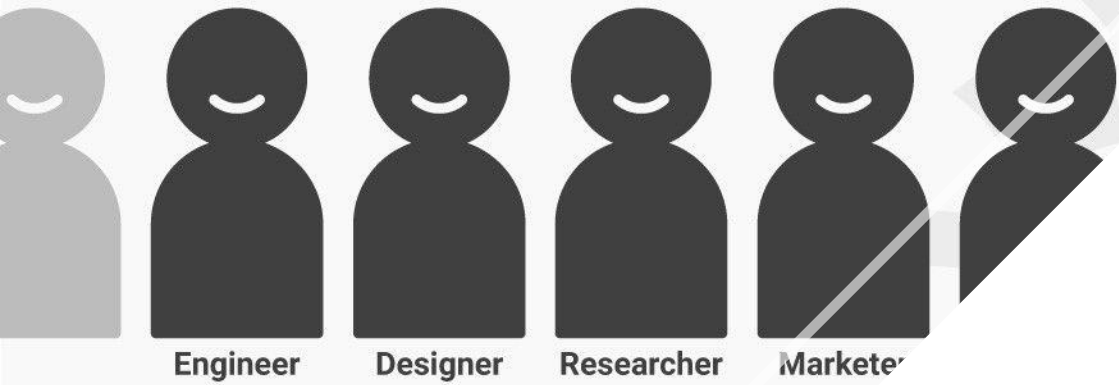


Multidisciplinary Design Teams for User-Centered Design



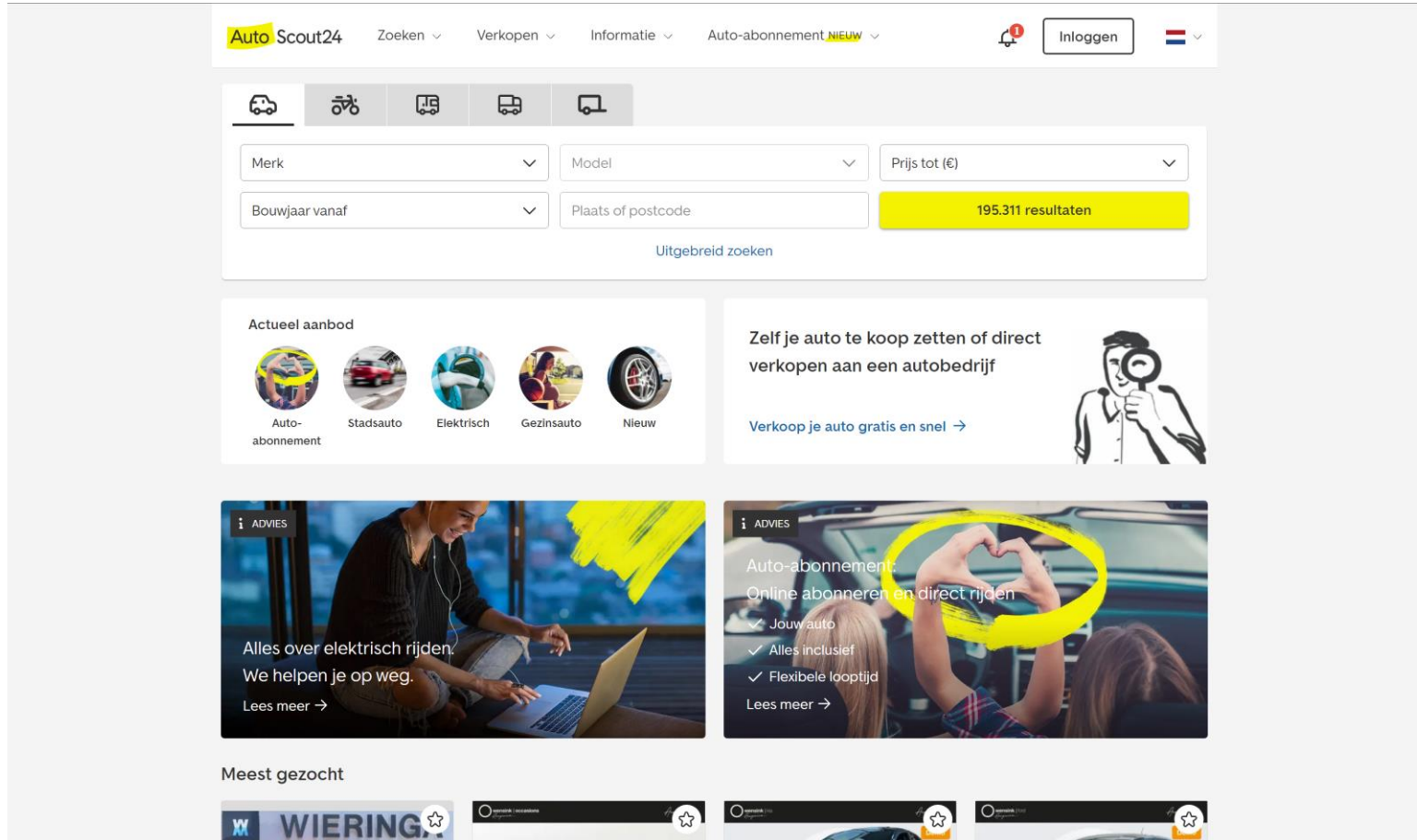
Team? Work & Travel?
Work From Home?



Temporary

Permanent

Good UCD – AutoScout24



- Website is used to find cars
- Therefore, they have put the search options at the top of the screen
- They also use yellow highlights which stand for happiness

Bad UCD - Marktplaats


BMW 3-Serie (F30) 2.0iX 328i 180KW Aut8 (f30) 2013 Zwart M3




The exit button for the fullscreen photo mode is all the way on the left top and pretty small. Most websites will minimize the picture by clicking next to it. Therefore, I'm pretty used to clicking on the right side and now I have to go all the way to the left.

Good UCD – Bol.com

Bezorgmoment



SYOSS Salonplex Conditioner 6x 440ml - Grootverpakk...
Verkoop door: bol.com

DiWoDoVrZaZoMa

<

Morgenavond
17:30 - 22:00
~~€1,99~~ €0,00 dankzij **Select**

Donderdag
Over 2 dagen
9 februari, 08:00 - 22:00
Gratis

Donderdagavond
Over 2 dagen
9 februari, 17:30 - 22:00
~~€1,99~~ €0,00 dankzij **Select**

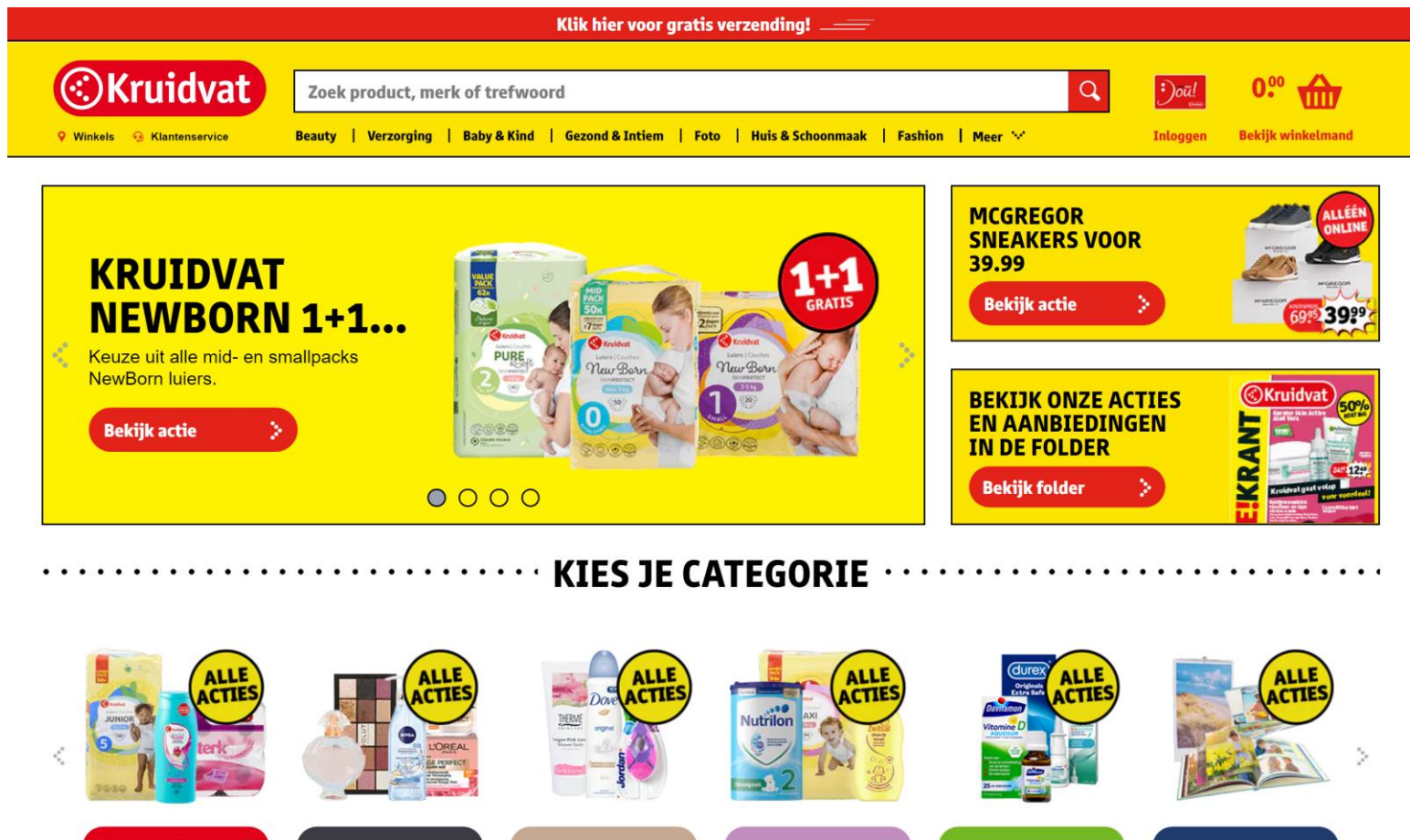
>

<

 Kies een eerder moment

The display of the available delivery days and times are very clear. Especially because you can select the day and it'll pop to the front from the other days. Additionally, the day's shortcuts are written above the boxes to click on and skip to that day.

Bad UCD - Kruidvat





Very cluttered and conflicting colors
Yellow = happiness
Red = danger

Many boxes and a lot of text or repeating images

Good UCD - Zalando

Wat wil je terugsturen?

[Zo stuur je \(een deel van\) je bestelling terug](#)

Besteldatum: 1 februari 2023	Bestelnummer: 10203138465280	
<input type="checkbox"/>	<div><div></div><div><div>s.Oliver UNISEX ESSENTIAL 8 PACK - Sokken - ...</div><div>Kleur: black Maat: 35-38</div></div></div>	<div>Selecteer een reden</div>
Besteldatum: 10 januari 2023	Bestelnummer: 10203137265097	
<input type="checkbox"/>	<div><div></div><div><div>Bershka LONG SLEEVE - Overhemdblouse - pink</div><div>Kleur: pink Maat: L</div></div></div>	<div>Selecteer een reden</div>

Je retourneert: 0 Item(s)
<div>Retourzending aanmaken</div>
Annuleren

Easy to manage
return page.

Pictures to make
clear which order it
is instead of just the
numbers.

Check which order,
select a reason for
returning, and
confirm the return.

Bad UCD - Zara



- All navigation is very small which makes it less visible
- There's no icons besides the category button on the left.
- The full screen is a slideshow or video that takes your attention the whole time which is very distracting.

Zara



DAMES HEREN KINDEREN HOME BEAUTY

LOVE NEW

METaverse VALENTINE'S TALE NEW

NEW

BEST SELLERS NEW

MUST HAVES TREND

JASSEN | PUFFERS

BLAZERS

JACKS | GILETS

JURKEN | JUMPSUITS

BLOUSES | OVERHEMDEN

T-SHIRTS

TOPS

BODY

KNITWEAR

SWEATSHIRTS

BROEKEN

JEANS

ROKKEN | SHORTS

CO-ORD SETS

PAKKEN

SCHOENEN

TASSEN

ACCESSOIRES

Also, the categories on the website are endless and hard to navigate through to find what you want.