

# M01 Module 2 Discussion: In/Effective Design Examples

## **Discussion: Identify Two Effective & Ineffective Layouts or Designs Discussion**

Every day you are surrounded by design, whether you are conscious of it or not. The choices made in layout and typography are extremely important to usability and communication. In this module we have covered the basic fundamentals of graphic design and layout composition. Use these fundamentals to reflect on examples of effective or ineffective design you encounter day to day.

### **Assignment Instructions**

Identify two examples of effective layout/design and two examples of ineffective or confusing layout/design. Remember to give solid reasoning based on the foundation we are developing to back up your critique. Statements like “I don’t like green” are subjective and open to personal bias, unlike “The background pattern causes the text in the foreground to be hard to read,” which is objectively based in the principles we discussed.

### **Effective Design**

Find two examples of a design, UI or layout that you think is an effective representation of the design principles discussed in this week’s presentation and readings and share it with the class. This may even be examples of your professional work that you would be willing to share. Please cite the rationale for why you feel the design is working. If you have a background in graphic design, feel free to go above and beyond these basic principles to touch on more advanced concepts to help support your critique. Your experience can be extremely valuable to your classmates.

A simple example could be an online publication you read, which has an easy to navigate and visually appealing home page. Maybe the design and layout allows room for interesting content and helps guide you to the sections of the site that interest you most.

### **Ineffective Design**

Find two examples of a design, UI or layout that you think is a negative representation of the design principles discussed in this week’s presentation and readings, and share it with the class. Please explain how this example represents usability/legibility issues and which design principle is related.

This may be as simple as a billboard you see on a highway that fails to use proper scale to create an easily readable message.

### **Submission Instructions**

Post your examples to the discussion board for this week as separate posts, look at others' submissions, and comment on at least 2 effective and 2 ineffective examples. Upload supporting

visual (photo, screen grab, etc.) to your blog and include the link or link directly if it is an online source. Include your reasoning and critique as text in the post.







### **Effective Design 1: SPOTIFY**

Spotify is, hands down, my favorite interface I have ever used. It is organized very simply and it's really easy to understand and navigate. I like the fact it has a dark background because the app itself feels more immersive. Playlists are organized very well and it is easy to add songs to your liked list or to playlists you've created. The placement of everything on this app makes complete sense and is user-friendly.


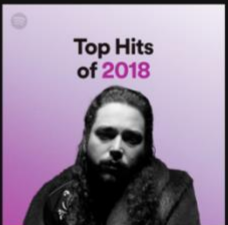
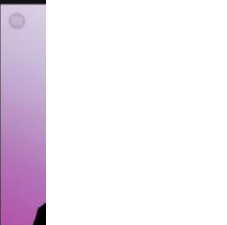
3:09



## Good afternoon


 Liked Songs	
 Latin 🇵🇷	 Ozuna
 Soca 🇧🇧	 Machel Montano



## Rewind and rediscover your favorites




 <p>Top Hits of 2019</p>	 <p>Top Hits of 2018</p>	
Rewind and rediscover big songs from 2019. Cover: B...	Rewind and rediscover big songs from 2018. Cover: P...	Rewind and rediscover big songs from 2017. Cover: P...

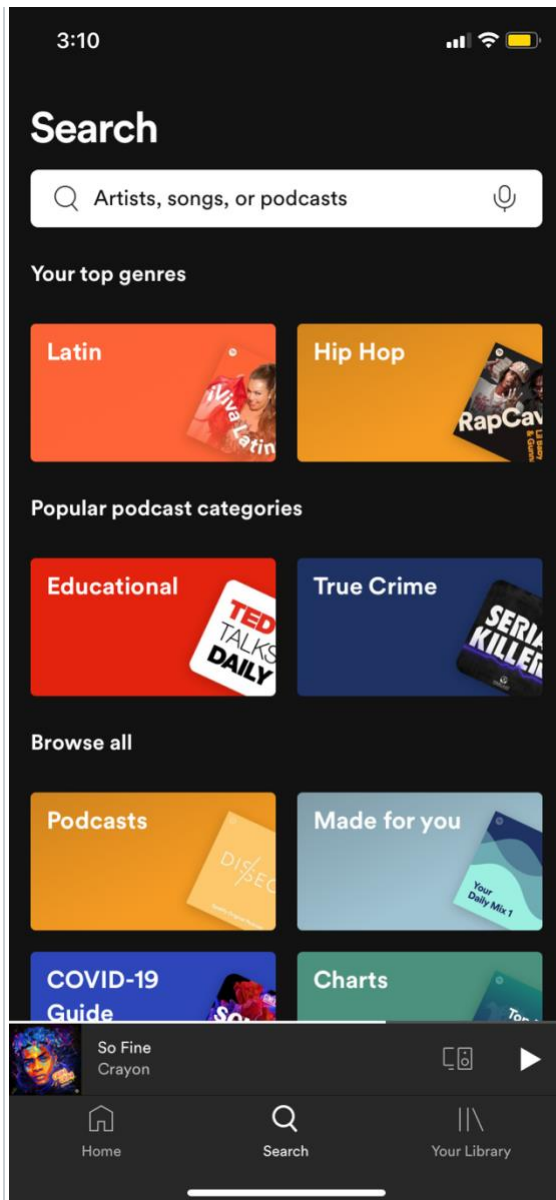
## Shows to try

		
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 So Fine  
Crayon

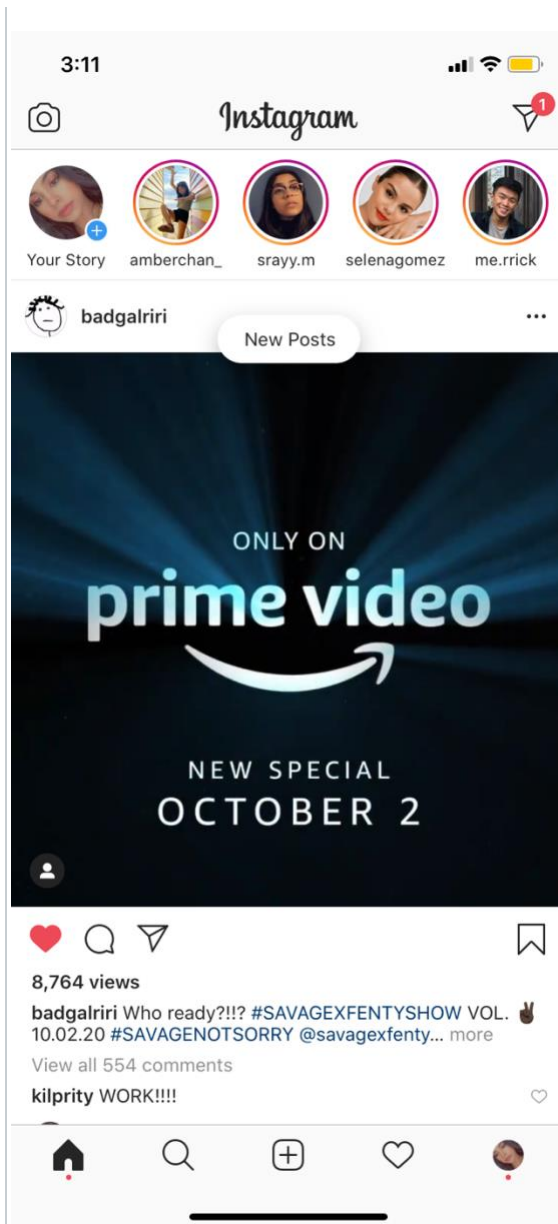
 

-  Home
-  Search
-  Your Library



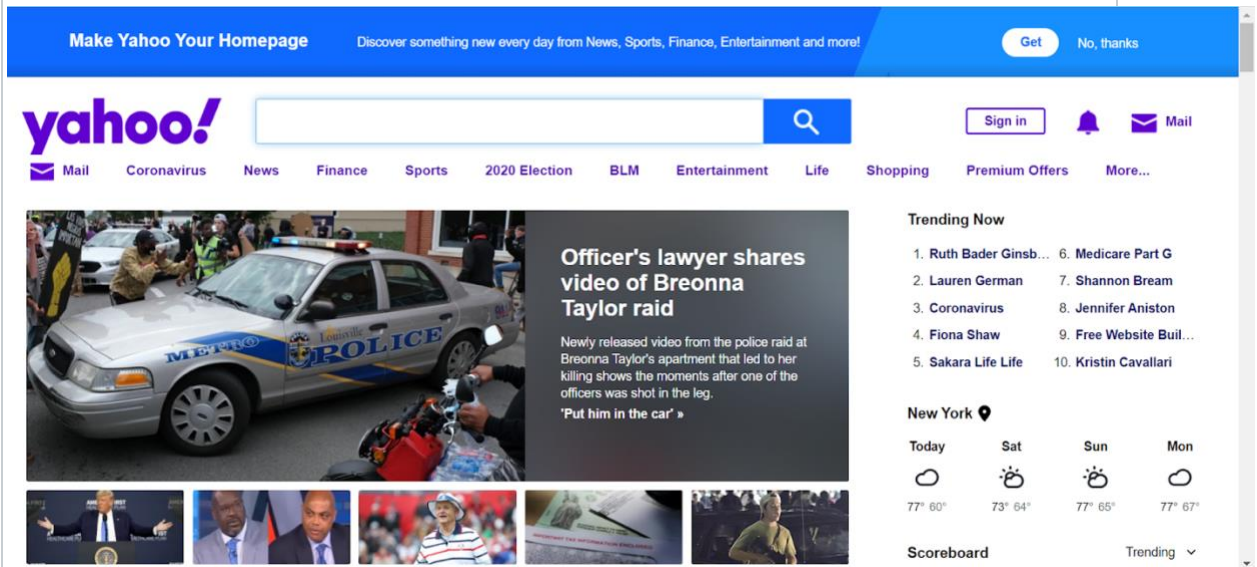
## Effective Design 2: INSTAGRAM

Instagram is also pretty easy to understand. It is simple and straight to the point, which makes for some of the best interface designs. Usually, I don't really use Instagram, but when I do, I don't find any difficulty navigating through the interface, which is great. The app is not crowded and everything has its respective place which is something I enjoy about the UI of the app.



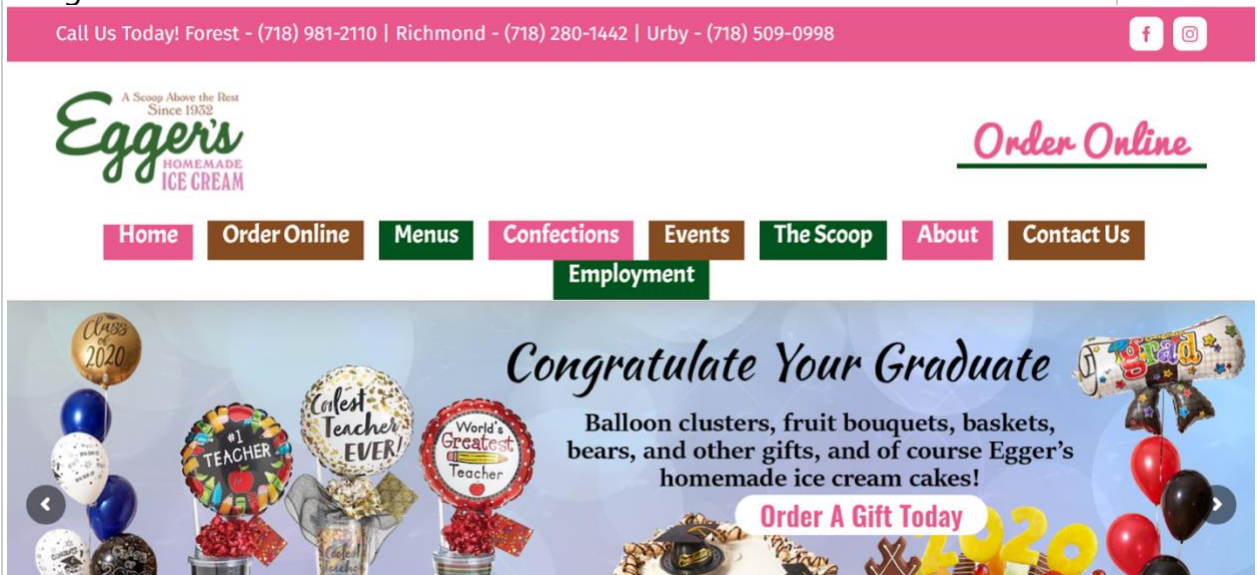
### Ineffective Design 1: YAHOO!

To me, Yahoo! Is not designed as well as it could be. The home page alone seems very clustered and there seems to be too much different information put into one area. There is not much white space, which I don't like because that can make it harder to see which information is really important. I am also not the biggest fan of the colors the website utilizes because they all seem very thrown together. I, like many people, would definitely prefer Google, which has a more user-friendly interface.



## Ineffective Design 2: EGGER'S

Unfortunately, this last interface design is from one of my favorite ice cream shops. I did a redesign for this brand in a class I had last semester because I feel like the quality of their branding does not match up with their product. There is a lot wrong with this website, mostly from a graphic design perspective. So many fonts are being utilized and there are too many colors present. It makes it hard to focus on any one part of the page, which makes it harder to navigate. There are also a lot of tabs, which is fine, but they could be organized much better. Personally, this website is an ineffective design.



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Hi Amelia,

I like the design of ig as well. The only problem I wonder is if it can let me see more one time instead of only one photo. The two ineffective designs look old school, and EGGER'S even has a programming (or composing itself) problem.

I also love the design of Spotify! Its super easy to navigate and I love their organization, especially with the specially curated playlists.

I agree with your feelings on the Egger's design. It looks poorly designed from a designers POV and could use a lot of work. Alignments are off, colors feel too all over the place, it has a lot of potential for a better design. I loved your designs for Eggers last semester, they should hire you to redesign their website! :)

You took mine with Spotify haha I subscribed to it about 3 months ago (I know I'm late to the party) but I couldn't believe how easy it was to navigate.

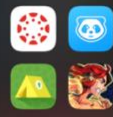
15:35



App 资源库



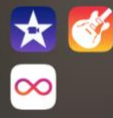
建议



最近添加



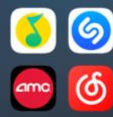
社交



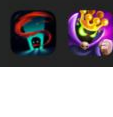
创意



工具



娱乐







Effective Design 1: iOS14

I'm sure a lot of people who use iPhones have updated the new iOS14. The best part of this update, I think, is that iOS14 will show me the apps I use a lot, depending on how long I'm using them. I think this is a breakthrough. Moreover, when using the camera now, small green dots will appear at the top of the screen. The green dot means the front and rear cameras being used.

15:39



### 重大新闻

Trump nominates Amy Coney Barrett to Supreme Court



LIVE: Trump Taps Conservative Favorite...  
Bloomberg QuickTake:...  
3374人正在观看



Biden slams Trump, urges Senate to hold...  
Washington Post  
4.9万次观看 · 1小时前



GOP enth... about Tru...  
ABC News...  
1.3万次观...

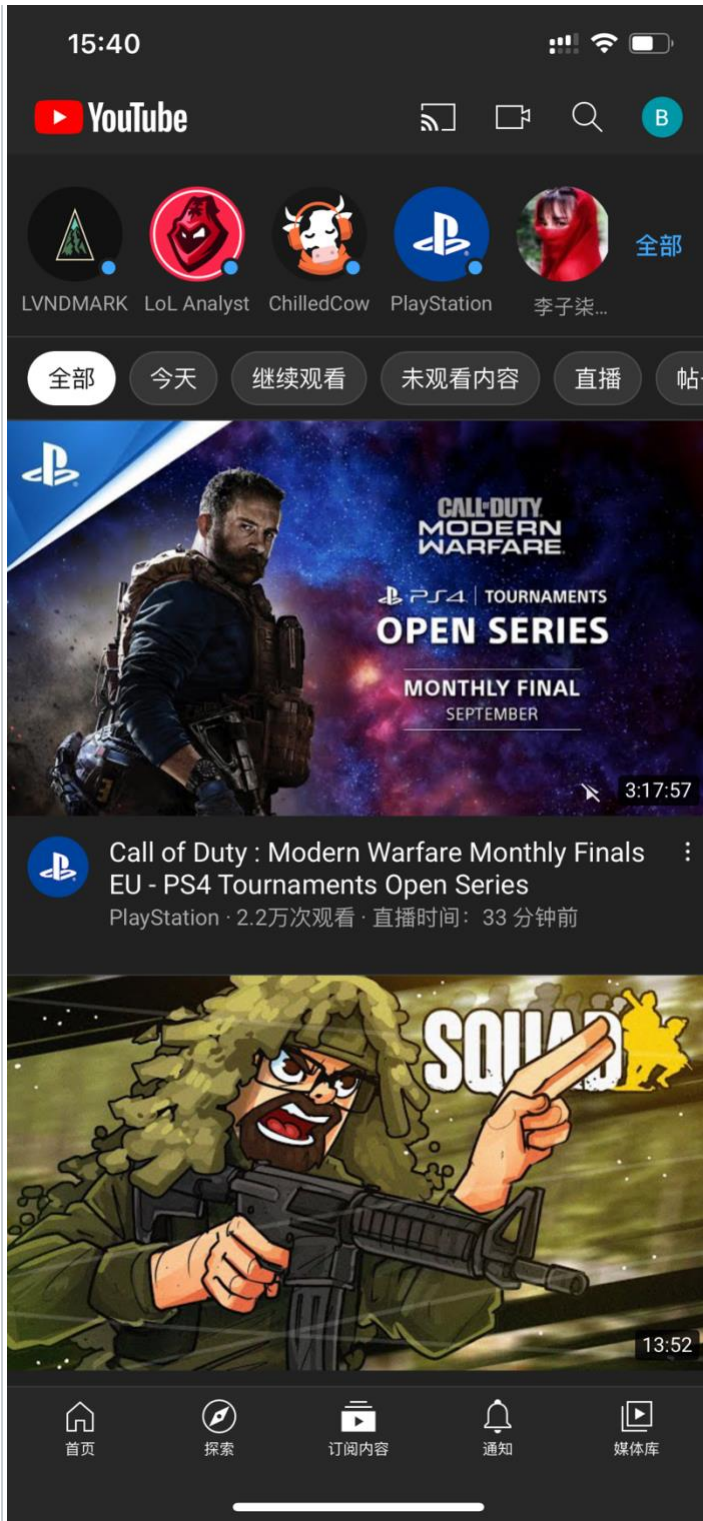
## LOW LEVEL BULLY



Stealing Lunch Money On Customs - Escape From Tarkov

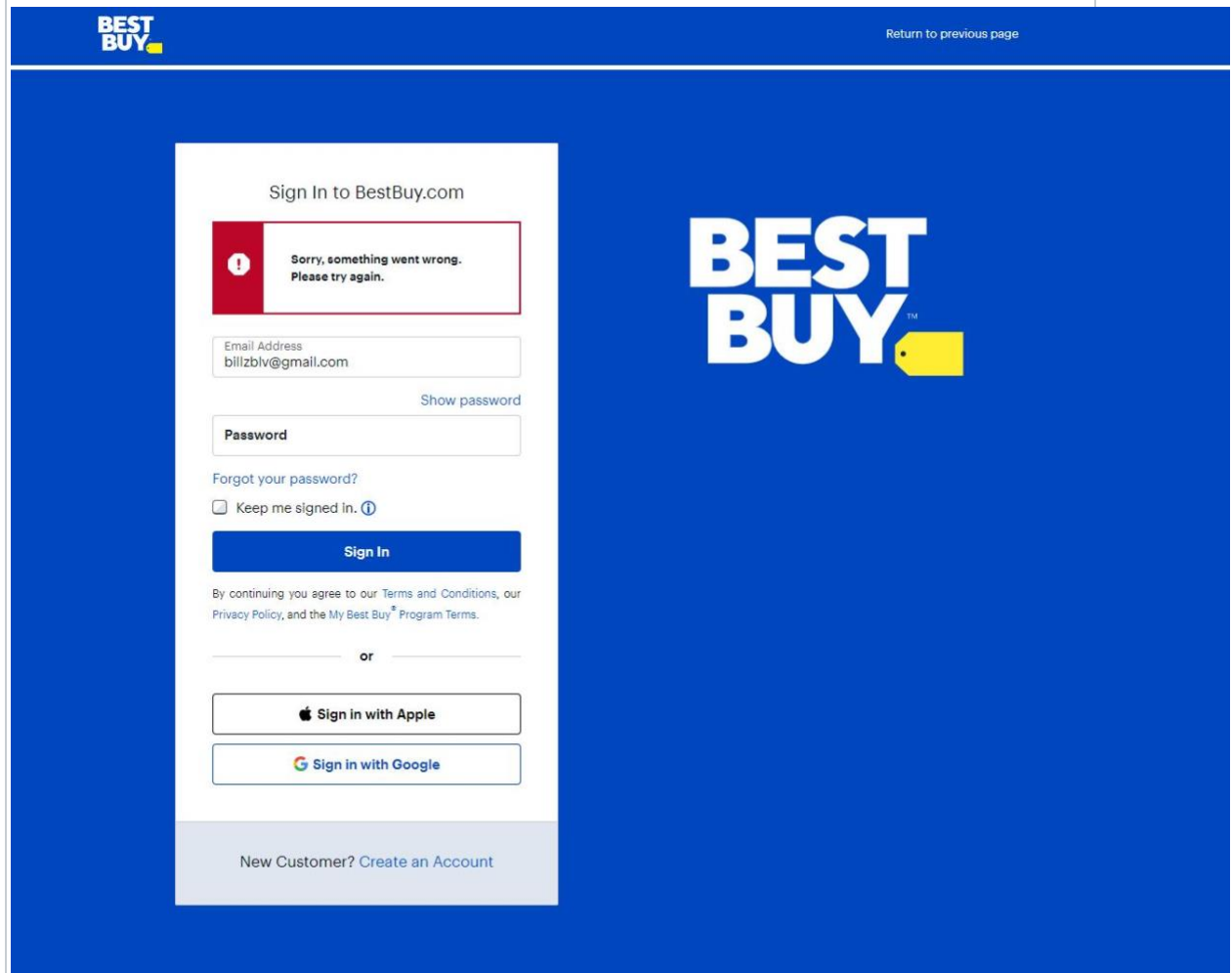
LVNDMARK · 1.4万次观看 · 9小时前





Effective Design 2: YouTube

I love YouTube's UI design. I've been watching the "Escape From Tarkov" video lately, and YouTube has recommended it to me. More, I can easily view the channels I subscribe to.



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[Mobile Site](#)

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## Ineffective Design 1: Best Buy

No matter what time it is, on different computers and with different accounts, I can't log into my account on the web version of Best Buy. I don't know if it's my network or my browser, and I'll never be able to log in. When I use the mobile version of Best Buy, it even freezes when I return to the previous page. I think Best Buy needs to positively fix their website.

## Your Account

 <b>Your Orders</b> Track, return, or buy things again	 <b>Login &amp; security</b> Edit login, name, and mobile number	 <b>Prime</b> View benefits and payment settings
 <b>Gift cards</b> View balance or redeem a card	 <b>All things Alexa</b> Get the most out of your Alexa-enabled devices	 <b>Your devices and content</b> Manage your Amazon devices and digital content

<b>Ordering and shopping preferences</b> <ul style="list-style-type: none"><li>Your addresses</li><li>Your Payments</li><li>Your Amazon profile</li><li>Archived orders</li><li>Manage your lists</li><li>1-Click settings</li><li>Amazon Fresh settings</li><li>Language preferences</li><li>Manage saved IDs</li><li>Coupons</li><li>Product Vouchers</li></ul>	<b>Digital content and devices</b> <ul style="list-style-type: none"><li>Manage content and devices</li><li>Your apps</li><li>Prime Video settings</li><li>Amazon Music settings</li><li>Manage Amazon Drive and photos</li><li>Digital games and software</li><li>Twitich settings</li><li>Audible settings</li><li>Amazon Coins</li><li>Digital gifts you've received</li><li>Digital and device forum</li></ul>	<b>Memberships and subscriptions</b> <ul style="list-style-type: none"><li>Kindle Unlimited</li><li>Prime Video Channels</li><li>Music Unlimited</li><li>Subscribe &amp; Save</li><li>FreeTime Unlimited</li><li>Audible membership</li><li>Dash buttons</li><li>Magazine subscriptions</li><li>Other subscriptions</li></ul>
<b>Communication and content</b> <ul style="list-style-type: none"><li>Messages from Amazon and sellers</li><li>Email subscriptions</li><li>Advertising preferences</li><li>Communication preferences</li><li>Shipment updates via text</li><li>Alexa shopping notifications</li><li>Deals Notifications</li><li>Videos you've uploaded</li></ul>	<b>Shopping programs and rentals</b> <ul style="list-style-type: none"><li>Third Party Credit Card Installment</li><li>Manage Your Profiles</li><li>Rentals by Amazon</li><li>Amazon Household</li><li>Pantry</li><li>Shop the Kids' Store by age</li><li>No-Rush rewards summary</li><li>Teens Program</li><li>Pet Profiles</li><li>Shop with Points</li><li>Amazon Second Chance</li></ul>	<b>Other programs</b> <ul style="list-style-type: none"><li>Amazon credit cards</li><li>Your seller account</li><li>Login with Amazon</li><li>Amazon Pay</li><li>Manage your trade-ins</li><li>Amazon Business registration</li><li>Amazon Web Services</li><li>Amazon tax exemption program</li></ul>

## Ineffective Design 2: Amazon

When I first came to the United States, The App I used most was Amazon, because I needed to buy a lot of daily necessities. Getting back to the point, every time I want to cancel Amazon Prime, I need to spend at least three minutes trying to figure out where to cancel my Prime. I think that's Amazon's approach. They don't want to make it easy for customers to cancel Prime, which Amazon automatically charges the customers for their bundled credit or debit CARDS if they forget to cancel. I think it's very bad.

Hi Bolun,

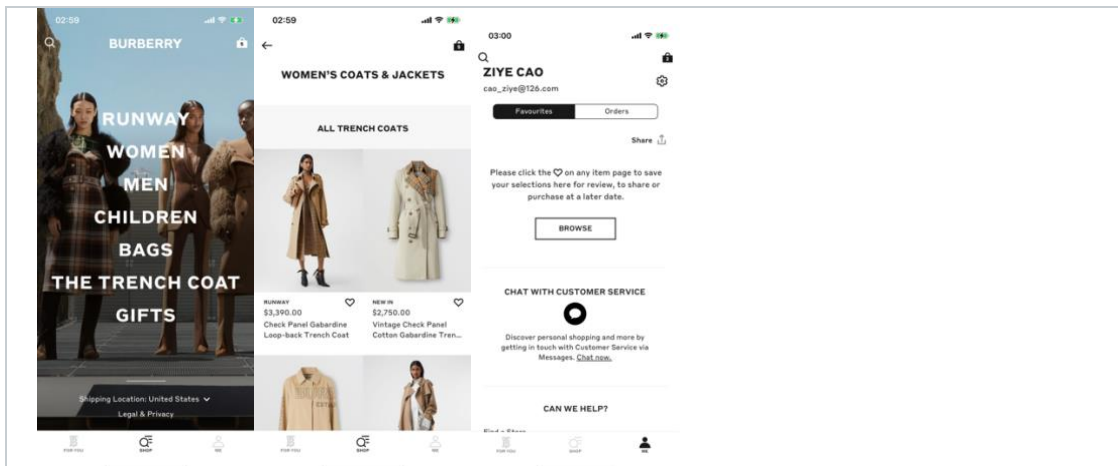
Ios 14 does a huge change and I discuss other parts of its change negatively. However, I like the things you mention above as well. Apple is always making its products easier to use. In addition, I agree with your opinion on Amazon. Not only the system, but also the looking they have in their app, even the new one. They make it really hard to find the orders and the whole thing looks old school and complex.

Yeah i agree with you Bolin, personally i go to the best buy store rather than the website, the website never works out for me.

Couldn't agree more that amazon needs work. It's surprising that such a successful website looks like an encyclopedia

## Effective Design

### o Burberry phone app



The whole app use really simple colours and clean theme compare with Gucci's app. The words are tiny, clean, easy to read. The catalogue can lead people to any classifies they want easily. The photos of products let people see things directly. It's really a use-friendly app.

### o <https://www.bilibili.com>



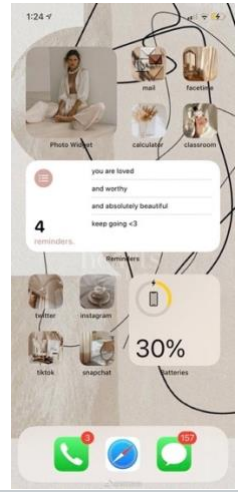
Though it looks too colourful at first sight, it gathers everything tiny. It separates videos into different zones, and shows a cover for every video, which allow people to have a brief learning before open this video.

**Ineffective Design**

1. own design ios14 posted



online





I'm not saying that these designs are "not good looking," but they do not make sense to me. The whole things look like in a whole theme, but look really cheap. How can I find the app I want easily with an uncommon and unfamiliar icon? Besides, too many elements (even from one theme) make it look like a mess. For example, it looks not that good with 4 photos of idols in one page like the third one, and I can't see most of the photos clearly.

## 2. <https://www.moyankan.com>



I don't really understand what the blank space on two sides for. The words are so small and crowded. I can't know anything of a book without clicking in. They can definitely use the empty space to make things more clearly.

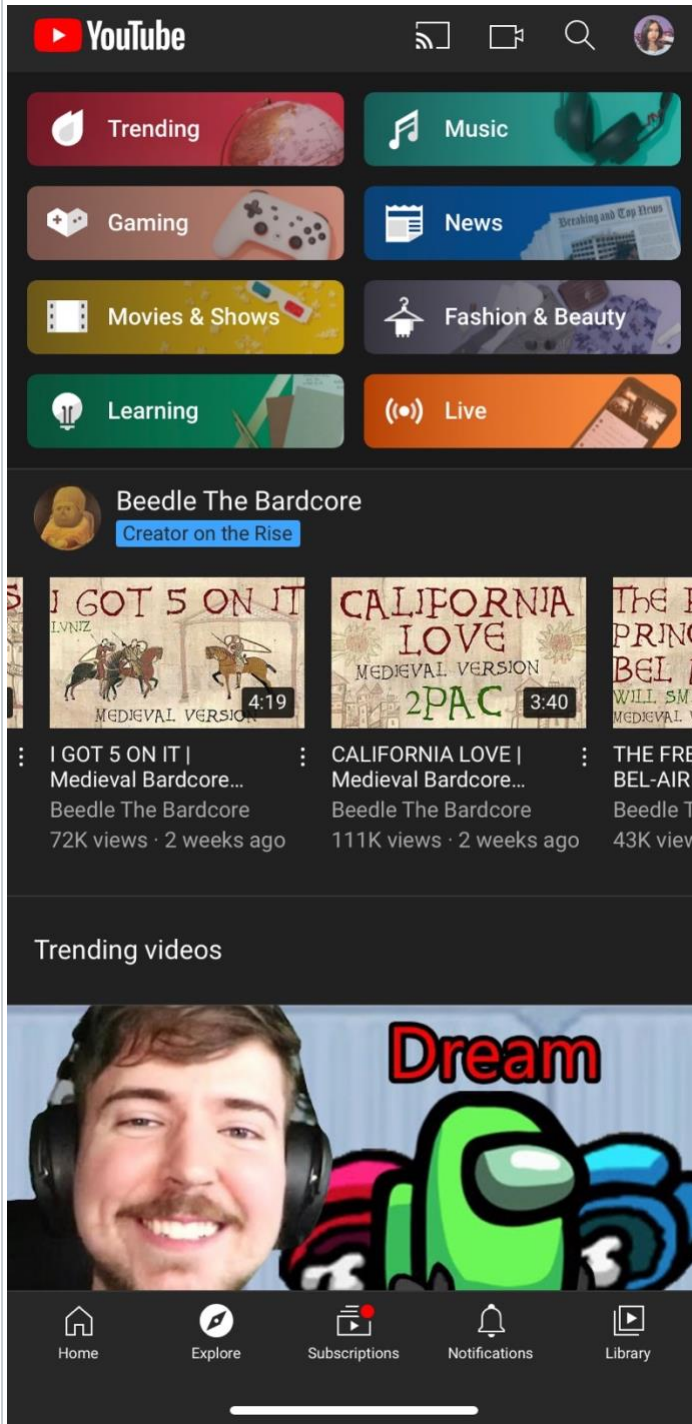
[Reply](#)[Reply to Comment](#)

Hello Ziye,

I wouldn't say I like Apple's latest system, either. It reminds me of the Samsung mobile phone I used more than a decade ago. Its screen is not simple, and there will be too many complicated things to set up. Although it gives users more personalized self-made space, in my opinion, the most significant feature of apple is the simple operation and interface design.

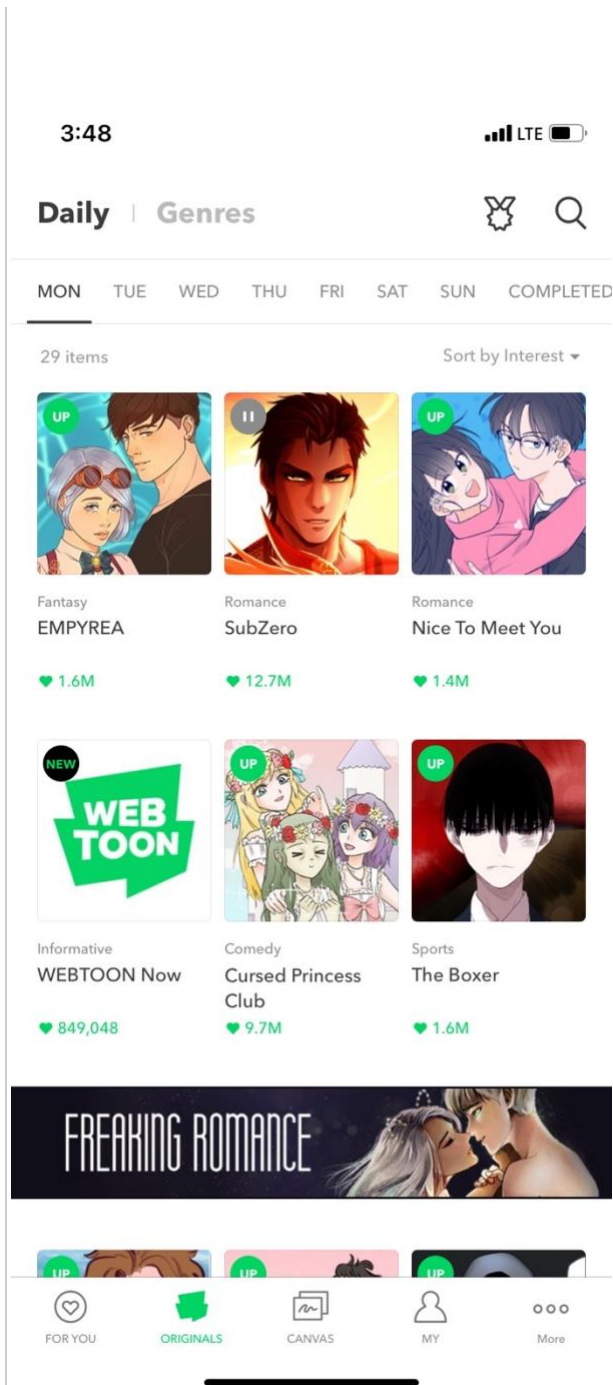
### **EFFECTIVE DESIGN 1: Youtube App**

Youtube is my go to website for music, entertainment and fashion. Throughout the years, the website has had various changes. The layout was once complex and now it has become more organized and simplified. There's different categories of videos, and the recommendation feed helps you find the right video to watch based on your watch history.



## EFFECTIVE DESIGN 2: Webtoon App

Very easy to find comics to read, thumbnails are relatively a decent size.



### INEFFECTIVE DESIGN 1: CRAIGSLIST

Very crowded, no logos or thumbnails to help the user navigate the page. Color scheme only consists of 2 colors, makes the website look less appealing.

**craigslist**

create a posting  
my account

search craigslist

**event calendar**

M	T	W	T	F	S	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

craigslist app <sup>new</sup>  
 help, faq, abuse, legal  
 avoid scams & fraud  
 personal safety tips  
 terms of use  
 privacy policy <sup>new</sup>  
 system status

about craigslist  
 craigslist open source  
 craigslist blog  
 best-of-craigslist  
 "craigslist joe"  
 craig newmark  
 philanthropies

new york city    mnh   brk   que   brx   stn   jsy   lgi   wch   fct

**community**

- activities
- artists
- childcare
- classes
- events
- general
- groups
- local news
- lost+found
- missed
- connections
- musicians
- pets
- politics
- rants & raves
- rideshare
- volunteers

**services**

- automotive
- beauty
- cell/mobile
- computer
- creative
- cycle
- event
- farm+garden
- financial
- household
- labor/move
- legal
- lessons
- marine
- pet
- real estate
- skilled trade
- sm biz ads
- travel/vac
- write/ed/tran

**discussion forums**

- android
- apple
- arts
- atheist
- autos
- beauty
- bikes
- celebs
- comp
- cosmos
- frugal
- gaming
- garden
- haiku
- help
- history
- housing
- jobs
- jokes
- legal
- pets
- philos
- photo
- politics
- psych
- recover
- religion
- rofo
- science
- spirit

**housing**

- apts / housing
- housing swap
- housing wanted
- office / commercial
- parking / storage
- real estate for sale
- rooms / shared
- rooms wanted
- sublets / temporary
- vacation rentals

**for sale**

- antiques
- appliances
- arts+crafts
- atv/utv/sno
- auto parts
- aviation
- baby+kid
- barter
- beauty+hlth
- bike parts
- bikes
- boat parts
- boats
- books
- business
- cars+trucks
- cds/dvd/vhs
- cell phones
- clothes+acc
- collectibles
- farm+garden
- free
- furniture
- garage sale
- general
- heavy equip
- household
- jewelry
- materials
- motorcycle parts
- motorcycles
- music instr
- photo+video
- rvs+camp
- sporting
- tickets
- tools
- toys+games
- trailers
- video gaming

**jobs**

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- etc / misc
- food / bev / hosp
- general labor
- government
- human resources
- legal / paralegal
- manufacturing
- marketing / pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- software / qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing

**nearby cl**

- albany
- allentown
- baltimore
- binghamton
- catskills
- central nj
- delaware
- eastern ct
- eastern shore
- harrisburg
- hartford
- hudson valley
- jersey shore
- general labor
- lancastr
- long island
- new haven
- north jersey
- northwest ct
- oneonta
- philadelphia
- poconos
- reading
- rhode island
- scranton
- south coast
- south jersey
- western mass
- williamsport
- worcester
- york

**us cities**

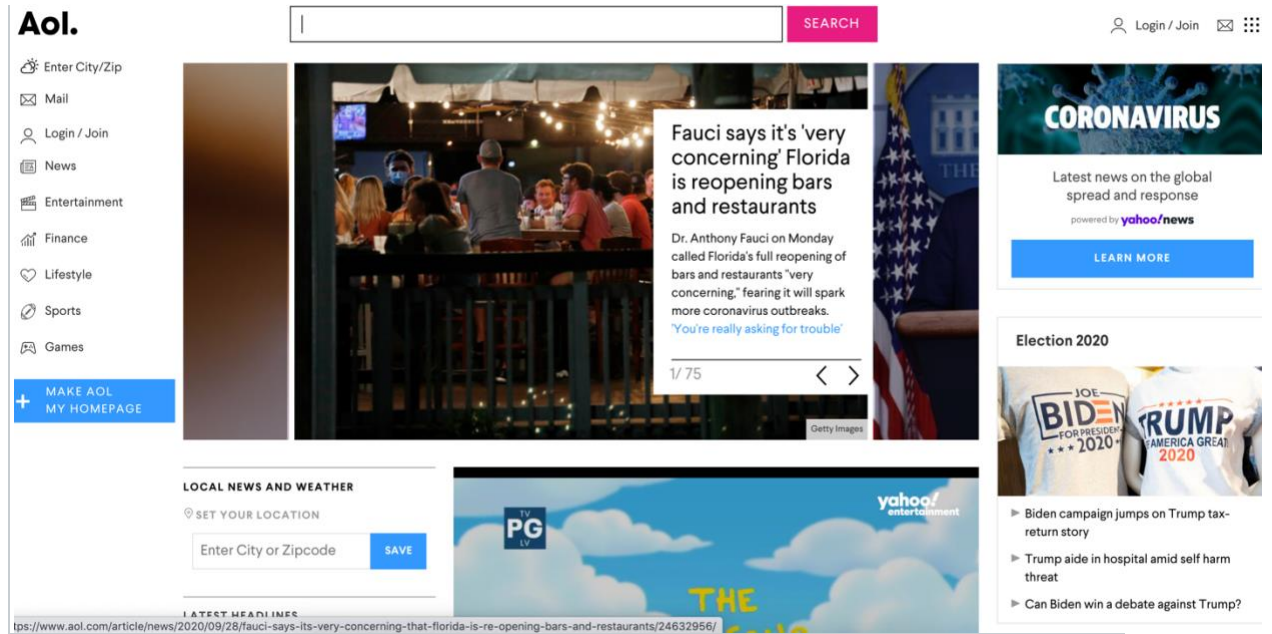
**us states**

**canada**

**cl worldwide**

## INEFFECTIVE DESIGN 2: AOL

As an old AOL user, this website was never pretty to begin with. Looking back at it now, it still has an unappealing design. There's still news/advertisements surrounding the home screen.



Hi Devina,

I've never used the webtoons app, but just by looking at the picture I agree with you that the app has an effective design. It uses nice, clean colors to make the type legible and the sections and icons are layed out very well, which makes it easy to navigate.

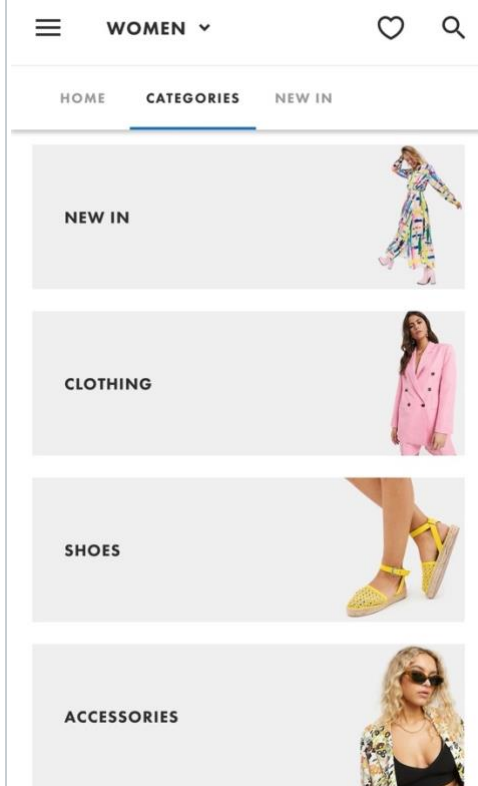
Hi Devina,

I also love youtube, both the web version and the app. Simple operation and clean page software will make people worship. YouTube's page design is to make the user's experience to achieve the best effect. Therefore, it's comfortable and happy to listen to music or watch videos on YouTube.

I have never had to use craigslist but just looking at the picture you provided I am overwhelmed and probably never will. No one wants to look at a block of text all the same font and color and try to navigate it, really ineffective design you can tell they don't care about their website.

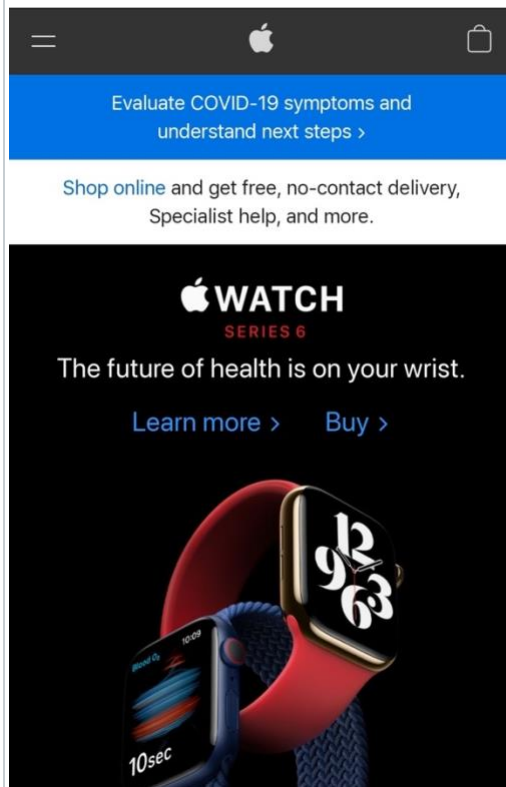
I use YouTube pretty often too but mostly from the mobile app and I actually find it to be confusing as a layout. Once I find the content I'm looking for it defaults in to horizontal viewing and I prefer not to have to turn my phone on it's side.

### Effective Design 1: ASOS



ASOS is an online shopping app. It is one of my favorite shopping apps because it is so easy to use and browse around through. All items are divided into categories (as seen in the picture) and under these categories are subcategories of more specific items. Additionally, ASOS's search filtering system is also very specific, so the user can easily find what they are looking for or is provided with a wide range of categories to search through. These categories and filters make it so easy to browse and make the shopping experience faster.

### Effective Design 2:



The Apple website on mobile is one of the easiest websites to navigate. Often times, websites on a mobile interface look all over the place in that the information and pictures are not fully visible and you have to side scroll. This is not the case with Apple. All their graphics are clear, visible, and straight forward on mobile. The website fits perfectly within the frame of your screen so nothing is cut off. It is very easy to attain information without a problem.

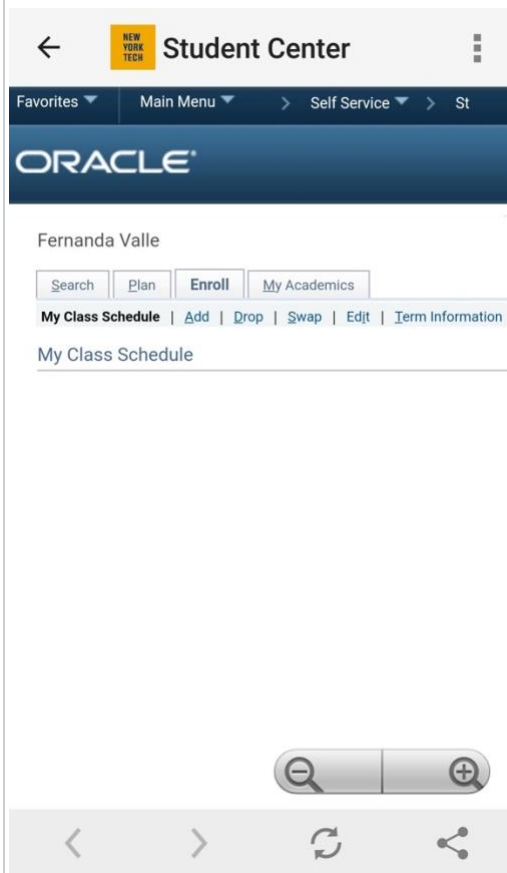
Ineffective Design 1:



Urban Outfitters' mobile app provides an overall great online shopping experience. You can easily find what you're looking for; however, when scrolling through items, UO does not provide a heart or like button next to the item so that the user can favorite a certain item they can come back to later. In order to favorite an item in the app, the user must click on the item, choose a size, and then favorite it. This is inconvenient for the user because it doesn't give them an option to like an item when they just want to quickly browse and not look at an item in depth.

Ineffective Design 2:





This is NYIT's mobile app when you go into the student connect portal and click on your schedule. The mobile app is not correctly designed for the phone. The frame and proportions are off and in order to see your schedule correctly, you have to side scroll. It is confusing because you are met with a blank page and one does not guess at first that you have to side scroll so it just appears as if there's nothing on a page.

Hey Fern! That's so funny, I was about to include the NYIT Portal as an ineffective design as well :O. I completely agree with your choices for both ineffective and effective design and I love the inclusion of Apple. It is such a well-known brand and I think a lot of its popularity stems from consumers trusting the company due to its great design work-branding and UI.

I love the ASOS design! Its so easy to navigate and makes me want to look at clothes for hours (even though I know I won't buy anything). I

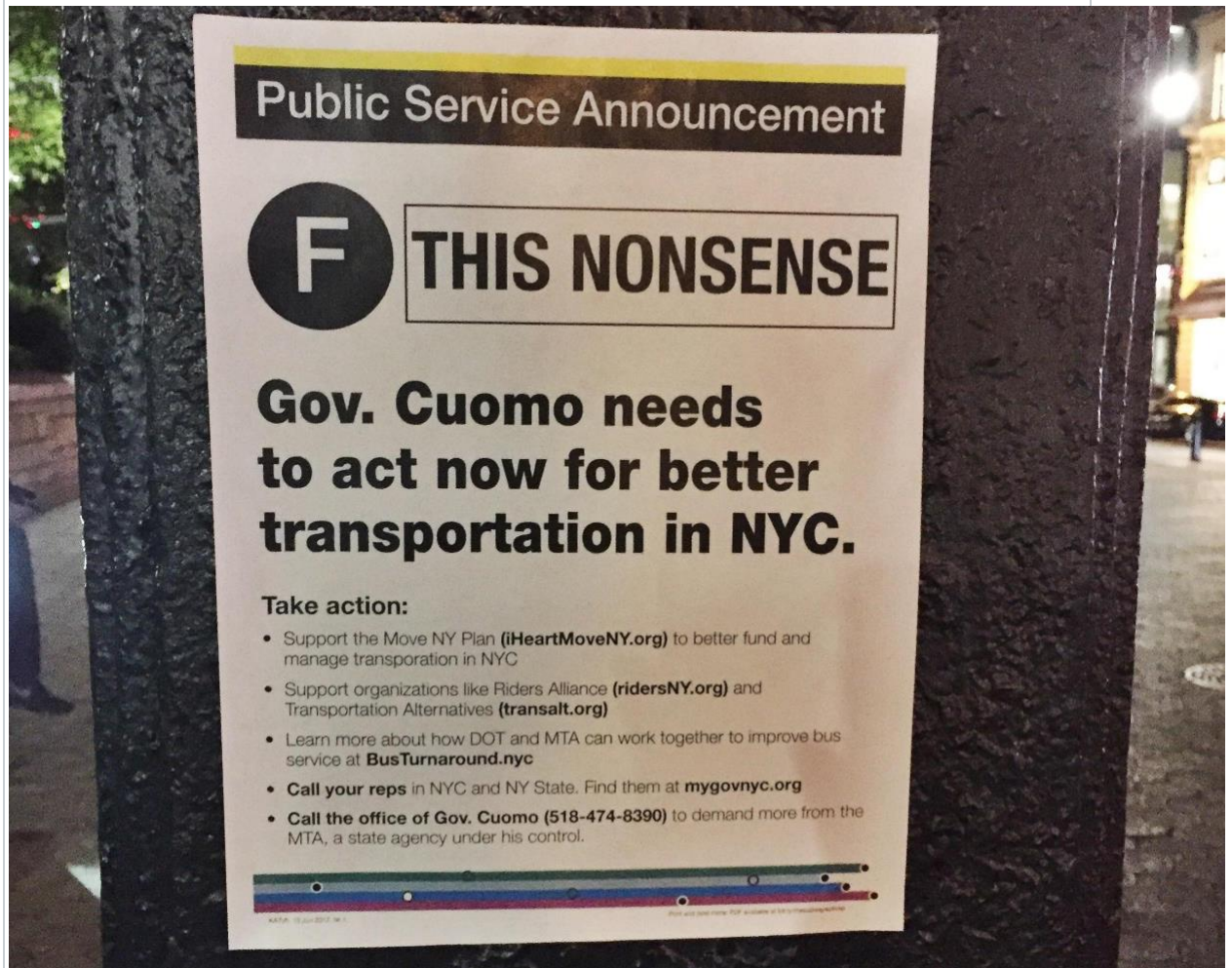
love a nicely designed clothing app!! The pictures also make it extremely easy to find what you're looking for.

I also am not a fan of the student portal for NYIT. Even the website feels too overwhelming since its extremely wordy and plain. Even though its a professional website for students, it could still use some work to make it less overwhelming!

The NYIT portal as a whole seems to fail design wise, when I first started using the mobile app I thought the screen was frozen half the time and then I realized you just have to zoom out and side scroll inconveniently. Sad because they have a lot of potential as a technology school.

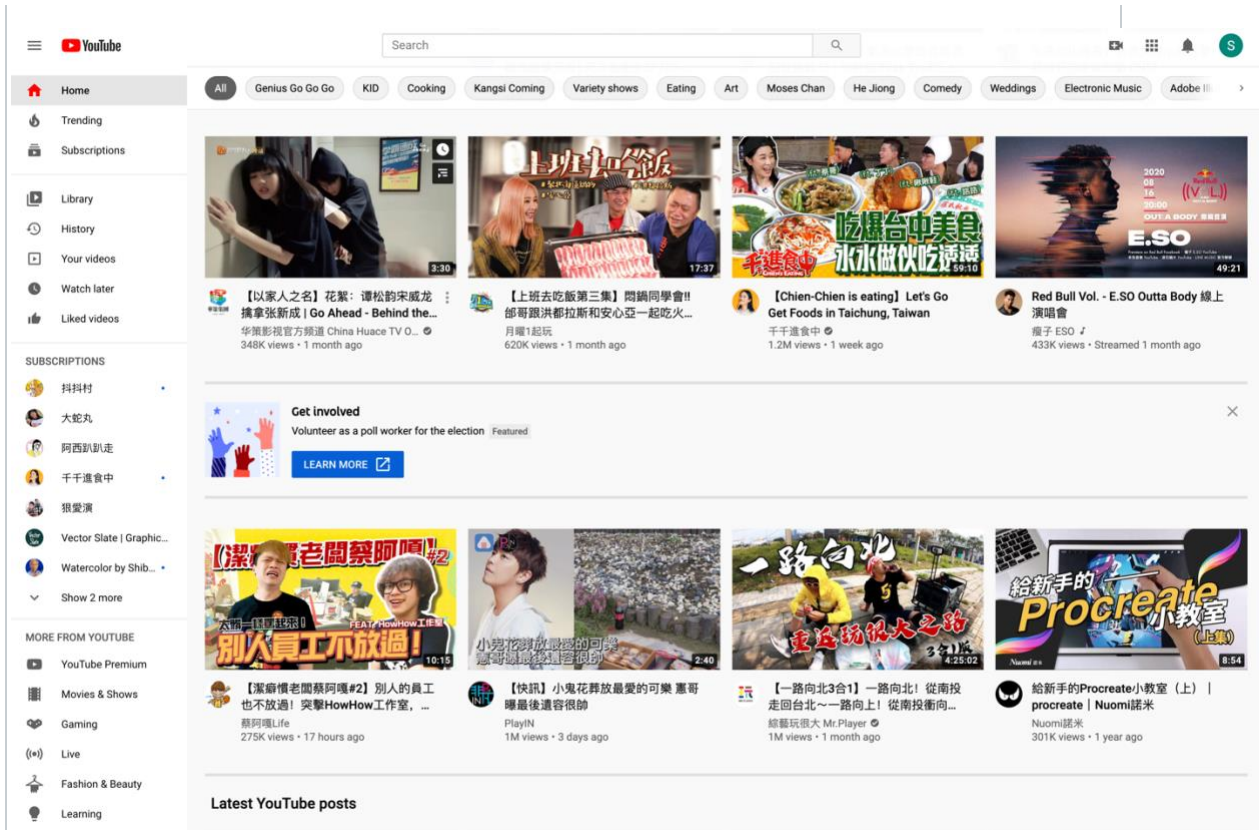
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**EFFECTIVE DESIGN 1**



The MTA announcement is one of my favorite designs. It only uses text typesetting. Without the help of pictures, it can still let passengers capture critical information immediately. Typography is very important. There are some differences in the text layout of each MTA announcement. I love studying these announcements while waiting for the subway.

EFFECTIVE DESIGN 2



The design of YouTube's home page is clean and clear. I can quickly find the function key I want every time because its design has considered the user's experience and feeling. YouTube also recommends videos based on users' preferences. It's also a feature I love. Its overall design will make people trust and want to use it all the time.

## INEFFECTIVE DESIGN 1



赞



评论



发送

### 可能认识



**Becky Wu**  
布鲁克林区

加为好友

移除

**Ying Shi**  
Brooklyn



显示全部



炎亞綸 Aaron Yan ✓



Facebook's home page design is not too friendly for beginners. When I first came into contact with Facebook, I spent a lot of time studying and understanding its buttons' functions. In many places, I encounter a lot of doubts. Therefore, I rarely open Facebook, unless it's necessary, like now.

INEFFECTIVE DESIGN 2



**NYIT's student home page design is sometimes confusing. The icon is changing in different places all the time. At the top of the home page are some of the features that students may least need (relative to other features). Every time I need to log in to blackboard or the student center, I need to spend some time looking for it. These two buttons are the most commonly used by students. Why can't they appear directly at the front?**

---

True about the NYIT student home page, drives me crazy!

---

I can never find anything I feel the the locations of everything is moving around, it's like they are trying to mess with us.

---

The youtube page is very clear and easy to find videos. One of my favorites!

---

I agree, Youtube is clearer and easier to find any music video or movie clips today.

---

The NYIT student home is a proper good shout. Really annoying the first time I used it.

## Effective Design

IOS 14



Contrary to popular belief I enjoy the new setup by apple. When it comes to UI I believe apple gets it right for the most part which is why they stay on top even the samsung has made a far superior phone for years. Yes widgets have been done before, but in my opinion adding the app library and the widgets organize my home screen where I can finally breathe. On top of that they've organized my apps in the app library far better than I ever have in folders. I find myself clicking around my phone much less.

Effective Design

## ESPN Fantasy Football App

The left screenshot shows the 'EDIT LINEUP' screen. It features a table with columns for position, player name, team, opponent (rank), game time, projected score, and actual score. A large green 'EDIT LINEUP' button is at the top. Below the starters table is a 'BENCH' section.

STARTERS	Opp (Rank)	Proj	Score
QB J. Burrow (Cin QB)	Jax (27th) Sun 1:00 PM	19.2	-
RB A. Kamara (NO RB)	@Det (26th) Sun 1:00 PM	20.0	-
RB J. Taylor (Ind RB)	@Chi (17th) Sun 1:00 PM	13.8	-
WR T. Boyd (Cin WR)	Jax (13th) Sun 1:00 PM	11.5	-
WR C. Lamb (Dal WR)	Cle (27th) Sun 1:00 PM	8.6	-
TE G. Kittle (SF TE Q)	Phi (22nd) Sun 8:20 PM	12.9	-
FLX J. Robinson (Jax RB)	@Cin (29th) Sun 1:00 PM	13.1	-
D/ST Chargers D/ST (LAC D/ST)	@TB (24th) Sun 1:00 PM	5.3	-
K J. Tucker (Bal K)	@Wsh (24th) Sun 1:00 PM	9.3	-
TOTALS		113.7	0.0

The right screenshot shows the 'Matchup Stats' screen. It has a search bar and a 'Stats View Matchup Stats' dropdown. It lists 'Top Available Overall' and then 'Top Available QBs', 'Top Available RBs', and 'Top Available WRs'. Each category has a table with columns for player name, team, opponent (rank), game time, projected score, and actual score.

TOP QBs	Opp (Rank)	Proj	Score
R. Fitzpatrick (Mia QB)	Sea (31st) Sun 1:00 PM	17.5	-
J. Goff (LAR QB)	NYG (10th) Sun 4:05 PM	16.5	-
N. Mullens (SF QB)	Phi (15th) Sun 8:20 PM	16.1	-

TOP RBs	Opp (Rank)	Proj	Score
J. White (NE RB Q)	@KC (15th) Sun 4:25 PM	8.5	-
Z. Moss (Buf RB Q)	@LV (32nd) Sun 4:25 PM	7.6	-
J. McKissic (Bal RB)	Bal (4th) Sun 1:00 PM	7.2	-

TOP WRs	Opp (Rank)	Proj	Score
H. Renfrow (LV WR)	Buf (24th) Sun 4:25 PM	9.0	-
A. Humphries (Pit)	Pit (25th)	-	-

ESPN has been the superior fantasy football app compared to yahoo (which we will get to later) because of easy to use and understand UI. I can see my entire team at one glance and see that it is completely separate from the players on my bench. When I want to edit my team (which is a major thing in fantasy football) I know exactly how to do it because of the BIG BUTTON on top that says "edit lineup". When I want to see players available to pick up They are organized it categories that are impossible to confuse I can get exactly what I'm looking for.

## Ineffective Design



Yahoo Fantasy Football App

1:03 📶 🔋

**My Team**  
Dowling's Finest

< Week 4 >      Stats: This Week ▾

---

**Roster**

**Player Updates**

---

**Offense**

QB		<b>P. Mahomes</b> KC - QB <span style="float: right;">—</span>	24.27
		Sun 4:25PM v <b>NE (21st)</b>	
		★★★★☆	
WR		<b>T. Hill</b> KC - WR <span style="float: right;">—</span>	18.33
		Sun 4:25PM v <b>NE (7th)</b>	
		★★★★☆	
WR		<b>C. Ridley</b> Atl - WR <span style="float: right;">—</span>	17.88
		Mon 8:15PM @ <b>GB (15th)</b>	
		★★★★☆	
RB		<b>J. Robinson</b> Jax - RB <span style="float: right;">—</span>	11.64
		Sun 1:00PM @ <b>CIN (6th)</b>	
		★★★★☆	
RB		<b>M. Gaskin</b> Mia - RB <span style="float: right;">—</span>	10.33
		Sun 1:00PM v <b>SEA (26th)</b>	
		★★★★☆	
TE		<b>D. Schultz</b> Dal - TE <span style="float: right;">—</span>	10.68
		Sun 1:00PM v <b>CLE (3rd)</b>	
		★★★★☆	
W/R/T		<b>T. Lockett</b> Sea - WR <span style="float: right;">—</span>	18.06
		Sun 1:00PM @ <b>MIA (12th)</b>	
		★★★★☆	
W/R/T		<b>T. Boyd</b> Cin - WR <span style="float: right;">—</span>	15.41
		Sun 1:00PM v <b>JAX (24th)</b>	
		★★★★☆	
BN		<b>C. Lamb</b> Dal - WR <span style="float: right;">—</span>	13.92
		Sun 1:00PM v <b>CLE (6th)</b>	

My Team
 Matchup
 Players
 League

1:03 📶 🔋

**My Team**  
Dowling's Finest

< Week 4 >      Stats: This Week ▾

---

**Offense**

BN		<b>J. Gordon</b> Sea - WR <b>SUSP</b> <span style="float: right;">—</span>	0.00
		Sun 1:00PM @ <b>MIA (12th)</b>	
BN		<b>D. Sample</b> Cin - TE <span style="float: right;">—</span>	4.56
		Sun 1:00PM v <b>JAX (5th)</b>	
		★★★★☆	
BN		<b>K. Cole</b> Jax - WR <span style="float: right;">—</span>	10.35
		Sun 1:00PM @ <b>CIN (29th)</b>	
		★★★★☆	
BN		<b>M. Alie-Cox</b> Ind - TE <span style="float: right;">—</span>	8.06
		Sun 1:00PM @ <b>CHI (18th)</b>	
		★★★★☆	
BN		<b>G. Ward</b> Phi - WR <span style="float: right;">—</span>	10.81
		Sun 8:20PM @ <b>SF (18th)</b>	
		★★★★☆	
IR		<b>D. Mims</b> NYJ - WR <b>IR</b> <span style="float: right;">—</span>	0.00
		Thu 8:20PM v <b>DEN (5th)</b>	
		-	
IR		<b>L. Bell</b> NYJ - RB <b>IR</b> <span style="float: right;">—</span>	0.00
		Thu 8:20PM v <b>DEN (27th)</b>	
		-	

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**Kickers**

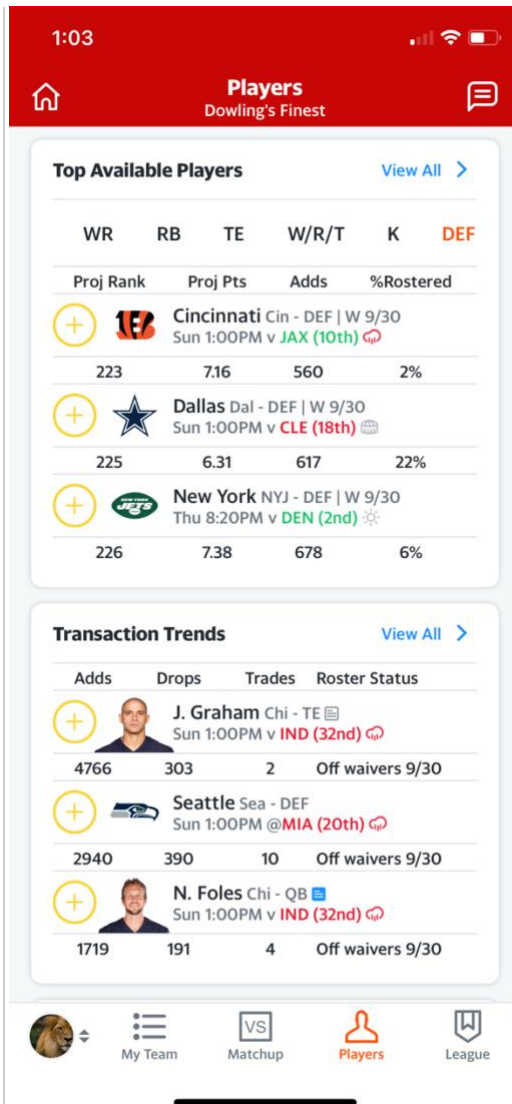
K		<b>K. Fairbairn</b> Hou - K <span style="float: right;">—</span>	8.74
		Sun 1:00PM v <b>MIN (1st)</b>	
		★★★★☆	

---

**Defense/Special Teams**

DEF		<b>Indianapolis</b> Ind - DEF <span style="float: right;">—</span>	7.66
		Sun 1:00PM @ <b>CHI (17th)</b>	
		-	

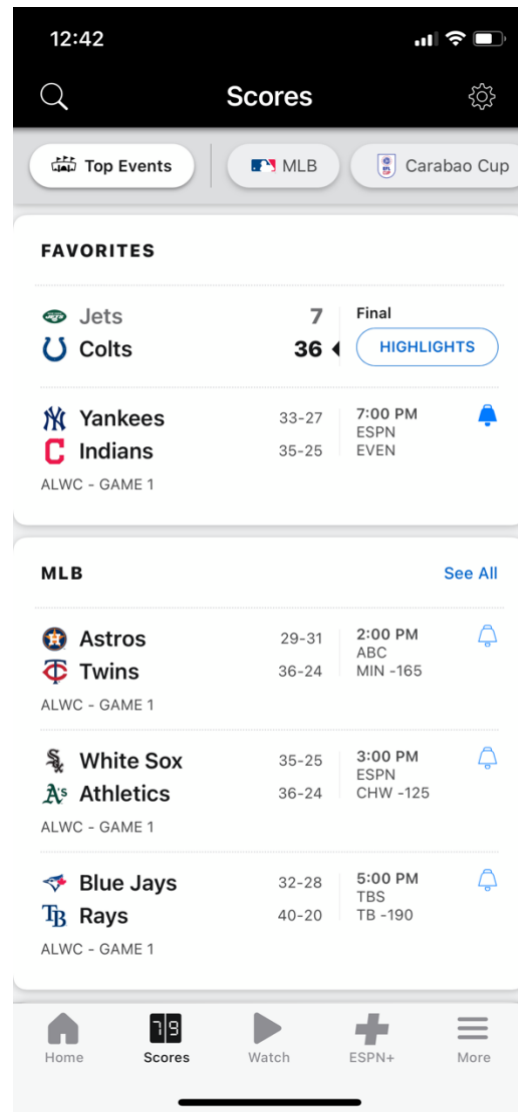
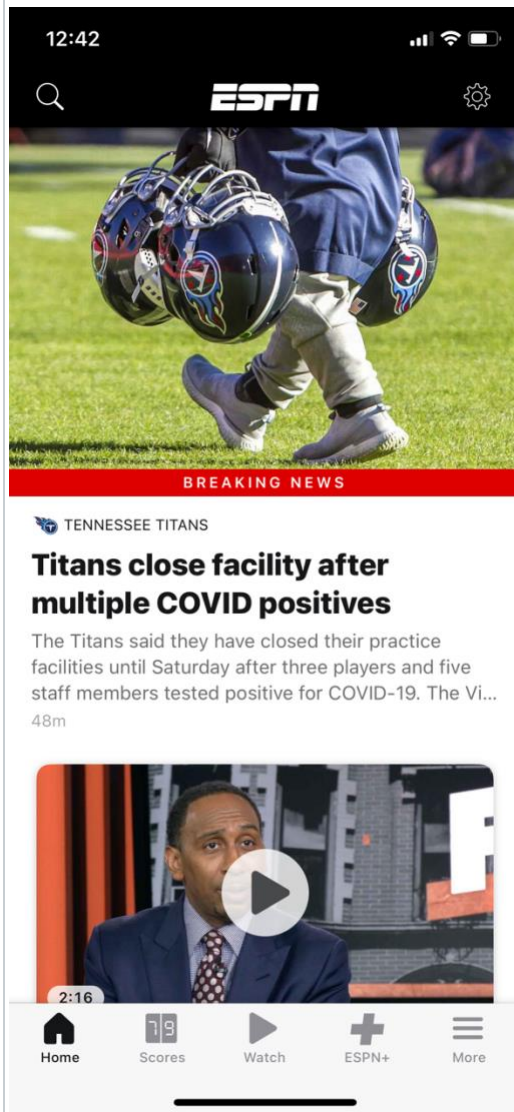
My Team
 Matchup
 Players
 League



After seeing the ESPN fantasy app I'm sure you can find the problems with this layout and why it makes my brain explode. First of all why is most of my team at the top in white and my bench is cluttered in gray right underneath it? Then to make matters worse the rest of my team is all the way at the bottom beneath my bench. Do you know how many time I forgot to change my kicker because I forget he is down there? Now you probably didn't know this, but in order to edit my team I have to tap the blue circles to the left of each guys name. It took me a while to figure that out. Now to move onto the waver wire, there's a carousel to get to each position and trends under it. Wouldn't you rather see all the players on one screen and simply scroll down instead of taking me through 8 different pages?

## Ineffective Design

### ESPN App

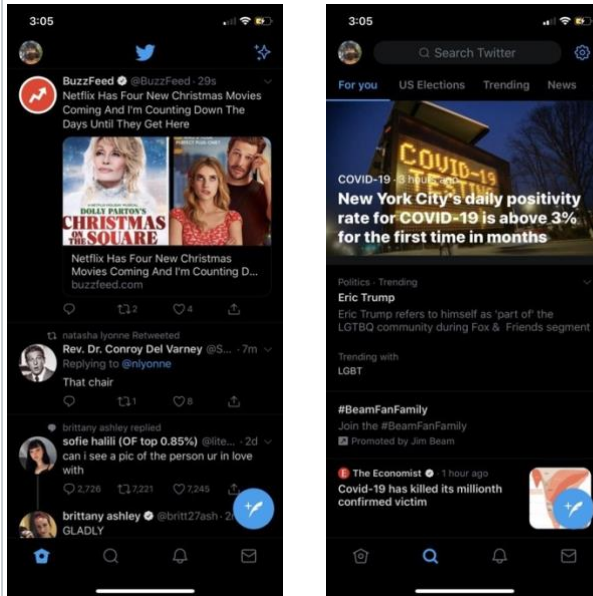


Not that this is the worst UI, but it is constantly changing. I've used this app for 10 years and I still don't have it down yet, maybe that's a me problem, but that's besides the point. The home page gets cluttered with scoreboard as well as videos and articles in almost no particular order at all. The Scores page isn't organized well enough the it takes me a minute to understand what score I'm looking at and if the categories are already split up whats the use for the slider up top? Last thing that really grinds my gears is the buttons on the bottom. All the important stuff is in the More section. They put 'Watch' and 'ESPN+' in two different pages and they are virtually the same thing. Not to

mention the only way to access them is if you pay for a separate subscription, seems like a failed attempt to get me to buy more stuff.

I don't have the ios14 update but just looking at the display of the apps on the screen makes me want to get it because it is so aesthetically pleasing and looks user friendly. I don't even have to read up on it to know it is better organized and personable.

### Effective Design 1: Twitter App



One example of effective design would be the twitter app. Navigation is extremely easy with icons that allow you to know exactly where things are and what their purpose is. One feature I especially like is the “What’d you miss?” feature where it shows you popular tweets that you may have missed if you haven’t entered the app in a long time. The explore page also has curated topics based on what they think you would like to read about, as well as categories like Trending, News Entertainment, etc. Everything in the app is organized and easy to use, making it effective design, in my opinion.

### Effective Design 2: Romwe App

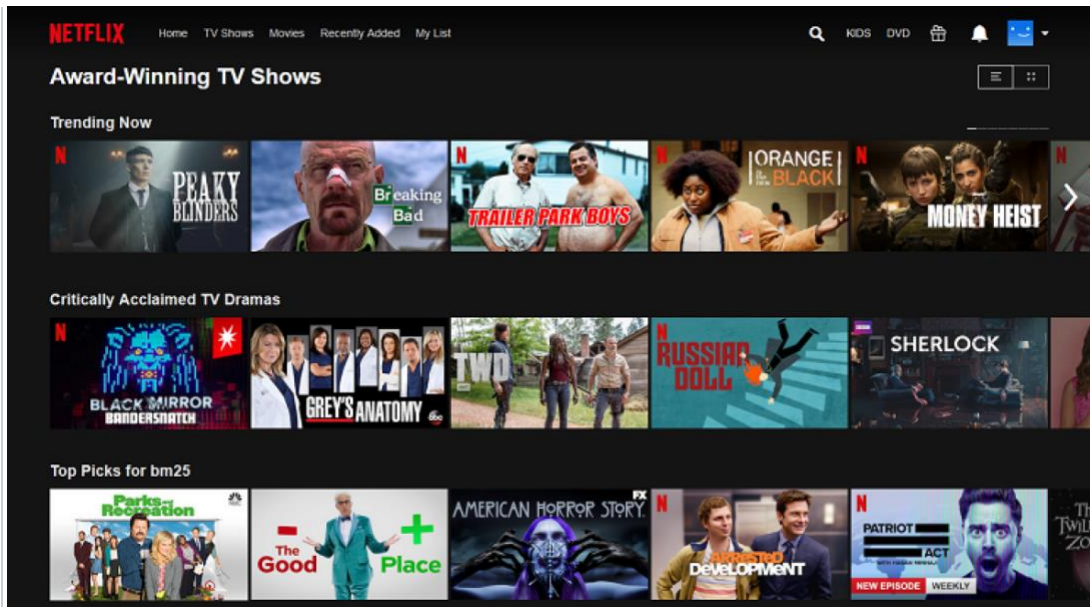


Another example of effective design would be the Romwe App. Romwe is a site/app for affordable clothing. Their homepage layout is eye catching and promotes all of the latest deals and additional products. They also carry out their color scheme throughout the app, making it feel unified and complete. I am also a fan of their organization. They also have graphics to help find where certain features are located.

Twitter nailed it, it's almost dangerous.

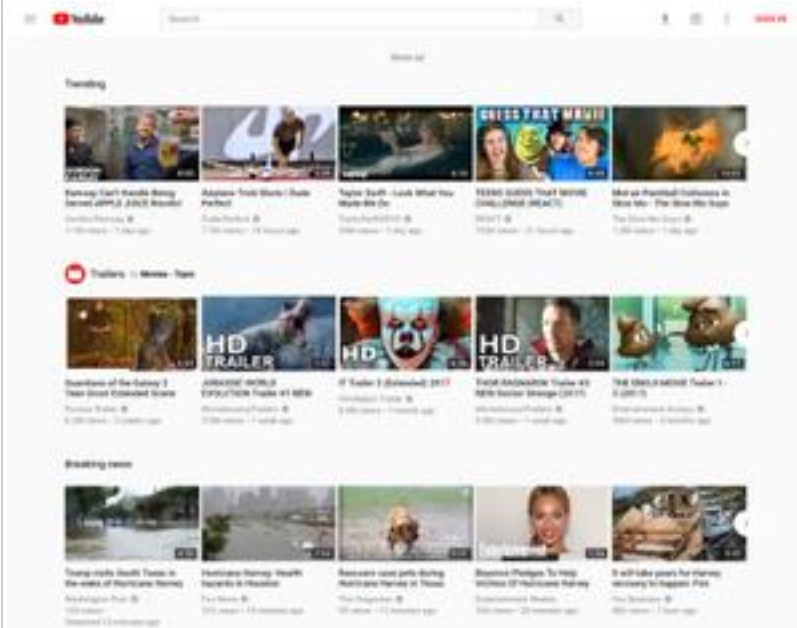
### Effective design 1: Netflix

Netflix is one of my favorite designs for the app, its easy to navigate, helps lists the properties of shows that are age appropriate to Mature. Playlists are also organized to find what show and season you like to watch as well.



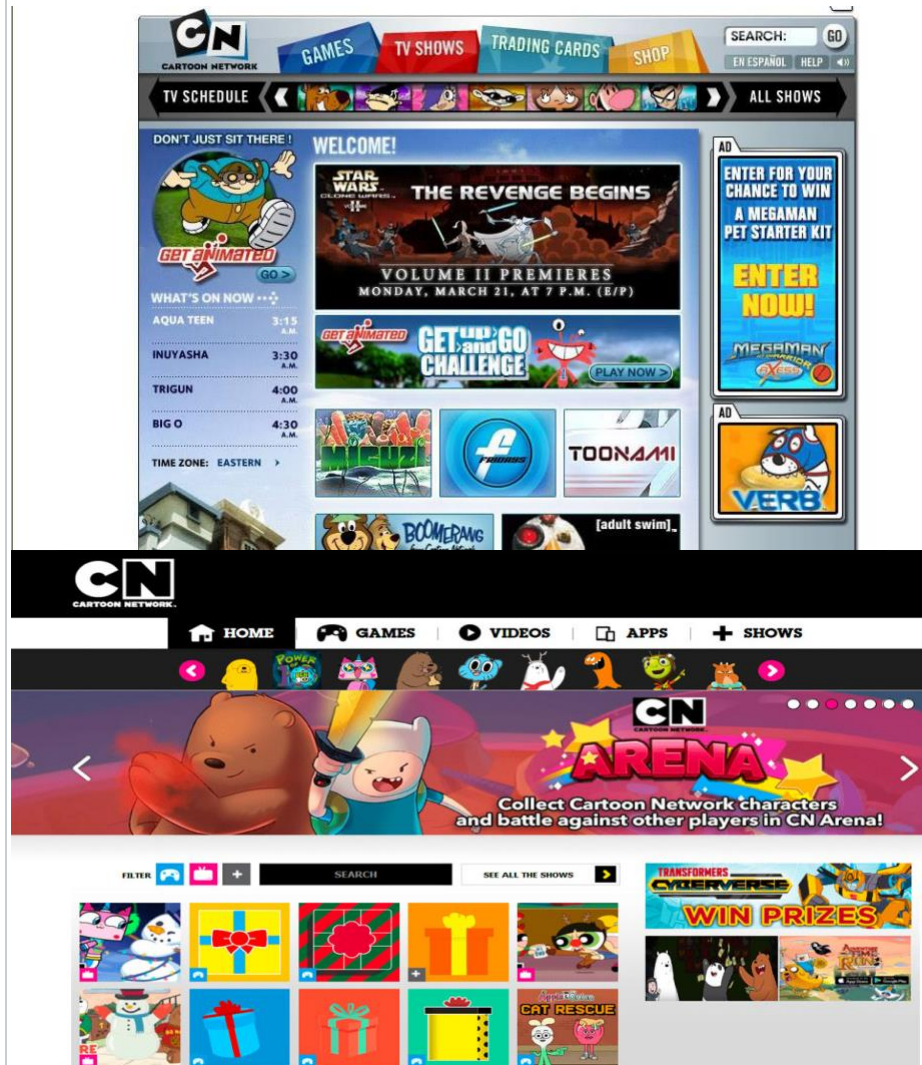
## Effective Design 2: Youtube app

Youtube would also be my second favorite app, its where i go to watch funny clips of movies, memes, and hilarious stunts. Though over years this website has changed from the layout being complicated to more organized. I remember back in 2013 the site always had buffering problems when a video was playing, I couldn't even watch some of my favorite shows because of the buffering. Glad the creators took their time to fix all the bugs out.



## Ineffective design 1: Cartoon network

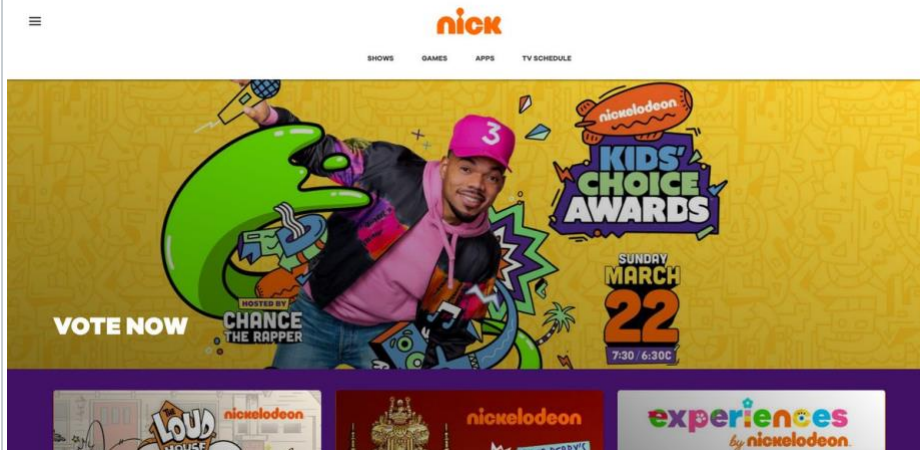
Cartoon network was always my favorite site to play games, but it lost its touch after 2016. The sites layout changed completely and the background as well as the new games aren't very good. Below you will see the website from 2006 on the left where it had so many colors and design and options. The right is today's design where its only limited with a few options and not enough color. I don't know why cartoon network did this, but i wish they weren't going this bad.



## Ineffective design 2: Nickelodeon

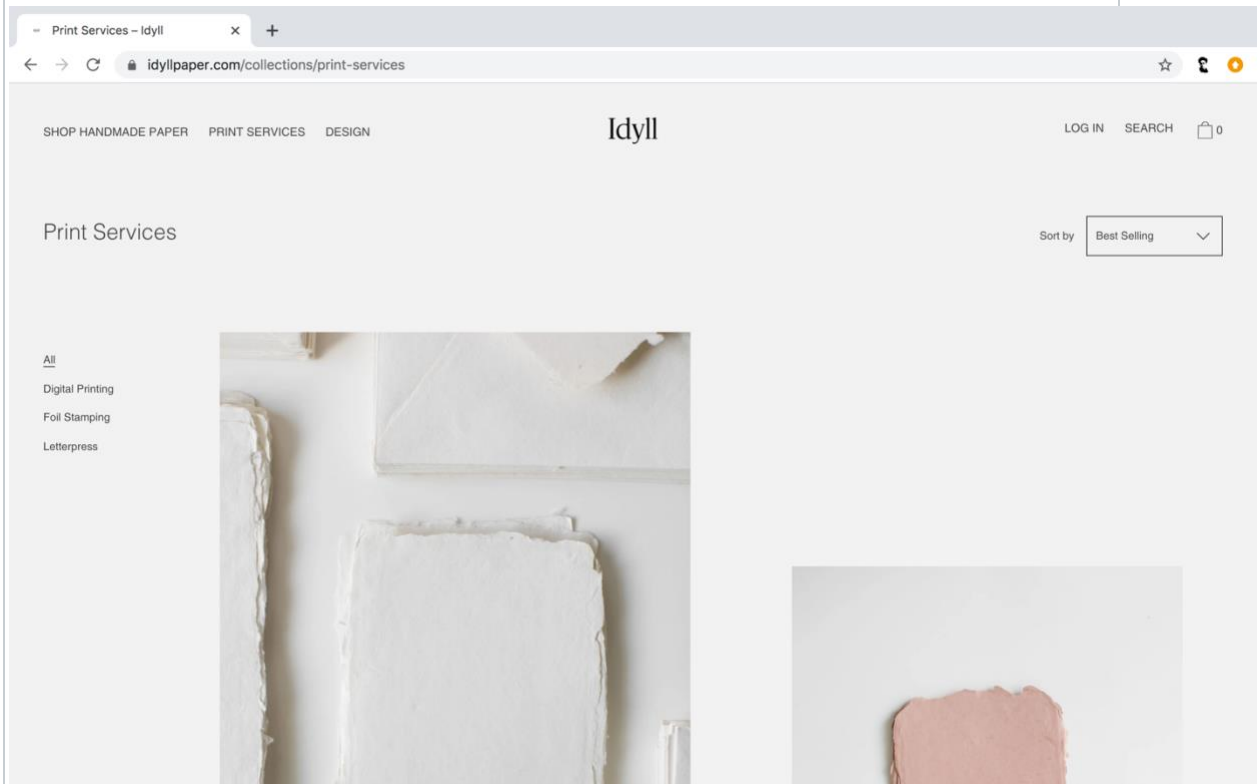


Another one of my old website i loved playing games as a kid would be Nickelodeon, they had awesome games (still have some awesome ones today) and cool TV shows, but over the years the websites layout changed. Sure the site is faster but options are still limited when you enter the home page. The picture on the bottom left was the old design where it had imagination and the green slime color to show off one of Nickelodeons shows the kids choice awards where contestants would get slimed. The picture on the bottom right is the new one, images are too big and shows are limited as well as games and design. I wish Nick could improvise, my favorite childhood shows and websites, gone to waste.



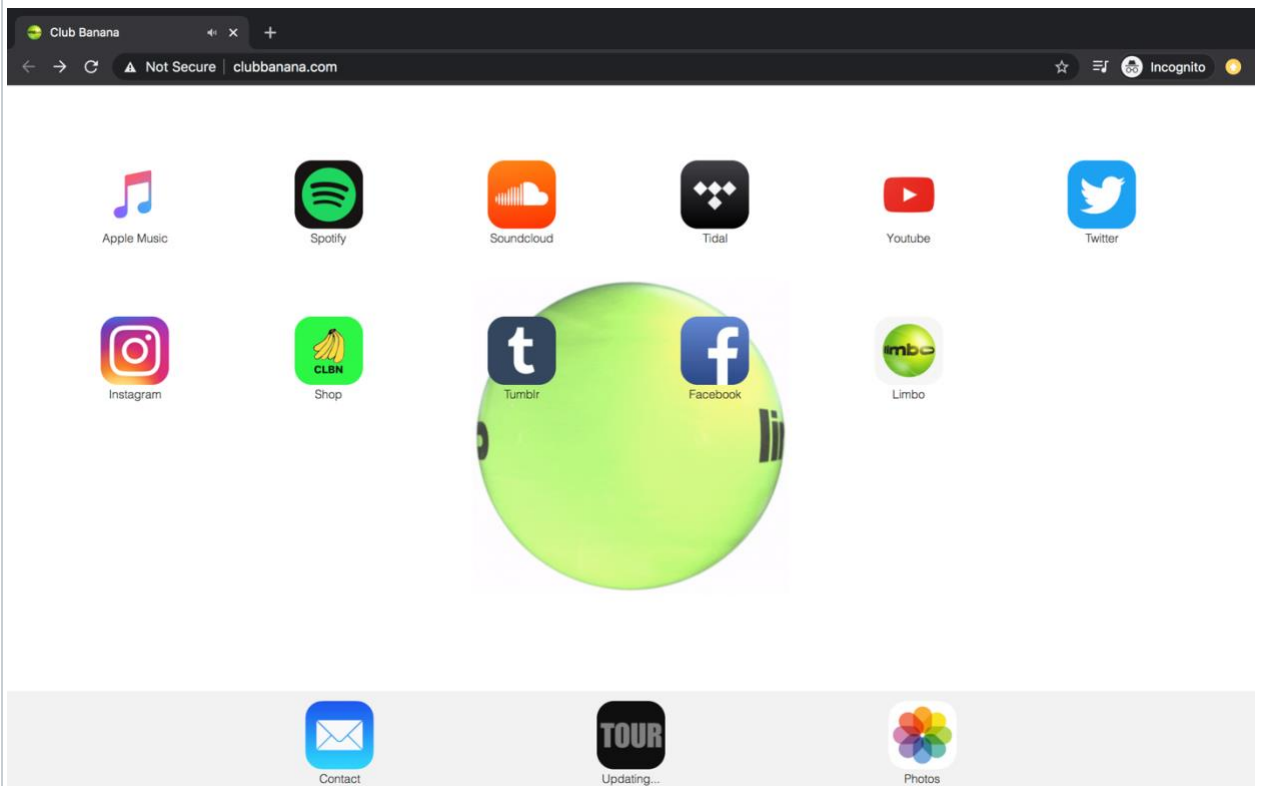
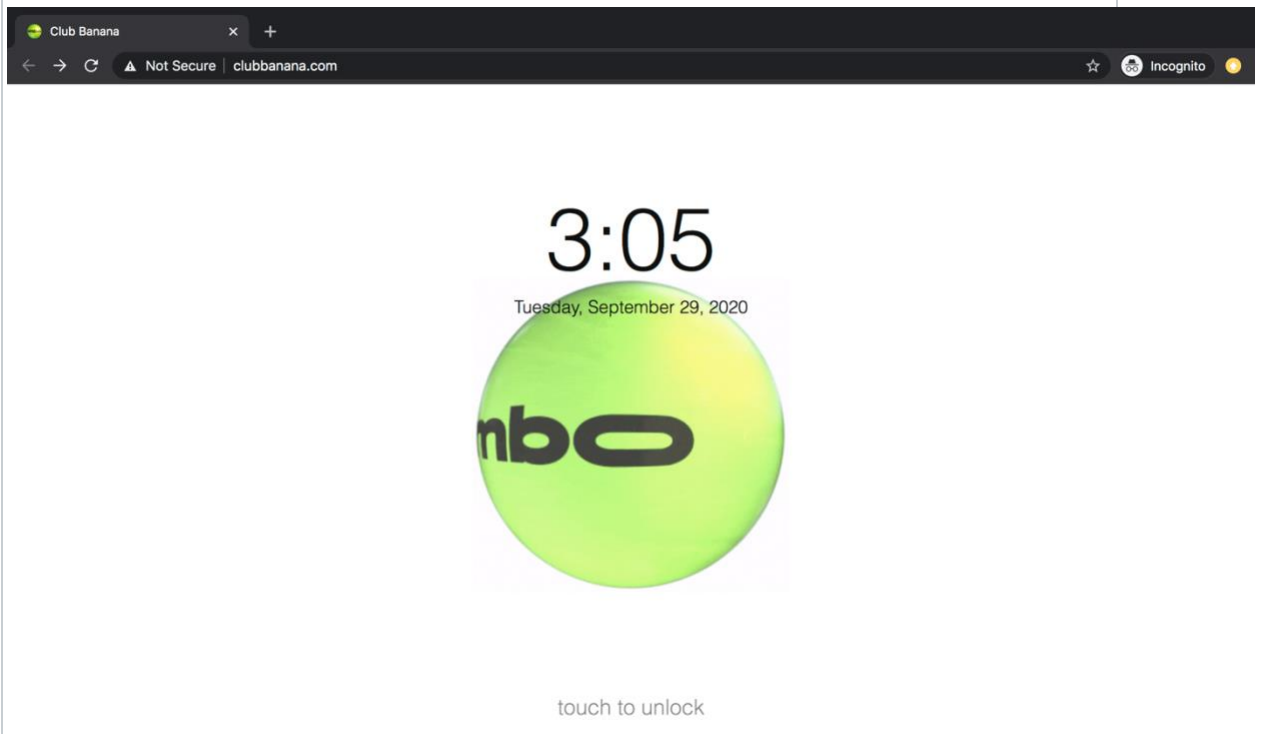
## Effective Design 1: Idyll Paper

This handmade paper company has an exquisite design. It's very straightforward and it isn't overwhelming. It is structured in a way that soothes you while using it. It isn't congested and very much uncomplicated.



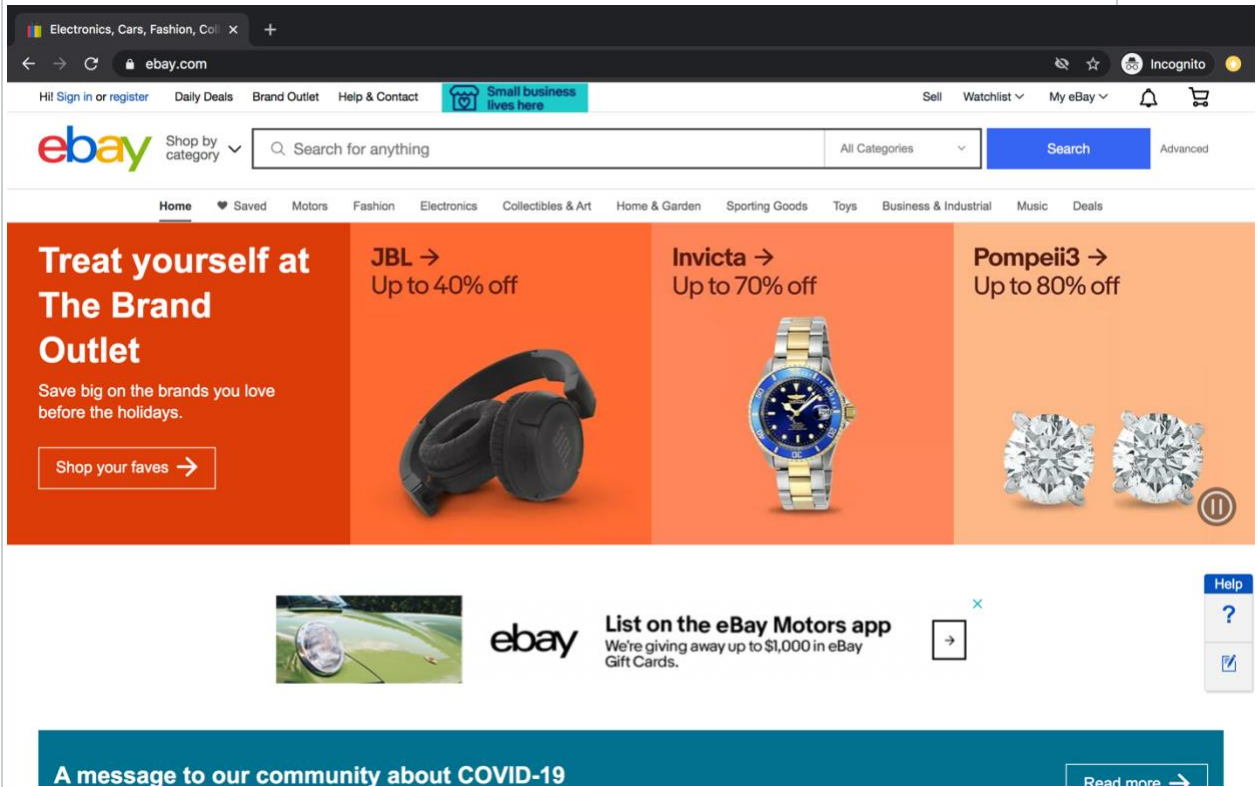
## Effective Design 2: Aminé Website

I like this interface because of the creativity. I find it's smart of the artist to go with a format that a lot of people recognize, especially those with iPhones or just smart phones in general. It is meant to catch the user's attention. Even though I see this on my phone, seeing it on a musical artist's website makes me stop and think "yea this is brilliant."



## Ineffective Design 1: Ebay

Ebay's goal was to give users a migraine and it's been successful so far. For a company that's been out this long you'd expect a bit of upgrade. It's not pleasing to the eye and can be difficult to get around.



## Ineffective Design 2: Repair Solutions Inc

I feel this company can do better. The page looks a bit fake and would make me think twice before using it. Navigating through their page gives me a fraud vide.

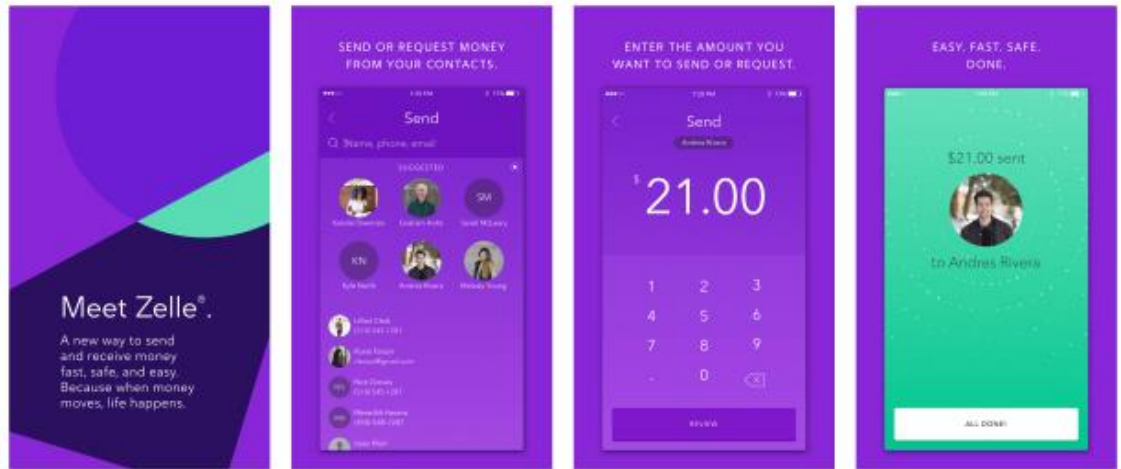


### Our Services



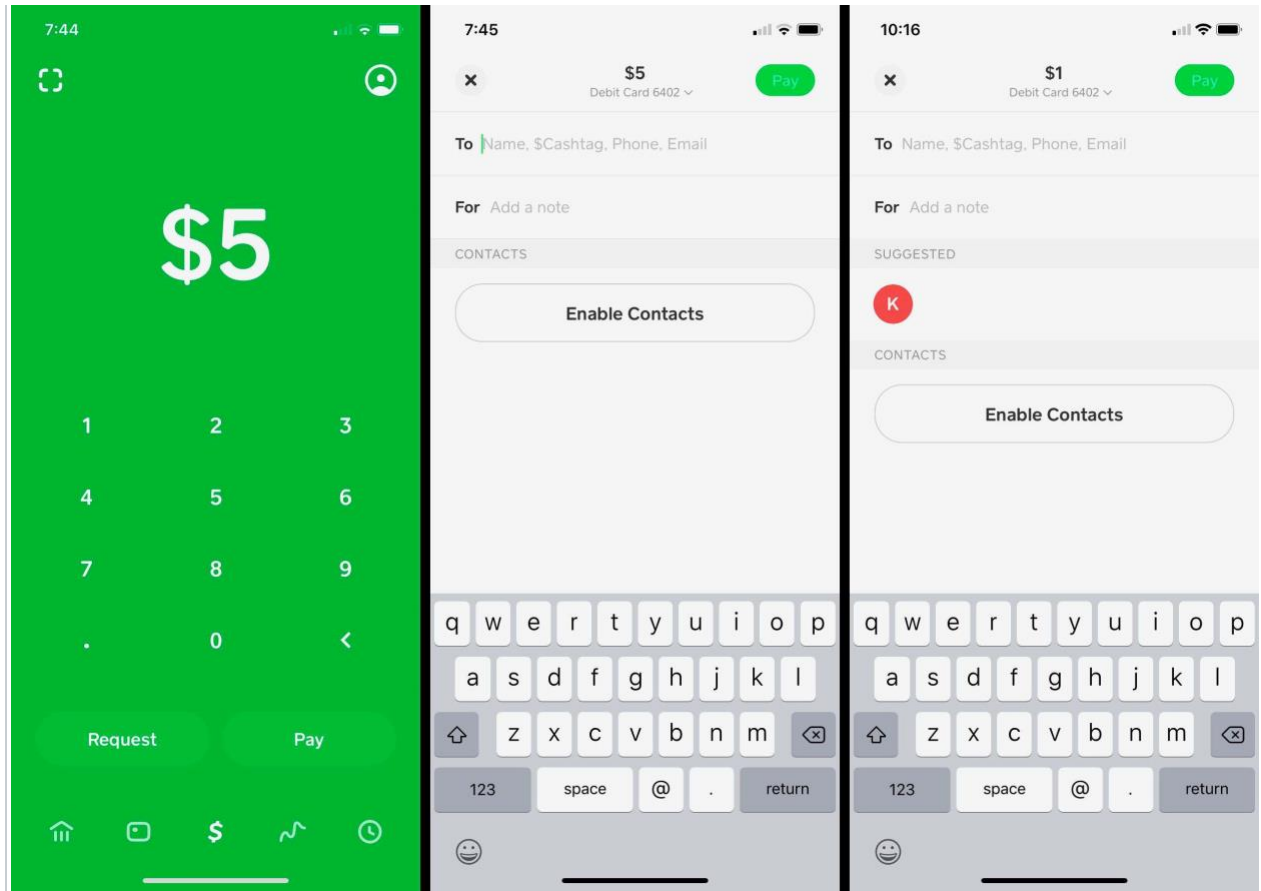
#### Effective Design 1:

Zelle, I find Zelle to be the superior banking app because it takes you directly to your regular banking account and shows you your balance before selecting the person you wish to send money to. It is user friendly and trustworthy.



### Ineffective design 1:

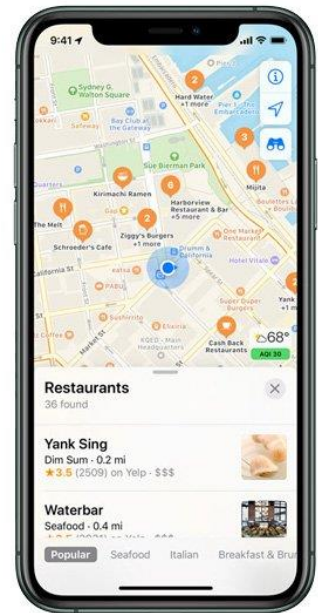
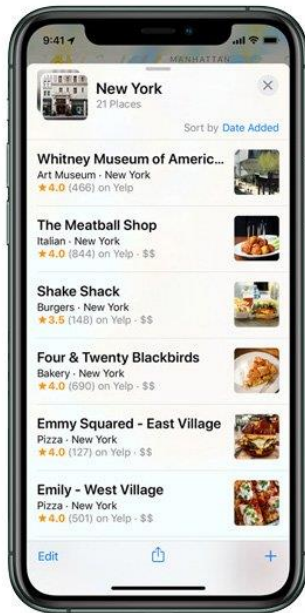
Cash App, it is a less sophisticated app and does not take you to your bank account at any point. The app asks you for a dollar amount you wish to send before even selecting the person you're sending it to, this can make the experience slightly nerve wracking.



The way Zelle is designed makes it easy and simple to use. I like how it directly takes you to your bank account.

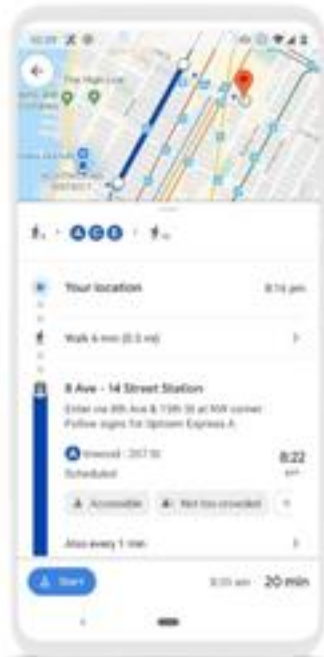
#### Effective Design 2:

Apple Maps is an effective design because it recognizes your starting location without having to type it in every time. It even memorizes places you've gone like "work", "school", "home", etc. through text messages and labeled them in the app.



## Ineffective Design 2:

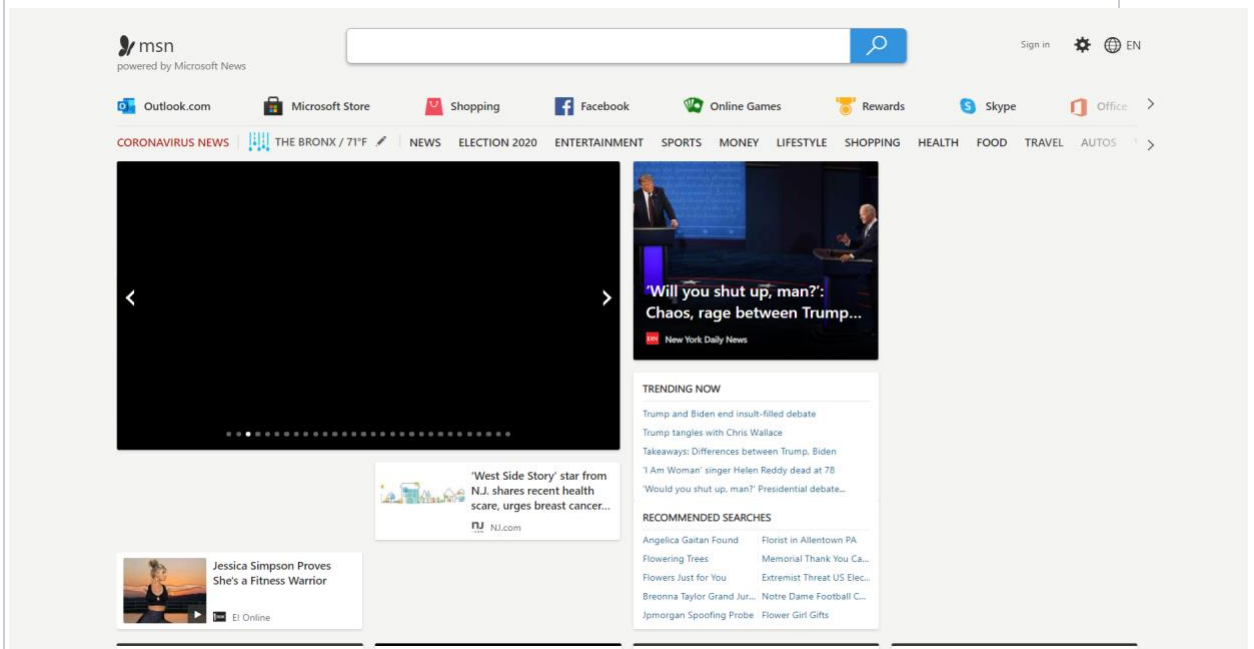
Google Maps requires you to type in your current location before getting access to directions, this is inconvenient and can lead to wrong directions if you type something incorrectly. If you miss something it won't recognize the address instead of fixing the mistake for you. Overall it has a more complex design.





## Ineffective Design 1: MSN

I don't know a single soul who really uses MSN nowadays, and I think the designers are aware of it. I appreciate Windows itself going through a design overhaul (although we don't know when it'll be rolled out) but it's very clear it's MSN site needs an upgrade with the heavy clutter, symbols, headlines, and excessive amount of panels. Especially as you scroll further down it becomes too much information at once and very outdated for it's time. <https://www.msn.com> (Links to an external site.)



## Ineffective Design 2: Canvas

Besides the stress of staying home for college during a pandemic and issues with mental health, the overall layout of Canvas makes it confusing for me to get work done altogether. There is information present yes but not until you've clicked on dozens of headlines (and there really are dozens) left and right to get to where you want to go, no less to find the assignments you have to do (finding this one took me a good minute or two + the short attention span). It's a great idea in theory, and it's new so there is room for improvement but it's not as successful as it could be for the moment (but then again we're in a pandemic where nothing is certain so I don't blame the outcome).

NEW YORK TECH

ARTG-301-M-2020FA-S-0609XL > Modules

Fall 2020

Home

Syllabus

Zoom

Announcements

Modules

Grades

People

Pages

Files

Assignments

Discussions

Media Gallery

My Media

Google Drive

Collaborations

Badges

UXD Modules & A-Z Resources

- UXD Modules & Resources
- UXD | UX | UI | IxD Lynda.com Playlist
- Branding Visual Design Lynda.com Playlist
- Sketch Quick Keys
- RLab UX Design for AR/VR
- UXD Silo Pinterest Boards
- InVision Academic Accounts Update
- CTL\_Greater\_Academic\_Success\_Less\_Stress.pdf

View Course Stream

View Course Calendar

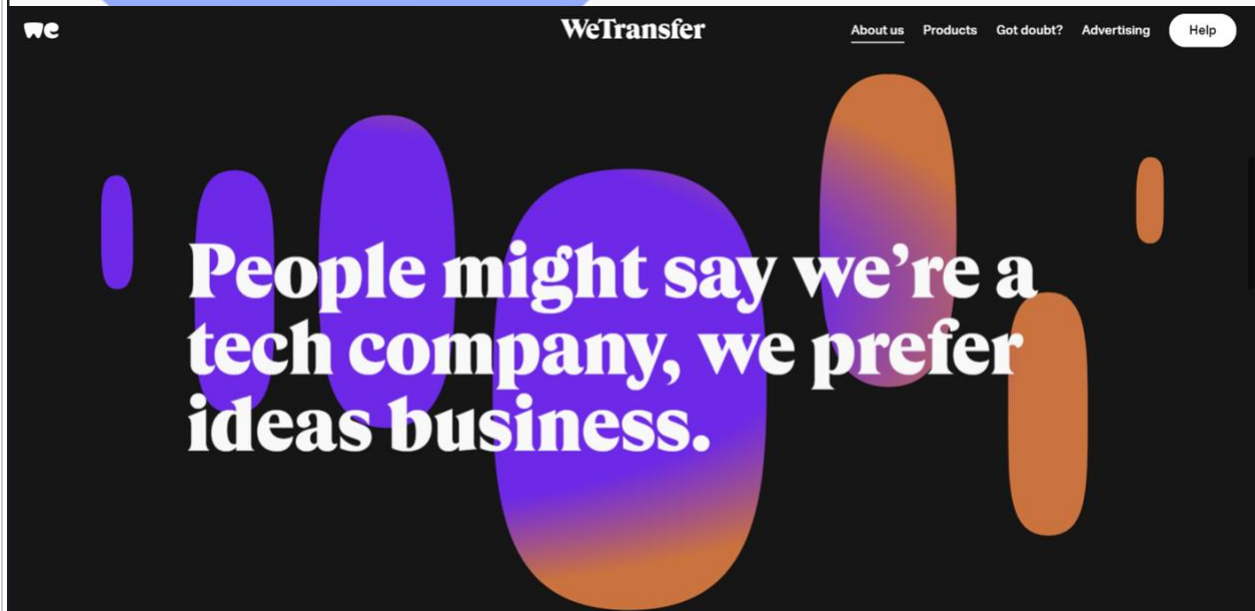
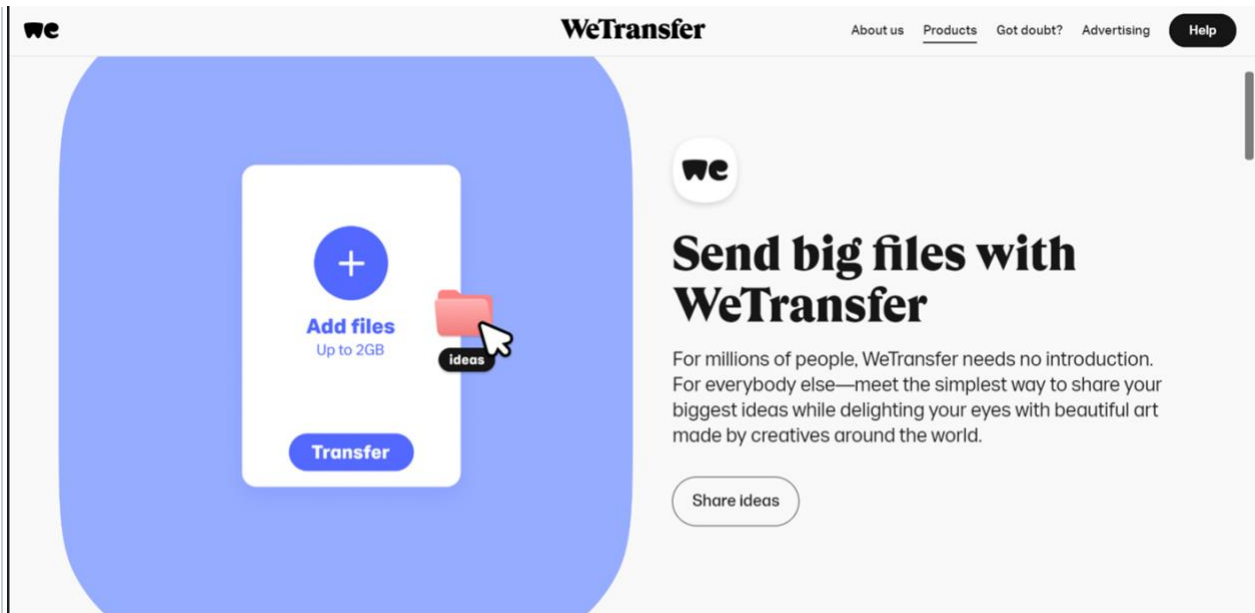
View Course Notifications

To Do

- InVision Academic Account...  
Sep 19 at 9:13pm
- Weekly due dates adjusted ...  
Sep 21 at 2:24pm
- Module 1 Assignment: Desi...  
10 points  
Sep 22 at 11:59pm
- Journey Mapping 101 by th...  
Sep 26 at 7:30am
- Module 2 Discussion: Inv/Ef...  
15 points  
Sep 29 at 11:59pm
- Module 2 Assignment: Use...  
15 points  
Sep 29 at 11:59pm
- Module 3 Discussion: Crea...  
10 points  
Oct 4 at 11:59pm

## Effective Design 1: WeTransfer

I especially appreciate WeTransfer for being simple and to the point. It makes clear note of the services it offers, and what the company is about in very clear detail while still being simple and visually appealing, and while its file-sharing component is rather simplistic and lacking nature, it's still straightforward enough for it to be accessible by anyone who uses it.



## Effective Design 2: Warp


Warp Records is a British independent electronic music label that has hosted a wide array of artists since the early 90s. I actually like how the UI for the label's website is more unified and minimalist in its design. Especially in the artists' section, which although I don't like the font personally, it has this sort of vibe that I feel puts a good emphasis on goings of the label and its artists without the information/look becoming too much to handle, in addition to reflecting the label's color scheme as well. The black and white band images for the

artists' section too I feel also adds to the minimalist touch the design is going for.

WARP

LATEST ARTISTS RELEASES VIDEO EVENTS PRODUCTS BAG (0)

LATEST ●  
FLYING LOTUS - THE FIRE RETURNS: 'FLAMAGRA INSTRUMENTALS' OUT NOW



THIS SITE USES COOKIES. FOR INFORMATION, PLEASE READ OUR COOKIES POLICY. [EDIT COOKIES PREFERENCES](#) [ACCEPT COOKIES](#)

▼ CURRENT ARTISTS (37) A-Z ▼

MARK FITCHARD  
MIRA CALIX  
MOUNT KIMBIE  
NIGHTMARES ON WAX  
ONEOHTRIX POINT NEVER  
PLAID  
RUSTIE  
SHOBALEADER ONE  
SQUAREPUSHER  
SQUID  
STEREOLAB  
TNGHT  
YVES TUMOR



↪ SHOW ALL ARTISTS (153)

THIS SITE USES COOKIES. FOR INFORMATION, PLEASE READ OUR COOKIES POLICY. [EDIT COOKIES PREFERENCES](#) [ACCEPT COOKIES](#)

<https://warp.net/artists/91328-sterelab>

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