

Individual Assignment 1: Design – The Good and the Bad

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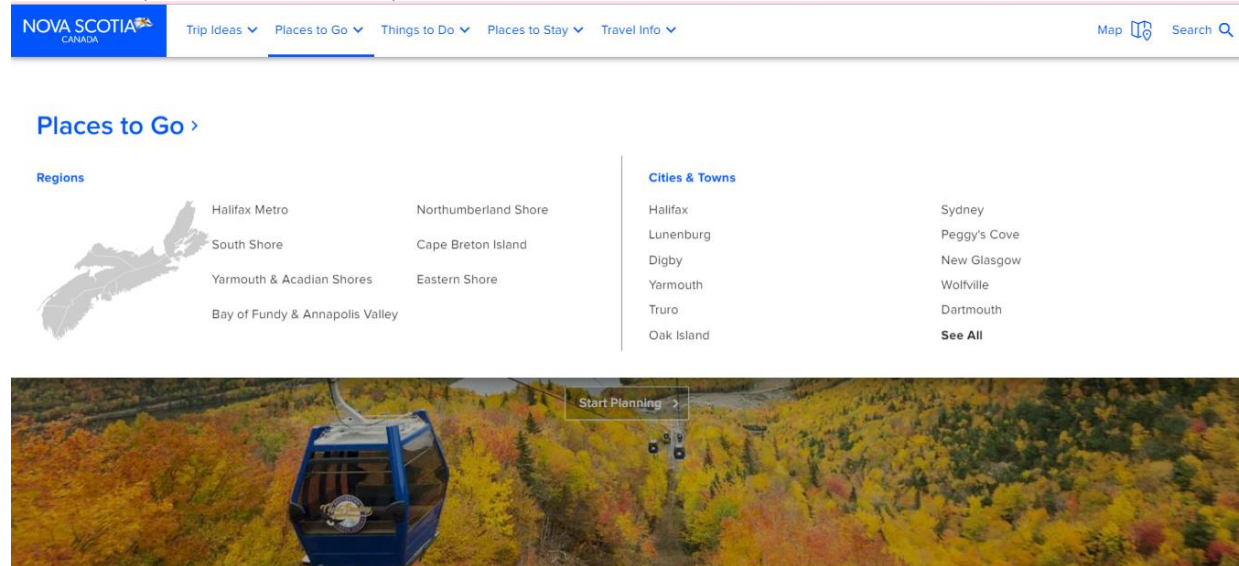
Dal ID (BannerID): B00878629

Good Design Examples (8)

*Use 4 Gestalt's principles and 4 affordances (no repeats)

Example 1 – Law of Proximity

Screenshot (with URL at the bottom):



URL: <https://www.novascotia.com/>

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

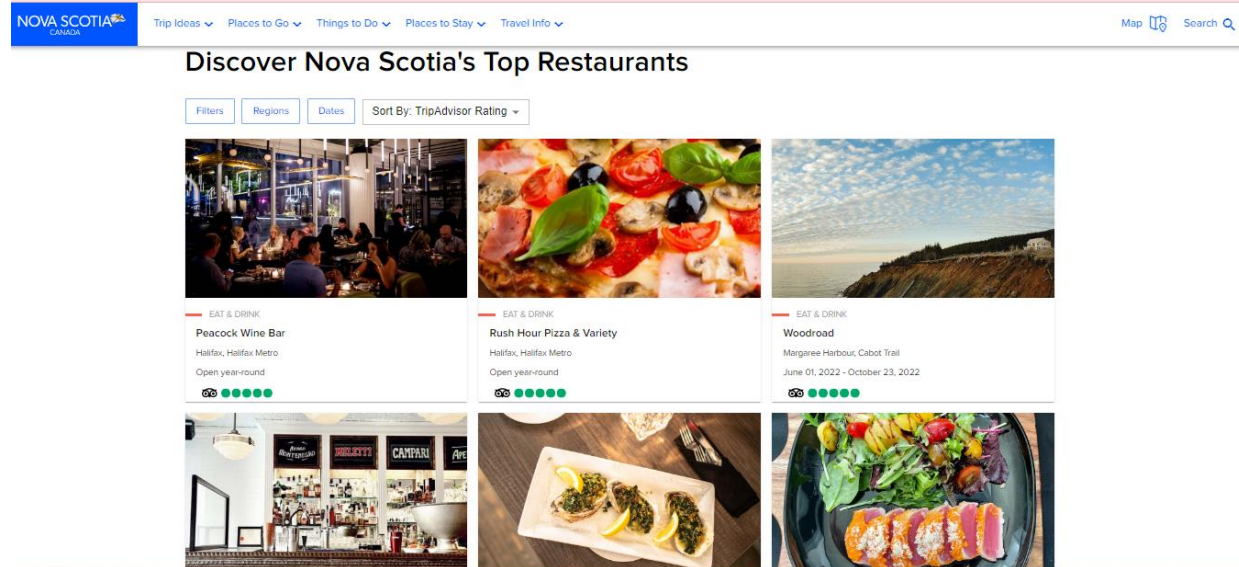
Whenever a new user will visit the website then the user will be wondering about suggestions from the website. This “Places to Go” hover button suggests users to about the name of the places where it is worth to go in Nova Scotia.

Three to five (3-5) points to justify it being a good design (design rule/principle) and justification for each point.

- In this “Places to go” option there were two partitions where the left partition shows the regions section, and the right partition shows the cities and towns section. This is organised in terms of proximity.
- Apart from that, it proves to be a good design as the name of the regions where it forms a group having the top as Halifax Metro to Bay of Fundy & Annapolis Valley is the nearest to the farthest in the sense of actual travelling distance. This also give hint to the user about the distance between the places.
- In addition to this, the name under the cities & town section also shows the grouping of the nearest cities and this can be visualized by the distance between two columns of cities and towns section.

Example 2 – Law of Similarity

Screenshot (with URL):



URL: <https://www.novascotia.com/things-to-do/eat-drink/top-restaurants?f=bYsy8zpVb7>

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

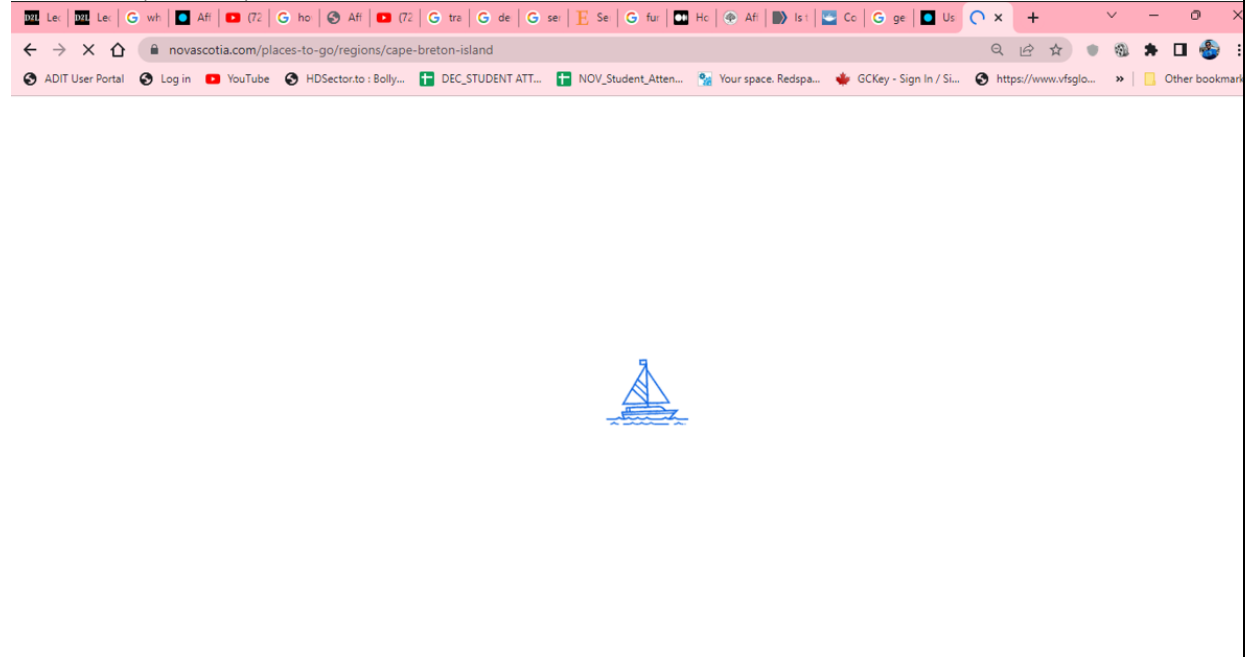
The given example presents the top restaurants available in Nova Scotia region. This can be done by clicking on “Things to do” from the Menu bar and then clicking on the “Top Restaurants” button under Eat & Drink Menu. The purpose of this section is that user will be able to get information about the restaurant and its cuisine along with the popularity and the ratings of the restaurants in this page.

Three to five (3-5) points to justify it being a good design (design rule/principle) and justification for each point.

- This is a good design according to me because for every restaurant the designer has put the similar size of the cover image which represents the shape similarity.
- Moreover, the name of restaurant in every box is similar having same font size, font family and color of the text. Also, the name of the seem to be bold which creates more emphasize on the user to focus on.
- Furthermore, change in the text color for open hours for the restaurant and location of the restaurant beneath the name of the restaurant represents the description of the restaurant.
- The ratings provided out of 5 circles represent the similarity of shape and color as every circle is of green color which helps in visualization of the rating and catches attention of the user.

Example 3 – Law of Closure

Screenshot (with URL):



URL: Loading while redirection of pages.

This graphics is also available in the footer across the website.

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

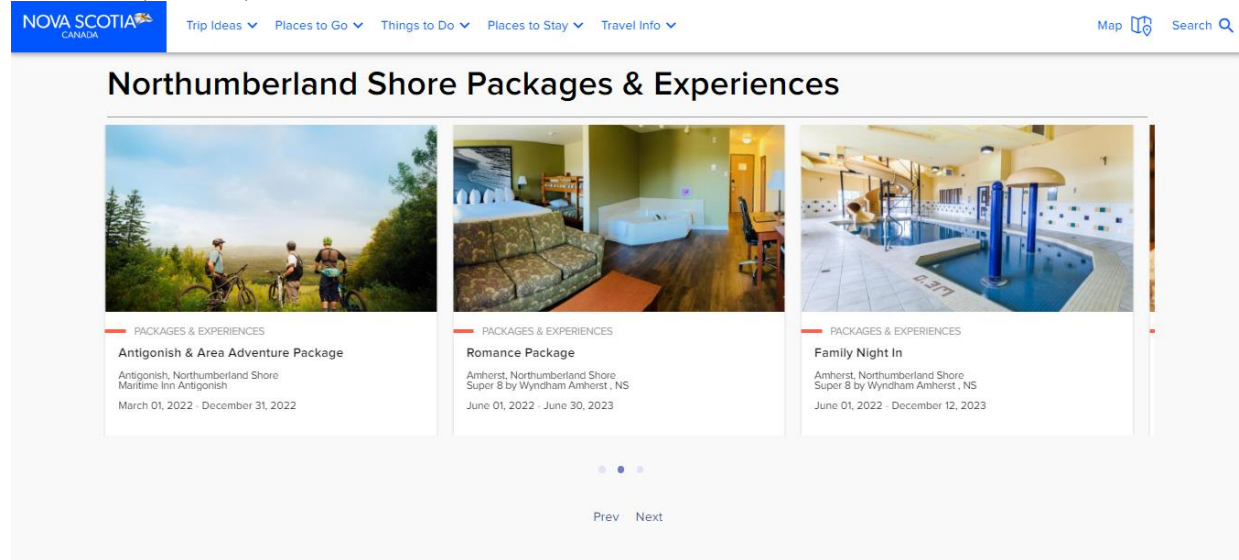
The overall purpose of this example is to make the user think that the loading time between two pages is not huge. Whenever the user clicks anywhere on the website, the delay due to internet or device shows the ship sailing in water, which represents an illusion to the user of a slower loading time.

Three to five (3-5) points to justify it being a good design (design rule/principle) and justification for each point.

- Usually, we perceive the whole object by filling the missing information. Similarly, here we perceive the white space which in turn forms the shape of a ship. This is a good example of filling a gap by the law of closure.
- Additionally, the actual graphics while loading shows the waves in the movement and the steady ship. It represents a good design example as our eyes perceive as the boat is sailing in the water.
- Lastly, the eye of the user completes the gap between the lines of the shape which took the form of a ship and waves of blue color. This is proved to be catchy where the user will pay attention and will not get bored compared to the traditional loading page. Thus, it is a sign of a good interface design.

Example 4 – Law of Continuity

Screenshot (with URL):



URL: <https://www.novascotia.com/places-to-go/regions/northumberland-shore>

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

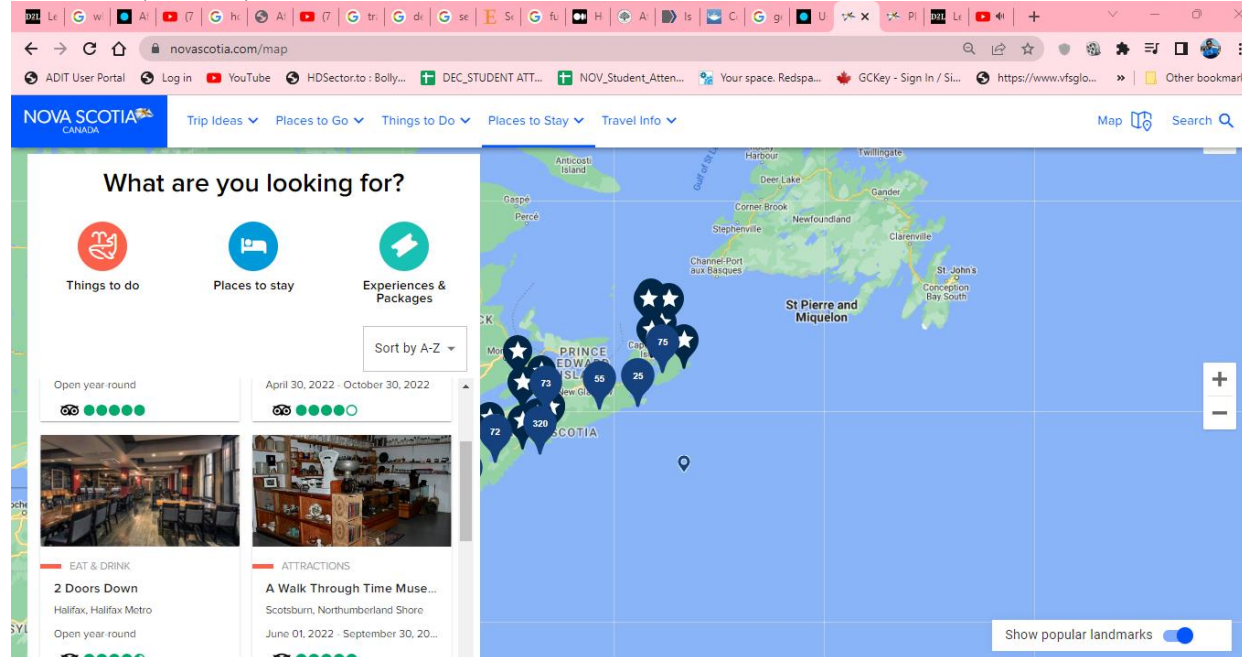
The main aim of this example is to allow users to scroll through the packages and experiences across Northumberland. There are two buttons at the bottom of the image which helps users to switch between next and previous panels of the package and experiences in Northumberland.

Three to five (3-5) points to justify it being a good design (design rule/principle) and justification for each point.

- As eye of the user will follow the dots above the buttons of next and prev. They tend to think that there are more packages and experiences options are available apart from the displayed 3 options.
- Besides this, alongwith the two navigation buttons at the bottom, the designers have also placed three dots for the navigation and capturing user's attention. This represents the options available by the user to access other elements too and represents good design.
- When user is on seeing the starting of the element then the Prev button becomes inactive and when user is seeing the ending element then the Next button also becomes inactive.
- When user is on the first section then among 3 dots at the bottom of the image the first dot is highlighted which represents the position of the cursor or element or the section. When user is at the end section then among 3 dots at the bottom of the image the last dot is highlighted. This is the finest example of good design.

Example 5 - Cognitive Affordance

Screenshot (with URL):



URL: <https://www.novascotia.com/map>

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

This example specifically allows users to access the map section where a user can explore whatever they want from the map. The user will get the benefit of pins which are available on the map to directly learn about that place. Also, there are 3 options available on the left-hand side which encourages user to make use of those features according to their requirements.

Three to five (3-5) points to justify it being a good design (design rule/principle) and justification for each point.

- The design on this page is excellent as it is giving knowledge to the user about the location by the means of the pin. Also, when user clicks on the pin, the places to stay, things to do and packages and experiences are displayed on the left-hand side panel.
- The + and – buttons which represent the zoom in and zoom out functionality in the map. Additionally, when user presses these buttons the suggestions in the left side panel change which also represents a good interface design which is connected to the places that user is focusing on.
- Three buttons on the left side panels are clearly visible and informative according to the description below the buttons. The symbols above the text things to do, places to stay and packages and experiences clearly convey the meaning of the text which they are representing. Thus, if the text is not readable for some users, then they can easily understand by the means of the symbols which shows good design.
- At the bottom right-hand corner, there is a toggle button which is displayed as “show popular landmarks”. By using this the designers want to inform users about the well-known places in Nova Scotia. This also represents as a good design because if the user wants to know about less known places and explore them, then it can be easily distinguishable from map.

Example 6 – Physical Affordance

Screenshot (with URL):

The screenshot shows a web browser displaying the Nova Scotia website. The URL in the address bar is <https://www.novascotia.com/places-to-stay/accommodations/coopers-inn/1127>. The page features a large image of Cooper's Inn, a 'BOOK NOW' button, and a sidebar with details. The main content area includes an 'Overview' section with text about the inn's location and amenities.

NOVA SCOTIA
CANADA

Trip Ideas ▾ Places to Go ▾ Things to Do ▾ Places to Stay ▾ Travel Info ▾

Map Search

ACCOMMODATIONS

Cooper's Inn

South Shore

BOOK NOW

LOCATION 36 Dock Street
Shelburne
BOT 1W0
[Get Directions](#)

PRICE \$130.00 to \$260.00

DATES May 07, 2022 - October 17, 2022

CONTACT 902-875-4656
800-688-2011
mail@thecoopersinn.com
[View Website](#)

Overview

Discover the Historic Waterfront District of Shelburne Nova Scotia.

The Cooper's Inn (c1785) offers 8 quality accommodations including an Apartment/Suite and 7 rooms with private ensuite baths. Enjoy a sumptuous full breakfast/menu each morning.

Private Entries. Free WiFi. In room Coffee. Free off-street parking. Parks. Museums. Beaches.

Health and Safety Protocols are posted on the Inn's website.

URL: <https://www.novascotia.com/places-to-stay/accommodations/coopers-inn/1127>

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

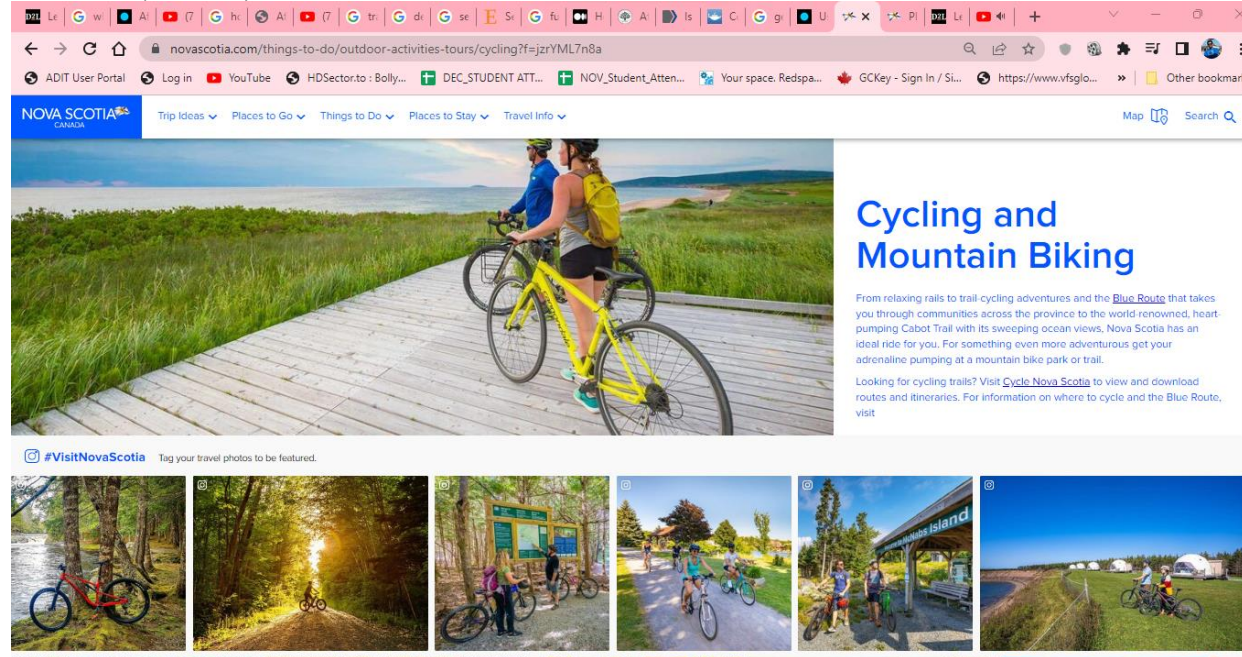
The example allows users to book accommodations of the desired choice. It also gives information related to the accommodation such as location, price, dates availability, contact and overview to the user.

Three to five (3-5) points to justify it being a good design (design rule/principle) and justification for each point.

- In this example, the button for “Book Now” is clearly visible and which points the user to click on that button if wants to book the location. The size of the button is large, and the button is placed at good location so it captures users attention and user will be able to click on it accurately.
- Additionally, when the user will scroll down in the page then it will suggest the places, activities, events, restaurants nearby the location under the “Discover more” title. This satisfies the motto behind good example as the user will get everything related to that location at a same webpage.
- Along with, the color and size of “Book Now” button, the quick links of “Get Directions”, contact information, website and social media are highlighted with blue colors. This gives users insight about the clickable links available at those positions. Hence, it will guide users through the content by providing them buttons and links to click.

Example 7 - Sensory Affordance

Screenshot (with URL):



URL: <https://www.novascotia.com/things-to-do/outdoor-activities-tours/cycling?f=jzrYML7n8a>

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

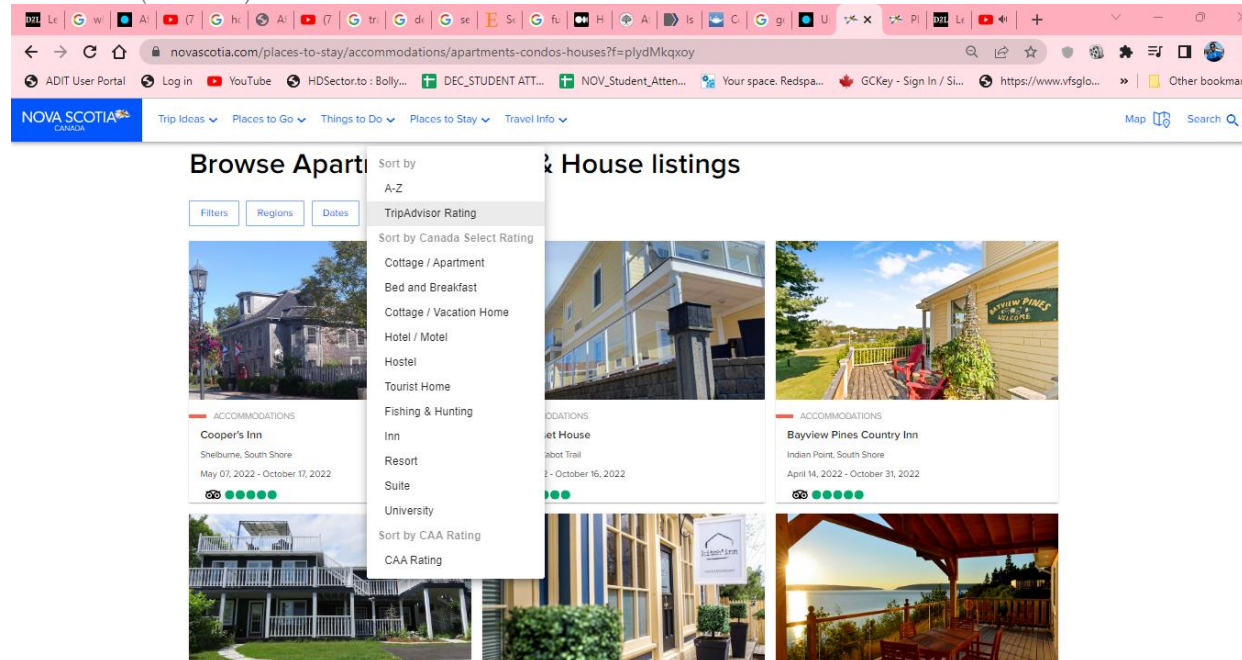
The aim of this example is to provide information about cycling and mountain biking to the user. This also includes the photos of views and sceneries that the bikers enjoyed during the biking. Also, it gives information about the distance to be covered by the bikers at the place, amenities available and many more.

Three to five (3-5) points to justify it being a good design (design rule/principle) and justification for each point.

- This represents good design because the cover image at the top of the webpage gives the user feeling about the view of the place. Also, the gallery below the cover image helps user to feel about the place in terms of view, map, trails, forests, way, hurdles and so on.
- The information available after the gallery of photos represents the in-detail data about the track of biking. So, user can sense about what things he or she needs to carry while biking.
- Apart from that, some links are also available which are highlighted by making them old and underlined such as "Blue Route" and "Cycle Nova Scotia".
- By using photos of the views and places in this example, the user can take the actual feel and sense the difficulties of the place. It is good way to give user information about preparation before going to that place.

Example 8 - Functional Affordance

Screenshot (with URL):



URL: <https://www.novascotia.com/places-to-stay/accommodations/apartments-condos-houses?f=vo9aJ9ITUg>

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

The purpose of this example is to provide sorting and filtering according to user inputs. By default, it is sorted with TripAdvisor Rating and none of the filters are applied. So, random, apartments and condos are shown by TripAdvisor rating. If the user wants to sort it according to their needs, then they can apply sorting and filters.

Three to five (3-5) points to justify it being a good design (design rule/principle) and justification for each point.

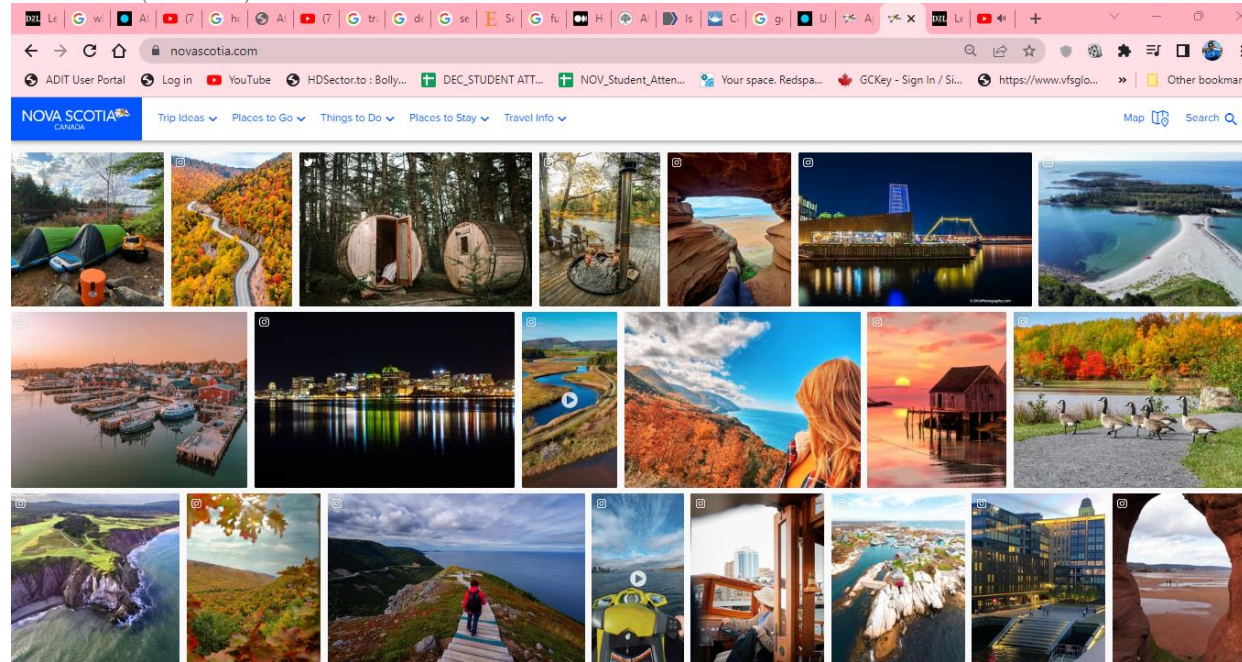
- If the user wants information related to apartments or condos then user will search for it and if user wants to sort then many options are available such as A-Z, TripAdvisor Rating, Cottage / Apartment, Hostel, Inn, Resort, Suite and many more. When one option is selected then website will display the content related to that option. This represents functional affordance.
- The elements in the interface are well organized as they are represented in the form of square boxes and all the information related to that place lies within that box such as name of location, address, date availability and rating. This will help user to get information of the place at one position.
- Moreover, the filters are also available based on accommodation type, amenities, and memberships. Additionally, region wise filter and date availability filter is also there whose function is to present the information correctly when user input valid data in those filters.
- The main reason that this is a good design is that every sorting and filtering option shows the results based on the functionality of the feature which is well defined in this example.

Bad Design Examples (4)

*Use 2 Gestalt's Principle violations and 2 Affordance violations (no repeats)

Example 1 – Law of Similarity

Screenshot (with URL):



URL: <https://www.novascotia.com/>

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

The example is supposed to show users the gallery of the Instagram tagged photos under the tag #VisitNovaScotia. This section also shows the mesmerizing and scenic views of Nova Scotia in the form of grid.

Three to five (3-5) critique points to justify it being a bad design (design rule/principle it violates) and justification for each point.

- This example violates the law of similarity as the pictures of the views of Nova Scotia are in different shapes. Some of them are in square format while others are in rectangle format and some of the pictures are arranged horizontally whereas few are arranged vertically.
- The page should display in such a way that pictures are grouped by considering shape, size, or color. In this, the designer can consider the grouping of pictures based on different parameters but still it is not being followed.
- The orientation of the image also matters while displaying or grouping. Some of the pictures are displayed in the landscape orientation while others are displayed in portrait orientation. Thus, there is inconsistency in the form of orientation.

Example why the example may have been designed this way (2-3 points based on your opinion)

- This is designed in this way as people are tagging on Instagram using different devices and all the devices have different resolution and orientation of the image. So, it will be a tedious task for the designer to process every image to be displayed and make a common format for images. By imposing a common format for images, it might happen that the actual quality and view in the image will be faded or affected. That's why this is kept like this.

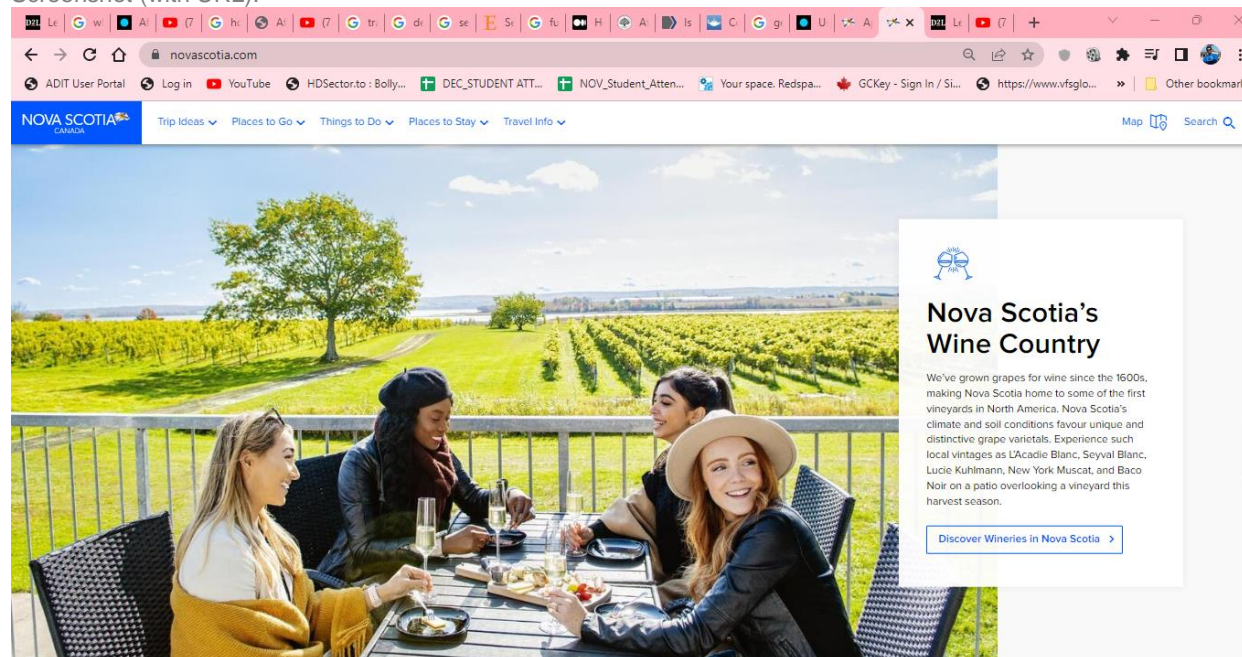
- Another reason behind keeping the mixed format of image is to get user attention and also it is an image gallery so a normal user will like to see in that way only with different types and format of pictures to be grouped together.
- In present scenario, videos are also kept with the images which forms unnecessary cluttering and ambiguity because user will get confused to click on photo or video.

Two ways you could improve the design (based on design principles). You can include a mocked up screenshot to help but you still need to clearly describe the change and justified.

- 1) This can be enhanced by imposing the specific format for the image or converting the image to the specific format. In this case designer can also group similar size of images together for better presentation of images.
- 2) Videos can be put in the separately. In current scenario, videos are also grouped up with images having different sizes and format. This can be improved by creating another section for videos and displaying tagged videos in that part.

Example 2 – Law of Symmetry

Screenshot (with URL):



URL: <https://www.novascotia.com/>

Paragraph that the describes what the example is supposed to allow users to do (its overall purpose):

This example describes about the wine related information in Nova Scotia. This example is taken from the homepage of the novascotia.com. After scrolling down when user comes to this section then user will get brief information about wine process in Nova Scotia and when user will click on “Discover Wineries in Nova Scotia” then he or she will be shown in detail description about wineries in Nova Scotia.

Three to five (3-5) critique points to justify it being a bad design (design rule/principle it violates) and justification for each point.

- The mentioned example violates the law of symmetry as the text overlaps the image. So, the visibility of the image decreases in the section where there is text overlapping.

- Another point to notice is the design of this is not balanced which represents incompleteness. So, the user has to spend more time and efforts to perceive overall picture with text.
- It is not designed properly as the text appears after the half of the image on the far end. This overlapping of image and text alongwith more exposure on image makes text less visible. So, the user will have to struggle to read the text.

Example why the example may have been designed this way (2-3 points based on your opinion)

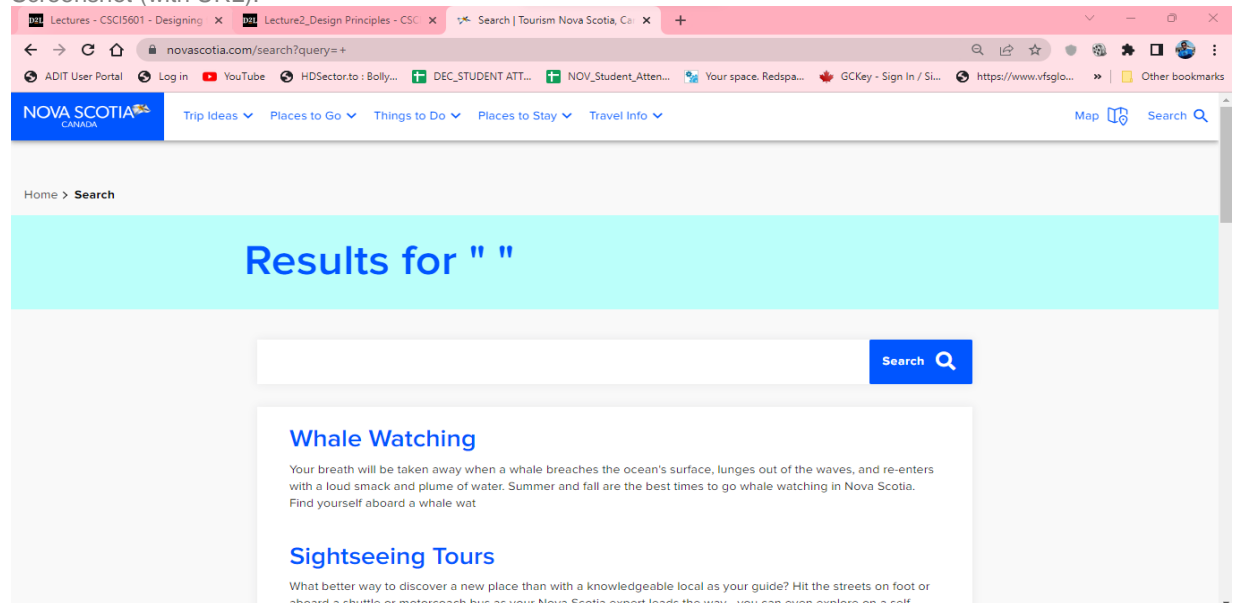
- This is designed in such a way because the designer would have probably thought of informing the user more by the means of picture rather than text details. Also, the designer highlighted the image more for the user to focus more on that.
- To capture the attention of the user, the designer has used contrasting images where images having colors with higher intensity are focused more for imposing user's attention on image rather than text. As, designers have assumed that if the user is interested in the post, then the user will definitely click on the button of "Discover Wineries in Nova Scotia".

Two ways you could improve the design (based on design principles). You can include a mocked up screenshot to help but you still need to clearly describe the change and justified.

- 1) This effect of representation can be enhanced by placing the text besides the image in vertical form where the image is finished. Alignment of the text and image plays an important role for enhancing the appearance by following the law of symmetry. So, alignment of the text should be kept in the mind to complete the appearance.
- 2) Another way to improve the design is by placing the text either above the image or below the image which helps the user to understand better and perceive the image fully. This will also increase the user engagement.

Example 3 – Functional Affordance

Screenshot (with URL):



URL: <https://www.novascotia.com/search?query=+>

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

Whenever a user is visiting any website then there is a search button available usually on the website. This search button's basic function is to allow user to search anything across the website. Similarly, in this example there is also a search button which allows the user to search anything on the novascotia's website.

Three to five (3-5) critique points to justify it being a bad design (design rule/principle it violates) and justification for each point.

- A search button's basic functionality is to provide the results for the search string. However, in the current scenario, when the search button is pressed without any string i.e., with blank then also it is also showing the results which clearly represents bad design.
- When the search button is pressed without any input string, the function that it must perform is showing up the error message or alert message like "enter the input string for search", "please input something to search". Not showing up the error message for blank search also represents the fault in design.
- Functional affordance is also about providing users with feedback on the outcomes of their actions. Here, there is a fault in design as it is not showing up proper feedback to the user when search button is pressed without input string.

Example why the example may have been designed this way (2-3 points based on your opinion)

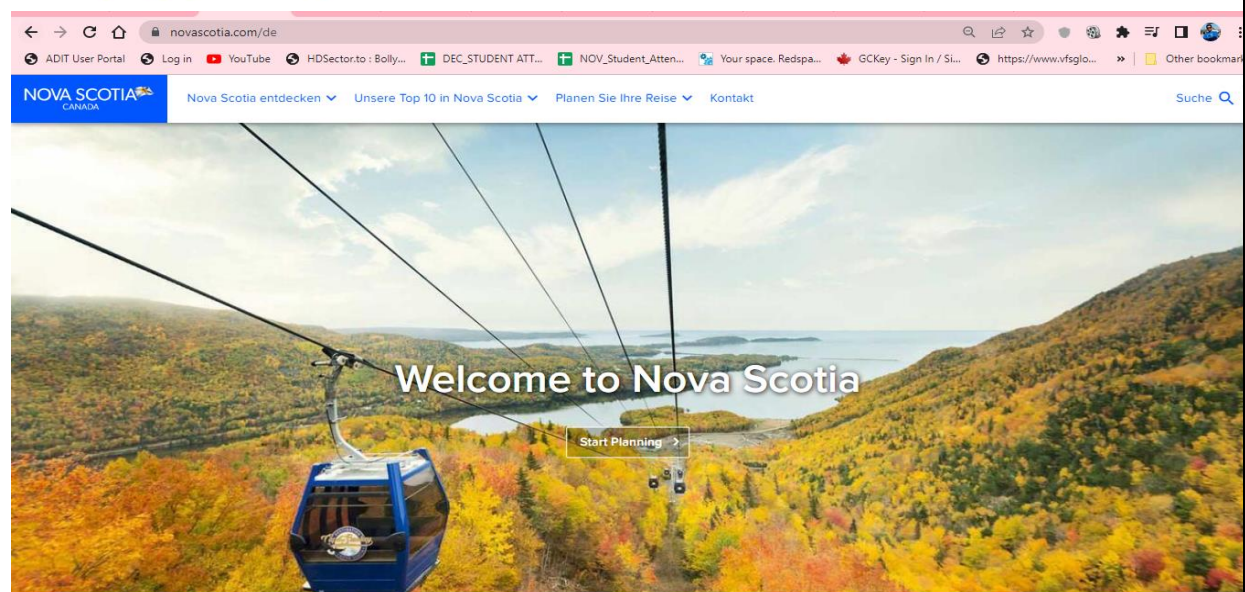
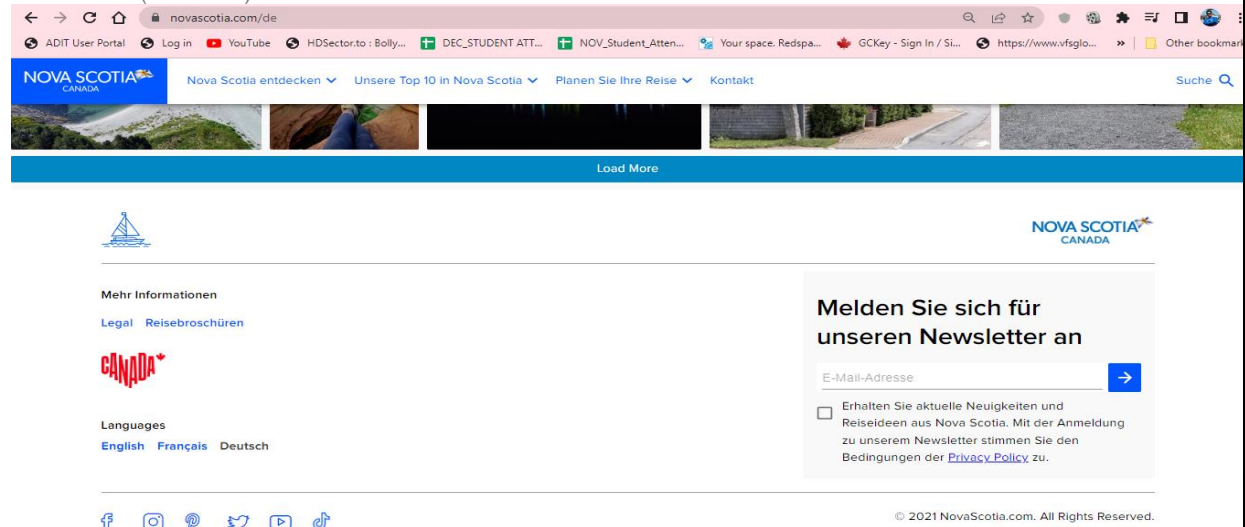
- After pressing search button, we are getting results for the empty string. According to my knowledge this is designed in this way for more user engagement. As, it is showing the activities in the popularity order to the users for making them to explore those activities if they haven't come across those.
- Also, this example has been designed in such a way to increase the count of clicks. Due to this, the activities on which the designers want to get more focus will gain popularity.

Two ways you could improve the design (based on design principles). You can include a mocked up screenshot to help but you still need to clearly describe the change and justified.

- 1) This could be improved by setting up proper functionality of the button i.e., when the search button is pressed without any input then it should show some proper error message by performing proper functionality.
- 2) This design can also be improved by handling the blank string in a better way. As the search button's functionality is to search for the input string. But when there is nothing entered by user then the functionality should not show the results and print an alert of "nothing to search, please enter text to search something" or it should redirect to the search page.

Example 4 – Sensory Affordance

Screenshot (with URL):



URL: <https://www.novascotia.com/de>

Paragraph that describes what the example is supposed to allow users to do (its overall purpose):

There are 3 language options available on the website namely: English, French and German. When a user will click on another language button then the whole website should be presented in the selected language.

Three to five (3-5) critique points to justify it being a bad design (design rule/principle it violates) and justification for each point.

- When German language which is represented as Deutsch in the given website is selected, ideally it should present the whole website in the German language. In spite of that few text on the website is still being shown in English language.
- After selecting other language apart from English, only limited features are being visible. Language doesn't have to be barrier for accessing all the features. If people who knows English can access the all the features of the website then the people who doesn't know English and only know French or Deutsch should

also be able to access all the features of the website. This also represents bad design of the website.

- The legibility of text and discernibility is violated in the current scenario as the user will not found confusing because some of the text on the website is still in English and some of the text is in other language.

Example why the example may have been designed this way (2-3 points based on your opinion)

- I believe that this example is designed in such a way because the designers have assumed that the people who are going to access this website in either Deutsch or French already knows English language.
- For removing some of the features in Deutsch or French language, they probably thought of focusing on important features only rather that showing everything.

Two ways you could improve the design (based on design principles). You can include a mocked up screenshot to help but you still need to clearly describe the change and justified.

- 1) This design fault can be improved by displaying everything in the selected language for better user experience rather than in multiple languages. By doing this, the user will be able to see the text and buttons clearly without any confusion.
- 2) The other way to improve the design is giving access of all features to the users as it is available in the default language which is English. This will make user feel confident and user will feel reliable as user will be able to access every feature in all languages.