product, which have made you frustrated ?

- provide at least 2 examples of your bad experience

- Why ?  (use usability heuristics to help you)

- How do you like to improve ?

**Google Weather** 

My favorite mobile app that I use daily is the Google Weather mobile application. Every morning when I have to get dressed and bring clothes for the whole day, I check it to see whether or not it is going to be cold/hot today and so on, even if it is going to rain or snow or whatever. It has different statistics and pretty much everything that you need to know in advance. It is simple, easy and you can get all the information you need fast. The GUI is self-explanatory and it feels natural surfing through the app. There is basically no way you can make a mistake, since you can always go back on the main screen and not lose all the information you need.

**Netflix** 

A website I am using almost daily is Netflix. It has an incredible interface, it is extremely easy to navigate yourself in it and it give you great recommendations. There is a feature called “My List” where you can save movies/TV shows to watch later after you finish whatever you are watching right now. It has an implemented AI which collects data based upon your age, location and whatever genres of TV shows/movies you are watching and checking out, then it processes it and recommends you new stuff to watch. You can even “Like” or “Dislike” some things after you are done watching them so you direct your taste in the correct way.

**Amazon** 

The first thing I am going to write about that I dislike is Amazon’s online shop website. It is overly complicated and it is extremely hard to find whatever you need. It gives you different suggestions that are either too expensive and impractical or are not related to you in any way. Even if you manage to find the product you are looking for you will still have to deal with the overwhelming UI and design. For long-time users it might be OK since they are already used to it and know where is what, but for infrequent users it is really confusing to navigate and operate. The website doesn’t feel natural and you really have to put your mind into it in order to get work done. It doesn’t have some really simple features like comparing different products etc. It is frustrating that the richest person’s website is so poorly designed.

The way I would try to improve it is to, first of all, simplify it ! Then I would make it easier for the user to navigate through the site and explore all of its functionalities. Maybe even make a really short tutorial how to navigate in it, since it is a pretty big website with a lot of options and products and so on. These steps should fix the main issues.

**Raiffeisen’s RaiMobile app** 

The second example of a poorly designed app is my banking app. It is called RaiMobile and is associated with Raiffeisen bank in Bulgaria. The company stated that you can log in with biometric details (fingerprint for example) and if you attempt that you are just going to wait for 5 minutes with no result and you have to restart the application. Another thing is that it is really hard to actually understand the information they give you inside the app, if you start calculating your expenses and income you would get so confused because of the small little transactions there are that are actually not counted in the total sum. It is really hard for me to use it and I do that only when necessary. Their website is decent, even though it still lacks some features and it is not as easy to use as other online banking websites.

The way I would improve it is to code the mobile app from scratch again. I don’t think they consulted with the right UX designers the moment when they had to create this app. There are so many issues with it and it is ugly and poorly designed that they would waste more time on correcting the mistakes than making the app again.