

Practical Lab – 3

User Experience Evaluation

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Desktop Design

CRIPTONews

HOME CATEGORIES TRENDING MARKET CAP

HOME > CATEGORIES > BLOCKCHAIN NEWS

Blockchain, the tech behind bitcoin, may have found its 'killer use case' by keeping AI in check

Date : 2nd February 2024

Blockchain News

★★★★★ Rate this news letter

Blockchain could be used to keep a check on the data artificial intelligence models are being trained on to avoid issues like bias, executives told CNBC at the World Economic Forum in Davos.

One of the concerns around the AI models – the kind that underpin applications like OPEN AI – is that the data they are trained on could contain biases or inaccuracies.

AI training data can be put on the blockchain. That will allow the developers of the AI system to keep track of the data that the model has been trained on to mitigate those dangers, the executives added.

★★★★★ Rate this news letter

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February 1 2024 NFTs in the art world: A revolution or ripoff? Nathalie Casenmajer, Institut national de la recherche scientifique (INRS) Creators of NFT art are organizing themselves into new art scenes, but they are still searching for cultural legitimacy while museums remain skittish.

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February 1 2024 Cryptocurrencies have captured the attention and imagination of a new generation of investors across the globe. From Bitcoin to Ethereum to the growing list of tokens, there's no question that the volatile, fast-moving crypto industry keeps participants, observers, and regulators on edge.

Today's Cryptocurrency Prices by Market Cap

Coin	Market Cap	Price	Change
Bitcoin (BTC)	\$40,000	\$40,000	-\$100
Ethereum (ETH)	\$40,000	\$40,000	+\$100
Tether (USDT)	\$40,000	\$40,000	+\$100
Binance Coin (BNB)	\$40,000	\$40,000	+\$100
Solana (SOL)	\$40,000	\$40,000	+\$100
XRP (XRP)	\$40,000	\$40,000	+\$100
USD Coin (USDC)	\$40,000	\$40,000	+\$100
Cardano (ADA)	\$2,500	\$2,500	+\$100
Avalanche (AVAX)	\$300	\$300	+\$100

User Reviews

See what users have to say about different cryptocurrencies.

CryptoEnthusiast123 * Bitcoin is the best cryptocurrency of all time! "

BlockchainInvestor Ethereum has great potential and a solid community.

Mobile Design

CRIPTONews

Top Stories

February 1 2024 NFTs in the art world: A revolution or ripoff? Nathalie Casenmajer, Institut national de la recherche scientifique (INRS) Creators of NFT art are organizing themselves into new art scenes, but they are still searching for cultural legitimacy while museums remain skittish.

February 2 2024 Cryptocurrencies like Bitcoin, Ethereum, and others are capturing a new generation of global investors. The industry's volatility keeps participants, observers, and regulators on edge.

February 3 2024 Cryptocurrencies have captured the attention and imagination of a new generation of...

Rate this News ★★★★★

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Solana (SOL)	\$40,000	\$40,000	+\$100

Bitcoin Dominance 40% +2%

Articles Published 500 +50%

Market Cap \$1.5 Trillion +12.5%

24H Volume \$100 Billion -6.3%

Testimonial

See what users have to say about different cryptocurrencies.

John Doe Blockchain technology has revolutionized the way we perceive security in digital transa...

Jane Smith Cryptocurrencies provide opportunities for investment and financial independence.

Desktop Device (Large Screen)

1. Getting Input

1.1 Flagging and Reporting:

The flagging and reporting approach is used when something on the website seems inappropriate, such as incorrect information or content that violates guidelines.

Why I choose flagging and reporting for this News Website:

If something does not seem right, users can use this approach to click a flag and explain what the reason is. It is equivalent to saying, "Hey, there's a problem here!" to the website administrators. This keeps the website accurate, safe, and compliant with regulations. It is like everyone in the community is working together to keep things good.

Solution

To address this, I implemented the flagging and reporting UI pattern on my news website. Users can click the flag icon associated with each piece of content, initiating a dialogue box. This box provides predefined reasons for flagging (e.g., 'Inaccurate Information,' 'Misleading Content') and an optional comment section for additional context. This way, users play a role in keeping the website reliable and trustworthy. It is like having a watchful community making sure everything is okay.

The screenshot shows a news website layout with a header 'CRYPTONEWS' and navigation links for HOME, CATEGORIES, TRENDING, and MARKET CAP. Below the header, a breadcrumb trail shows 'HOME > CATEGORIES > BLOCKCHAIN NEWS'. The main content area displays two news articles about blockchain and AI. Each article has a 'flag' icon at the bottom right. The second article is currently selected, and a red box highlights a 'Flag this item' dialog box that has popped up over the page. The dialog box contains fields for 'Reason' (set to 'Violence'), 'Tell us more (optional)', and 'cancel / flag' buttons.

CRYPTONEWS

HOME CATEGORIES TRENDING MARKET CAP

HOME > CATEGORIES > BLOCKCHAIN NEWS

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Date : 2nd February 2024

Blockchain could be used to keep a check on the data artificial intelligence models are being trained on to avoid issues like bias, executives told CNBC at the World Economic Forum in Davos.

One of the concerns around the AI models – the kind that underpin applications like OPEN AI – is that the data they are trained on could contain biases or misinformation.

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AI training data can be put on the blockchain. That will allow the developers of the AI system to keep track of the data that the model has been trained on to mitigate those dangers, the executives added.

Flag this item

Do you think this is inappropriate content? Please let us know!

Reason: Violence

Tell us more (optional)

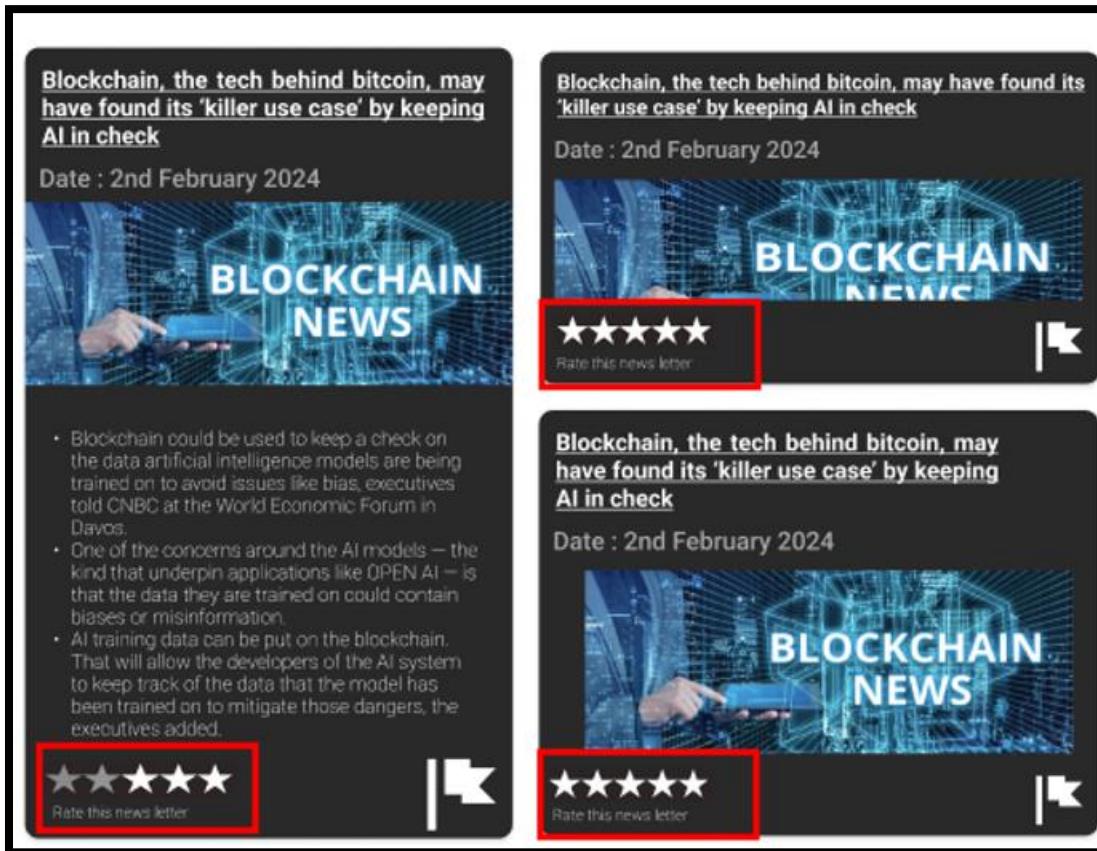
cancel flag

1.2 Rate Content

People can give their opinions on news articles using the "Rate Content" UI Design pattern. This helps everyone decide if the news is good or not. It is like having a way to check if what you are reading is reliable and trustworthy. This is important for websites that rely on users to share news. It keeps things safe and helps everyone make better choices about what news to believe.

Why I choose rate content for this News Website:

There is so much news about blockchain and crypto that it is hard to know what is important. Relying only on editors might miss some great articles, and users need a way to highlight what they find valuable. Therefore, I chose the "Rate Content" feature for my homepage design of news, it lets users like me give a 1 to 5-star rating to articles. This helps everyone in the community find the best and most relevant news easily.



Solution:

With the "Rate Content" feature, users can share their opinions by rating articles. This democratic approach ensures that the best articles, according to community, get the spotlight. It is like a voting system for news, making the home page more dynamic and community driven.

2. Navigation

2.1 Breadcrumbs:

The breadcrumb navigation is placed at the top of the page to provide users with a clear path to navigate through different sections. This design decision aims to enhance user experience by offering a straightforward way to explore related content.

Why I choose Breadcrumb for this News Website:

The major problem is the need for users to understand their location within the website's hierarchical structure, especially when dealing with strictly formatted and hierarchically organized content like news.



Solution:

To address this, I implemented a breadcrumb navigation system on the home page of my blockchain news website. For example, users can see a clear path such as Home > Categories > Blockchain News. This allows users to easily navigate back to higher levels of the content hierarchy and understand their place within it. Breadcrumbs act like a map, showing a clear path and making it simple for users to know where they are on the site. I chose this design to keep the website user-friendly, making it easy for users to explore and find the information they are looking for.

2.2 Cards:

The "Cards" UI design is a popular and versatile technique for organizing content on news websites. These adaptable, playing-card-like containers successfully display a variety of content, including articles, photos, and videos. Cards are widely used because of their ease of use and attractive design. They produce a user interface that is both visually appealing and intuitive, allowing users to easily browse a variety of headlines.

Why I Choose Cards for this News Website:

Users may face information overload or find it challenging to quickly scan through headlines in a structured way. Therefore, I have used a Cards UI design pattern where different-sized cards display headlines of news articles. This design decision focuses on presenting information in a visually appealing and organized manner.

The screenshot shows the homepage of CRYPTONEWS. At the top, there is a navigation bar with links for HOME, CATEGORIES, TRENDING, and MARKET CAP. Below the navigation bar, a breadcrumb trail indicates the current page is HOME > CATEGORIES > CRYPTOCURRENCY NEWS. The main content area features a grid of news cards. Two cards are highlighted with a red border. The first card has a large image of a hand interacting with a digital interface, with the text 'BLOCKCHAIN NEWS' overlaid. It contains the headline 'Blockchain, the tech behind bitcoin, may have found its 'killer use case' by keeping AI in check', the date 'Date : 2nd February 2024', and a summary of the story. The second card, located below the first, also has a large image of a hand interacting with a digital interface, with the text 'BLOCKCHAIN NEWS' overlaid. It contains the same headline and date, followed by a summary. Both cards feature a five-star rating icon at the bottom left and a small logo at the bottom right.

Solution:

To address this, I opted for a Cards UI design pattern on the home page of my blockchain news website. Each card highlights a headline, and the use of various card sizes adds visual interest. This format makes it easy for users to scan through news at a glance, providing a quick overview of the latest updates. I chose the Cards UI design to enhance the visual appeal of the website and offer a user-friendly experience, allowing readers to effortlessly explore and find the information in which they are interested.

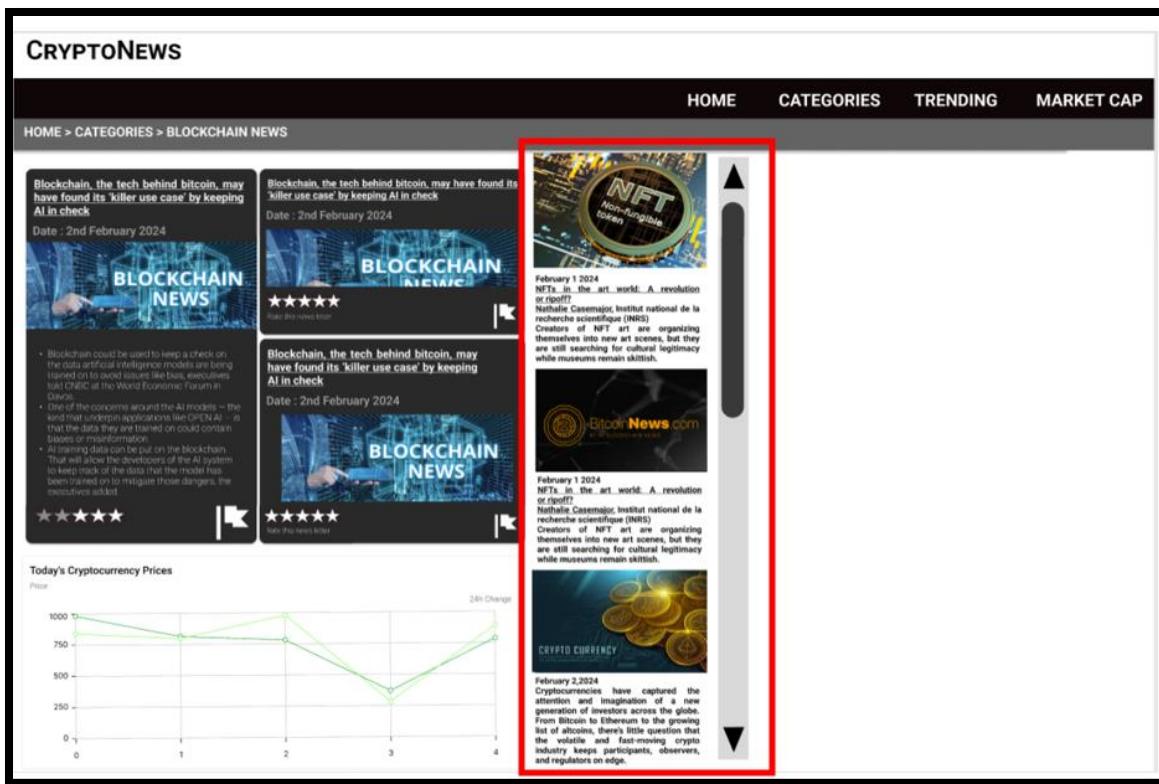
3. Dealing with data

3.1 Gallery

In news websites, the "gallery" design pattern is about making things look interesting and lively. They use it to show pictures, videos, and interactive stuff related to news stories. Even if we didn't specifically talk about it, many news websites use galleries to make the site more attractive. The idea is to grab your attention and make it easy to show different types of media quickly.

Why I Choose Gallery for this News Website:

Users often seek visual elements to complement news articles, and a traditional article format might lack engaging visual representation. Therefore, I've used a Gallery design pattern on the news website, featuring a scrollable view for displaying images related to news content.



Solution:

To address this, I introduced a Gallery design pattern on the home page of my blockchain news website. This Gallery view, with a scrollable interface, allows users to explore news-related images seamlessly. It caters to the user preference for visual content, making the news experience more engaging and captivating. I chose the Gallery design to enhance the visual appeal of the website, offering users a dynamic way to interact with and absorb news content.

3.2 Dashboard

A "dashboard" is a visual display that presents important information, such as recent headlines and trending topics, in user interface design for news websites. With navigation, filtering, and data visualization features, it provides an easy-to-use snapshot. A well-thought-out dashboard improves user experience by effectively presenting important information.

Why I Choose Dashboard for this News Website:

Users want to quickly grasp information of prices from multiple sources about bitcoins and cryptocurrencies without going through individual sections. In the dashboard of my news website, I've included a UI design pattern that displays charts related to data from various sources, providing a quick and comprehensive overview.

The screenshot shows the CRYPTONews website. At the top, there's a navigation bar with links for HOME, CATEGORIES, TRENDING, and MARKET CAP. Below the navigation, a breadcrumb trail shows the user is at HOME > CATEGORIES > BLOCKCHAIN NEWS. The main content area displays two news articles under the heading 'BLOCKCHAIN NEWS'. The first article is titled 'Blockchain, the tech behind bitcoin, may have found its 'killer use case' by keeping AI in check' and includes a date of 2nd February 2024. The second article has a similar title and date. Both articles feature a five-star rating icon. At the bottom of the page, there's a chart titled 'Today's Cryptocurrency Prices' showing price fluctuations over four time periods. A red box highlights this chart, and a red arrow points from it to a white box containing the word 'Dashboard'.

Solution:

To address this, I introduced a Dashboard UI design pattern on the home page of my blockchain news website. The dashboard features charts summarizing data from different cryptocurrency sources, allowing users to digest essential information at a glance. This design choice simplifies the process of staying informed about prices of bitcoins and cryptocurrencies, catering to users who prefer a quick overview about prices.

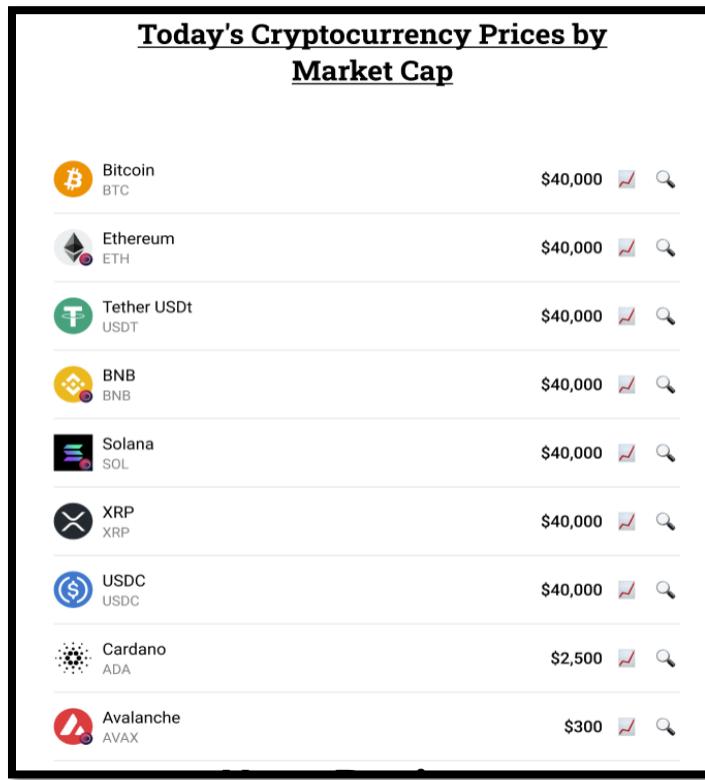
4.Social

4.1 Leaderboard

The Leaderboard design enhances the website's interactivity, providing users with valuable insights into market dynamics. It is commonly used in various contexts, including games, social media platforms, and competitive sites to increase user engagement and create a sense of motivation and competition. It typically displays rankings of top performers based on specific criteria, such as success in a game, points, levels, or other relevant metrics. This design decision aims to provide users with a real-time overview of top performers in the market.

Why I Choose Leaderboard for this News Website:

Users want to know the best performers in the cryptocurrency market, especially in terms of today's market cap and prices. Therefore, on my news website, I've used a Leaderboard UI design pattern displaying today's market cap and prices for cryptocurrency and bitcoin.



Solution:

To address this, I introduced a Leaderboard UI design pattern on the home page of my blockchain news website. The Leaderboard showcases a fixed number of top performers ranked by today's market cap and prices, allowing users to stay informed about the latest market trends. I chose this design to cater to the competitive nature of the cryptocurrency community, enabling users to make quick player-to-player comparisons and understand the current market standings.

4.2 Testimonial

The Testimonials design adds a personal touch to the website, making it more engaging and trustworthy. Testimonials are a powerful way to build trust and credibility on a website. They can be in the form of social media posts, video clips, or quotes. Positive press coverage or client testimonials can make a big difference in raising brand recognition and increasing customer involvement. Testimonial pages can be utilized to tell the customer's story from their own point of view and provide unbiased evaluation.

Why I Choose Testimonials for this News Website:

Users often seek real opinions and experiences to build confidence in the credibility and reliability of the news content. Therefore, On my news website, I've used a Testimonials UI design pattern, showcasing user reviews about cryptocurrency and bitcoin to provide insights and build trust.

User Reviews

See what users have to say about different cryptocurrencies.



CryptoEnthusiast123

" Bitcoin is the best cryptocurrency of all time! "



BlockchainInvestor

Ethereum has great potential and a solid community.

Solution:

To address this, I integrated a Testimonials UI design pattern on the home page of my news website. This section displays authentic user reviews, offering valuable perspectives on cryptocurrency and bitcoin. By including testimonials, the website aims to enhance trust among users, providing a human touch to the news content. I chose this design to create a sense of community and reliability, allowing users to connect with the experiences and opinions of others.

MOBILE DEVICE (SMALL DEVICE)

1. Getting Input

1.1 Rate Content

This UI design pattern decision aims to provide users with a simple and quick way to express their opinions on the content. This design offers a user-friendly and efficient method for users to share their opinions, fostering community interaction.

Why I Choose Rate Content for this News Website:

Users need an easy and immediate way to express their feedback on the news content, contributing to community engagement. Therefore, In my news website's mobile interface, I've implemented a Rate Content UI design pattern that includes a 5-star rating system along with thumbs-up and thumbs-down buttons.

The figure consists of three vertical mobile screenshots arranged side-by-side, each showing a different news article with a rating and feedback interface.

- February 1, 2024:** Headline: "NFTs in the art world: A revolution or ripoff?". Subtext: "Nathalie Casemajor, Institut national de la recherche scientifique (INRS). Creators of NFT art are organizing themselves into new art scenes, but they are still searching for cultural legitimacy while museums remain skittish." Rating: 5 stars. Feedback: Thumbs up and thumbs down icons.
- February 2, 2024:** Headline: "Cryptocurrencies have captured the attention and imagination of a new generation of investors across the globe. From Bitcoin to Ethereum to the growing list of altcoins, there's little question that the volatile and fast-moving crypto industry keeps participants, observers, and regulators on edge." Rating: 5 stars. Feedback: Thumbs up and thumbs down icons.
- February 3, 2024:** Headline: "Cryptocurrencies have captured the attention and imagination of a new generation of investors across the globe. From Bitcoin to Ethereum to the growing list of altcoins." Rating: 5 stars. Feedback: Thumbs up and thumbs down icons. Below the rating area, there is a link: "Read the full news...."

Solution:

To address this, I used a Rate Content UI design pattern on the mobile version of my news website. Users can quickly rate articles with a 5-star system and provide feedback using thumbs-up or thumbs-down buttons. I chose the Rate Content pattern to encourage user engagement, allowing them to contribute feedback effortlessly and ensuring a dynamic and responsive news-sharing environment.

2. Navigation

2.1 Article List

The "Article List" design pattern in mobile UI is essential for directing people to interesting content, particularly on news websites. Article listings are presented in a visually beautiful and user-friendly manner using the "List View" and "Cards" patterns. While "Cards" shows content in small pieces that allow users to quickly read and consume information, "List View" arranges objects vertically.

Why I Choose Article List with Cards View for this News Website:

Users want a visually engaging and concise way to explore news content on mobile devices, including both shorter and longer articles. Therefore, In the mobile interface of my news website, I've used an Article List with Cards View UI design pattern, presenting news about NFTs and cryptocurrency. This pattern includes a variety of articles, with one article type featuring longer news content, accompanied by a hyperlink inviting users to "read the full news."



Solution:

To address this issue, I designed the Article List with Cards View user interface design pattern on my news website's mobile platform. A range of items are displayed in this design, all of which are card-formatted. One longer article type is included to provide users with detailed news, along with a hyperlink for those who would like additional information. To provide a visually appealing and easy mobile experience that makes it simple for users to browse through news items and obtain in-depth information when needed, I chose this design. The website's flexibility is increased by the Article List with Cards View, which allows users with various preferences to read newspaper articles on mobile devices.

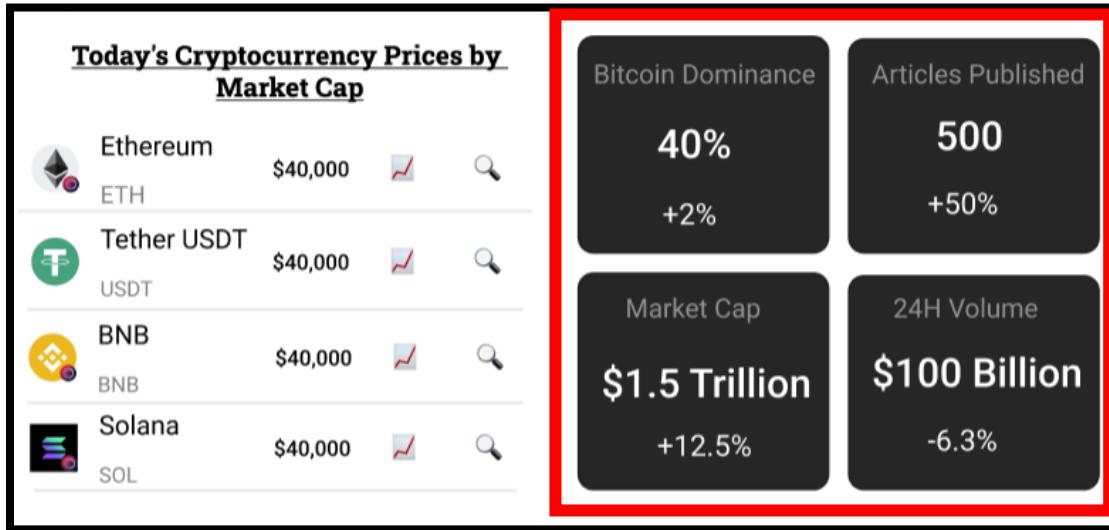
3.Dealing with data

3.1 Dashboard

To provide users a high-level overview of the status of the application or business, the dashboard design pattern in mobile UI is essential. This enables users to quickly monitor important metrics and make decisions based on their expertise.

Why I Choose Dashboard for this News Website:

Users want a quick and comprehensive snapshot of key metrics related to NFTs and cryptocurrency while navigating through news content on mobile devices. Therefore, In the mobile interface of my news website, I've used a Dashboard UI design pattern that showcases news about NFTs and cryptocurrency. This dynamic dashboard presents essential metrics such as Bitcoin dominance, articles published, market cap, and 24-hour volume, offering users a comprehensive overview



Solution:

To address this, I used the Dashboard UI design pattern on the mobile version of my news website. This design presents a visually appealing and user-friendly interface, allowing users to access crucial metrics along with news articles seamlessly. The Dashboard provides a one-stop-shop for users, combining real-time metrics and relevant news updates in a compact and accessible format. I chose this design to enhance user engagement, streamline information consumption, and ensure that users stay informed about the latest trends and metrics in the world of NFTs and cryptocurrency on their mobile devices. The Dashboard design contributes to a more efficient and enjoyable news-browsing experience.

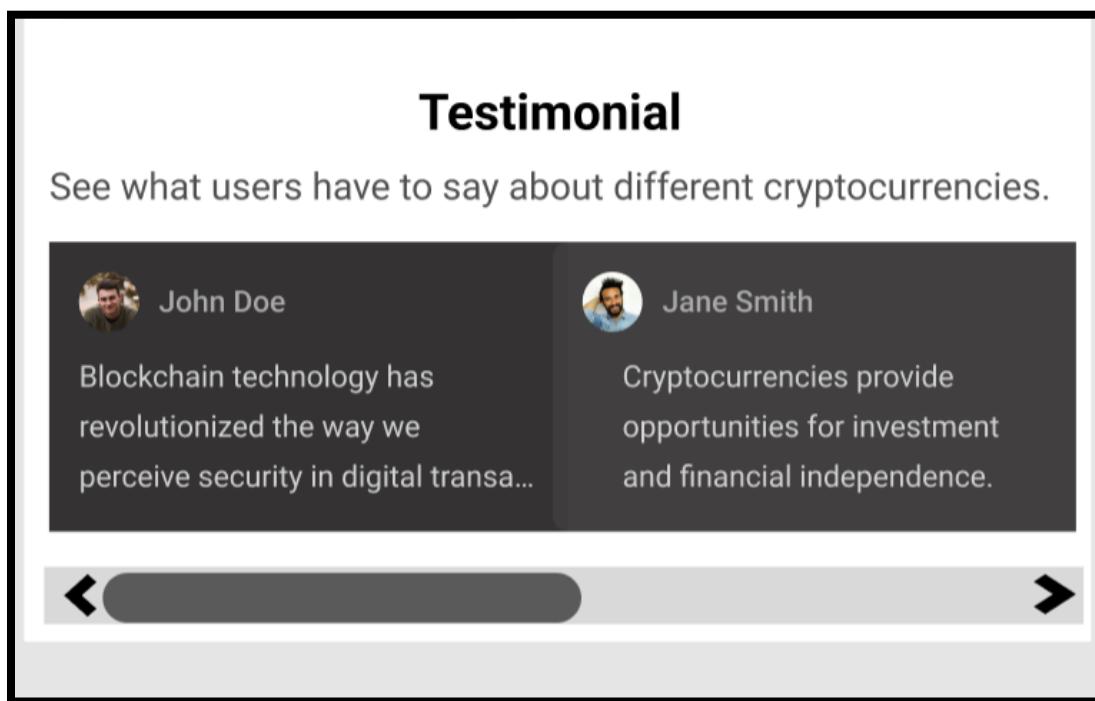
4. Social

4.1 Testimonials

Testimonials in mobile UI design should be visually appealing and user-friendly, using the "Cards" pattern. This makes it possible to include interactive components, text, and images, which enhances the user's reading of information. The use of text, video, or photographs of the sender's face increases the reliability of value statements.

Why I Choose Testimonials for this News Website:

Users often seek authentic perspectives to build trust and confidence in the reliability of news content. Therefore, In the mobile version of my news website, I've used Testimonials as a UI design pattern showcasing user reviews. This design aims to offer readers insights into others' experiences, enhancing user engagement and trust.



Solution:

To address this, I introduced the Testimonials UI design pattern on the mobile interface of my blockchain news website. This section features genuine user reviews, providing a human touch to the platform. By incorporating testimonials, the website aims to establish a sense of community and reliability among users. I chose this design to encourage user interaction and feedback, making the news website more engaging and trustworthy. The Testimonials design adds a personal element, allowing users to connect with the experiences and opinions of others, thereby contributing to a more dynamic and community-driven news-sharing environment.

Reference Link:

1. Toxboe, A. (n.d.). *Design patterns*. UI Patterns. <https://ui-patterns.com/patterns>

Figma Link:

<https://www.figma.com/file/PjznrNWwbtimUChTPEjgVL/Practice-Lab---3?type=design&node-id=0%3A1&mode=design&t=XLWvtsnmtVgn93JX-1>