Bad UX Examples:

1. Zappos.com – I use the Zappos.com website to shop and browse regularly. My biggest frustration when using the website is that when you are shopping for clothes, the images are very tiny so you can’t properly see the items details without clicking on the item and opening a new window. This could easily be resolved by adding a “Quick-view” option to the website. They could also add an option to allow the user to view less items per page, which might help increase the photos size, allowing the viewer to see the items details more clearly.
2. Verizon Wireless Business Account – I use this site at work to access our businesses account information. I don’t use it very frequently so there are times that I need to reset the password in order to get logged in. They have one of the most overly complex password reset requirements I’ve ever had to deal with. You are not allowed to use any combination of any past passwords so each time the password must be completely unique. Additionally, if you try to enter your password more than 3 times and get it wrong, you get locked out of your account and can only regain access after your account representative re-sets your username and password. Needless to say, that process is much more convoluted than truly necessary. This could be alleviated by simplifying the password reset process and allowing users to re-use old passwords, but requiring them to lengthen it instead. They could also instate a password recovery system that doesn’t require the account reps involvement at all.
3. Apple.com/Safari – I had a recently frustrating experience with the apple.com/safari website because as I logged into Gmail, I was informed that my browser needed updating. There was a direct link to “download new safari” and it directed me to apple.com/safari. You’d think there would be a “download now” button or some type of CTA indicating how to get the newest version, but the whole site just had content about the new version. After searching around for a few minutes, I quickly got frustrated and decided to just download the new version of Google Chrome instead, which was very simple and straightforward. Apple/Safari should definitely imitate the Google Chrome downloading process to help improve this frustrating experience.
4. Amazon Instant Video Mobile App – There are some great things about the Amazon apps, but I have one huge gripe about the Amazon Video App. When using the app on an iPhone, you are not allowed to directly “rent” movies. You can purchase movies and other items, but you cannot actually rent any movies without being on a laptop, an android device or another Amazon verified device. I used to have an android phone and never thought twice about this process, but as soon as I got my new iPhone, I realized how annoying it was. Instead of being able to rent a movie with the click of a button, you are forced to go into another room, find another device, open that device, wait for it to turn on, log in, etc., you get the picture. I Googled the problem and found out the video app from Amazon is currently only fully accessible from Android devices, because that’s how it was coded. Clearly the best resolution would be to devise a new video app for iPhone users so they can rent movies from their phones. It may cost a lot to develop, but in the long run it would be a worthwhile investment.
5. Gmail App – I love the Gmail website, but I’m not a fan of the mobile app. I find the app to more difficult to navigate than the website. In terms of user experience, the accessibility of functions on the app differs from the website. For example, the “labeling” function in Gmail is very useful for me at work to keep all the different customers, vendors and various projects organized and color-coded, but when using the app, finding labels, assigning them and organizing is not so simple. Another example that makes the app’s UX frustrating is that if you want to mark the email as “unread”, which I do very frequently, you can too easily archive the email accidentally instead of marking it as unread. By swiping the email, a few different options appear, but if you swipe a little too fast than you’ll automatically archive it and it will disappear from your window. By adding a clickable feature instead of a swiping motion to use these functions; adding labels, marking emails as unread/spam/important, deleting and archiving, could greatly improve this experience, in my opinion.

Good UX Examples:

1. Pintrest – My usage of pintrest.com is mainly on their website, but I do use their app as well. The app has good UX, but it’s not great as the website. The website provides more accessibility to the full functions of the website than the app does, improving the overall UX for the user. One instance of great UX is Pintrest’s ability to show you relevant new content each time you log in based on your last searches or most frequented boards. Additionally, when you search for any term, the main navigation bar allows you to switch how you search (i.e. boards, pinners, your pins, etc.) with a simple click. Also the vast search-ability of the site allows you to find relevant content with photos more intricately than even Google.
2. Wayfair.com – I love all my experiences with the Wayfair.com website. The content on their site is organized so well it’s actually difficult to not find something you’re looking for! The UX is so enjoyable because they’ve taken the time to organize their content so efficiently that there are numerous ways to find the items that you’re searching for. It would be easy to be overwhelmed by the number of products they have, but since they’ve added so many specific categories and subcategories to the main toolbar, navigating through the site is done with absolute ease.
3. Twitter.com – I think the UX on both the app and the website is fantastic. I’m actually relatively new to twitter and I’ve really enjoyed starting to understand the twitter world, mainly because the website and app function so well. One example that makes the UX more enjoyable than let’s say, Facebook, is that you’re the sole controller of the content that is displayed on your feed. With Facebook, you can get inundated with irrelevant posts, ads, news, etc. because the content shown is based on other people and not you directly. My favorite aspect of my UX with Twitter is that it’s allowed me to fill my feed full of content that I’ve personally curated based on my interests, opinions and beliefs.
4. Grubhub App – I think the Grubhub app’s UX is phenomenal. The layout of the app makes finding good restaurants or food delivery places so simple. One example is their ability to use your location and find great places around you. Not only that, but you can then filter the search results based on the restaurants ratings, the prices, food-type, distance from your location, etc. Also, the UX is amplified by the payment function. You can pay and tip without having a single dollar on you and that alone is a great example of excellent UX.
5. Uber App – The Uber app is another prime example of fantastic user experiences. I love that the app allows you to obtain a quote before processing your request for a car, unless there is a surge in pricing. Additionally, after you’ve requested a driver, the app shows you exactly who is picking you up, what their name is, and what car they will be driving so there’s no mistaking the wrong driver or occupant. This makes the apps UX great for the drivers in addition to the occupants. Lastly, similarly to the Grubhub app, the Uber app allows you to make full payment without having to carry money on you, which makes my experience very convenient and simple.

Favorite Website – My favorite website would probably have to be Pintrest. I use it nearly everyday for personal and business reasons. One of the main reasons that Pintrest is so great is because the main function of the site is to curate and organize content, so the content itself is always spot-on and relevant to the user. Additionally, the content is organized and very simple to find, based on your current and past search terms. Finding new pins on the site is enjoyable because the interface is straightforward, the search functionality is extremely accurate and visually the content is easy to digest. If the platform of the site wasn’t so visually appealing, the amount of content could be very overwhelming, but since the site provides such logical organization features, this doesn’t happen. Another reason I would consider Pintrest to be my favorite website is because the search function was developed very well so that finding relevant content is easy as pie. Lastly, the overall design-feel of Pintrest’s site is welcoming and soothing, in my opinion. Since there is so much content to be found, the creators of Pintrest kept the background colors and site features very basic so the content is highlighted and not the site itself, which makes the UX feel even more personal.