

COMS 4170

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HW1 Warm-up

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Positive example

The mobile APP that I used the most is called **RedNote** (also known as ‘Xiaohongshu’ in Chinese), it is a very popular social platform that contains user-generated content.

-Heuristic 1: Aesthetic and Minimalist Design

RedNote’s interface is clean and visually appealing, emphasizing high-quality images, minimal text, and generous use of white space. The posts on this application are designed to highlight visual content without overwhelming the user with unnecessary information. This minimalist design ensures that users can focus on the content without distractions. The design enhances the browsing experience, making the app feel engaging.

-Heuristic 2: Recognition Rather than Recall

RedNote’s search bar provides real-time suggestions based on partial input. For example, if I want to apply for a Netherlands visa in New York but don’t know how to phrase the exact question, I can simply type keywords like “New York Netherlands visa.” The app then suggests related queries, such as “Netherlands visa processing time in NYC,” without requiring me to remember precise terms or phrasing. By reducing the need to recall exact details, RedNote simplifies the process of finding relevant information, saving time and effort. This feature is especially valuable for users like me who are always looking for practical solutions to specific problems, making the application a reliable tool rather than just a social platform.

-Heuristic 3: Flexibility and Efficiency of Use



RedNote's top navigation bar organizes content into categories like "For You," "Live," "Series," "Celebrity," and "Food," allowing users to quickly switch between different types of content. For example, if I'm interested in food inspiration, I can directly click the "Food" tab instead of searching through unrelated posts, creating a faster and more personalized browsing experience for me. This design accommodates both novice and experienced users. Novice users can explore new sections effortlessly, while experienced users can efficiently access the content they want.