## **Module1Activity2 – Interaction Design**

### **1. Hub Task Flow — Nike.com**

**1. URL & Screens:**<https://www.nike.com> Approx. 3–5 screens depending on product categories explored.

**2. Pattern Description:** Nike uses a **hub task flow**, where the homepage acts as a central hub. Users select a category (e.g., Men, Women, Kids), then view product lists and details before returning to the homepage or menu to explore further.

**3. User Goal(s):** To browse and purchase products by navigating between categories and product pages.

**4. Critical Analysis:** This flow is appropriate for an e-commerce site because it allows flexible exploration and comparison of items without forcing a linear path. However, the large number of menu items can make the homepage visually overwhelming for new users.

**5. Suggested Improvements:** Improve the clarity of the top navigation bar by reducing dropdown clutter or grouping similar items together for a cleaner hub experience.

### **2. Wizard or Guide Task Flow — TurboTax**

**1. URL & Screens:**<https://turbotax.intuit.com> Roughly 10–15 screens, depending on complexity of return.

**2. Pattern Description:** TurboTax uses a **wizard task flow** to guide users through filing their tax returns. The process is broken into linear steps: personal info → income → deductions → tax summary → e-file. Navigation is controlled, and users proceed one step at a time.

**3. User Goal(s):** To successfully complete and file a tax return by entering all necessary information correctly and in order.

**4. Critical Analysis:** This flow is highly appropriate for the task, since taxes require structured, accurate data entry. The linear process ensures no steps are skipped. However, users with complex cases may find the pace slow or restrictive if they need to jump between sections.

**5. Suggested Improvements:** Allow an optional “expert mode” with a summary view for experienced users who want to jump between steps without losing progress.

### **3. Progressive Disclosure — Apple Support**

**1. URL & Screens:**<https://support.apple.com> Typically 3–6 screens, depending on the issue selected.

**2. Pattern Description:** Apple uses **progressive disclosure** to guide users through troubleshooting. The user first selects a product (e.g., iPhone), then chooses a category (e.g., Model, Pro/Pro Max), and only then sees relevant guides or contact options.

**3. User Goal(s):** To find a solution to their technical issue with minimal confusion or wasted time.

**4. Critical Analysis:** This flow is appropriate because it prevents the user from being overwhelmed by technical support details all at once. However, sometimes it takes multiple clicks to reach the actual fix, which can frustrate advanced users.

**5. Suggested Improvements:** Add a quick-search or “advanced help” toggle for experienced users who want to jump directly to technical guides or forum discussions.