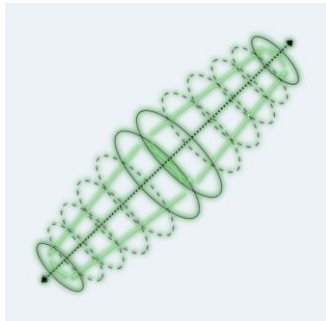


Using UI/UX principles to review website - <https://bob-ui-9cy4.vercel.app/>

Principle 1: Meet user needs



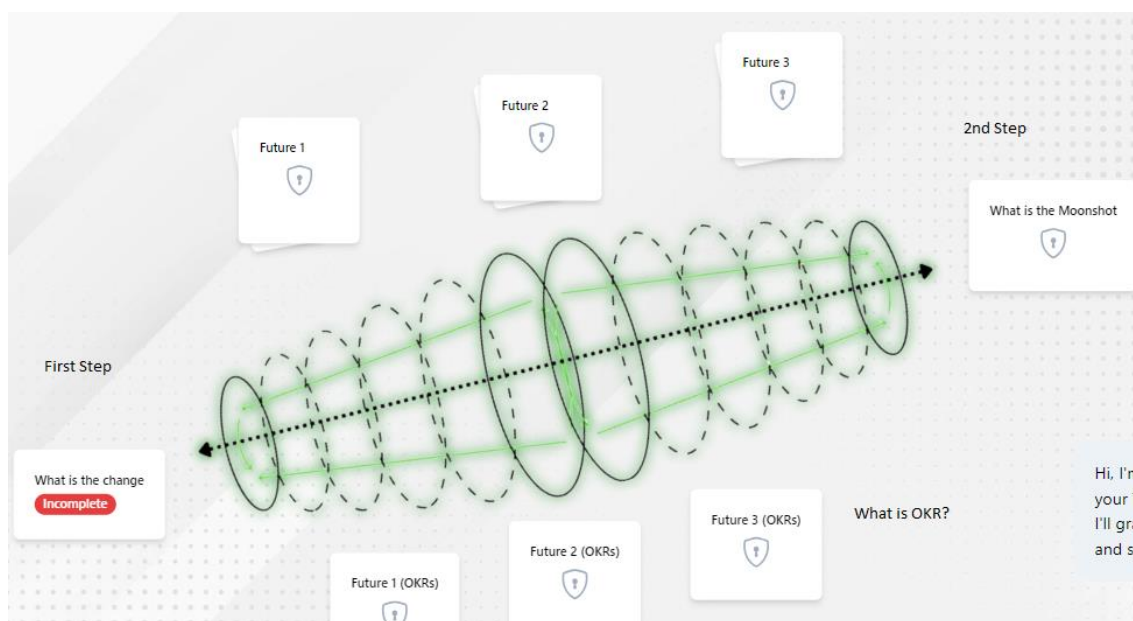
The target audience is not specified at the start. If the above logo icon is a company logo, it has no apparent meaning or information. The home page is not clear.

Principle 2: Speak Customer's language

Before speaking with AI assistance, the type of audience is not specified on the page. Their home page should state the purpose to the user as well as the requirements for interacting with the page. The communication is hazy. The moonshot, which is not a normal language, is one such example. There is no i18n support. Also, the abbreviation BMC is a business model canvas, which was not obvious at first.

Principle 3: Organize content clearly

Unless AI is interacting, the interface below is difficult for a beginner. AI interactive Pilot is required to direct what to input at each stage. Because Moonshot is the second step, and everything else comes later. Not every step should be heavily reliant on the AI interactive pilot.

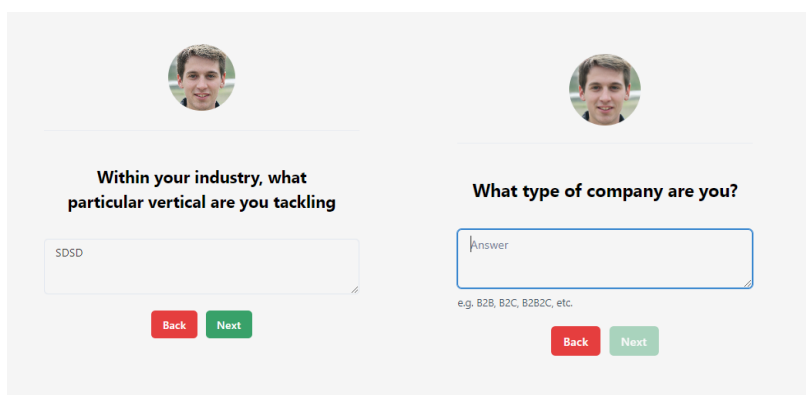


Principle 4: Don't overwhelm, be simple

The logo is superfluous. Only to fill the space on the page. Making it simple can be beneficial.

Principle 5: Keep Consistent Design

Each page design is unique. First, there is an AI interactive pilot, followed by an organisational directional framework, and finally, a business model canvas. Changes in Look and Feel. It is not a responsive web design; the layout of the website does not change depending on the device. The AI interactive pilot is not consistent as on the first page and later it is a chat box. The layout of the AI interactive pilot buttons is not very consistent. For some questions, the position changes. Here is an example.



The image displays two side-by-side screenshots of a web interface for an AI interactive pilot. Both screenshots feature a circular profile picture of a man at the top. The left screenshot shows a question: "Within your industry, what particular vertical are you tackling". Below the question is a text input field containing "SDSD". At the bottom of the form, the "Back" button is on the left and the "Next" button is on the right. The right screenshot shows a question: "What type of company are you?". Below the question is a text input field containing "Answer". Below the input field, there is a small text hint: "e.g. B2B, B2C, B2B2C, etc.". At the bottom of the form, the "Back" button is on the left and the "Next" button is on the right. The layout and button placement are consistent between the two screenshots, despite the text indicating inconsistency in the original document.

Principle 6: Give feedback to User's actions

There are no validations, even in the AI interactive pilot. Any erroneous value can be assigned. The stage of progress is then unclear. Furthermore, AI Assistant requests all company-related input, with no other security information on the page. Under GDPR, there is no information available about how my data will be stored. Some consent forms are required to specify how they will use this information in the future.

Principle 7: Allow users to control the process

Even if AI Interactive prompts the user to provide input on the organisational directional framework page, not all users are comfortable with it.

Principle 8: Make interaction a no brainer

If the user is inexperienced, he will struggle to understand how to progress.

Principle 9: Mind accessibility

This page is not directed to people with special needs. Although there is an AI interactive available, it cannot always assist them. The button, wallpaper, colour, and text are not always immediately obvious.