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**UI/UX Design**

**Backwards Design**

Function is defined as “a reflection of requirement or purpose of the design which comes from human needs and wants” by a website called UxDesign. Form, defined by the same website, is “the outer surface of an object. It is what people see and interact with.”. When function follows form, there can be a tendency to create an unpleasant user experience.  
 I’ve run into this personal on Unity3d’s website ([www.unity.com](http://www.unity.com)). For context, I signed up for a developer training series through their website called “Unity Fundamentals”. The course was hosted on another website called Pluralsight ([www.pluralsight.com](http://www.pluralsight.com)). This seems to be standard for company hosted tutorials and courses. However, the experience of accessing and managing the course is less than optimal. The function is there, but the form is not well constructed.

In the jpeg file located in this directory, I’ve put together a series of screenshots that showcase the process of finding the course and managing it. Here are the comments correlating to each stage:

1. The main page. By logging in and using the dropdown menu, you can access a tab called “services”, which, normally, should indicate any services that you have subscribed to through the site.
2. The services page. Instead of directing you to a list of things you have signed up for, you are instead greeted by a page listing all your local workspace projects. Shouldn’t this be called projects? Or services/projects? There is no mention there (or anywhere on the site for that matter) of the course that I signed up for.
3. The Pluralsight landing page. Instead of finding it on the Unity site, you must instead go directly to the Pluralsight website and log in there. Normally this wouldn’t be a problem, but the way the sign up worked, you are naturally led to believe it was hosted on the Unity page itself.
4. The Pluralsight account management page. Here, under “subscriptions and billing”, you should be able to find a place where you can manage your subscriptions, cancel, or change them. It is nowhere to be found. According to Pluralsight, the course is only activated once a month with no recurring billing. You must email both page’s support departments to get it cancelled if you want to cancel early. The lack of any indication of that during sign up is misleading, and the confusion that come from not being able to find it on Unity’s site is less than ideal. The services tab can still include projects, but should include all your training programs, as there are multiple ones you can sign up for on the Unity site. I’ve mocked up a prototype in “Services Prototype” in this directory.

Specific answers:

* The intended function of the services page is to show your local projects that you are currently working on.
* It failed because of the misleading page title and misleading sign up process. “Services” should imply training and courses. A better title would be “Projects” or “Directories”.
* A user, like me, could experience confusion by the misleading title and lack of any link to the courses they signed up for. They must instead search around and figure it out for themselves how to access their course.
* A user would rather see a tab or a central hub where all their subs are listed
* “Services” needs a rename, and that page should have the subscriptions listed there, as well as their projects.

Letter (email):

Hello Unity Dev Team:

I found an issue in your UX on the landing page. Under “Services” there is no link to the actual services that I’ve purchased, such as my tutorials and courses. I understand that the intended purpose of the services page is to showcase and manage the projects you are currently working on, but I’ve found it leads to some confusion.  
  
I’ve made a mockup of the changes that might help the platform. What do you think?

Thanks,  
 Bradon Ladd