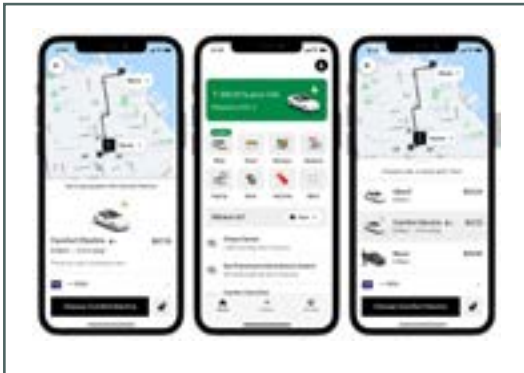


Evaluating Interactive Experience Design



<https://www.cnet.com/roadshow/news/uber-comfort-electric-ev-ride-hailing-go-get-2022/>

Locate, print and paste an example of an interactive experience design and describe what the designer has done to make it more intuitive and satisfying.

The Uber app is meticulously designed to deliver a satisfying and intuitive experience for its users. Its interface boasts a clean layout, emphasizing a dominant search bar for effortless ride-booking. Large fonts and easily recognizable icons contribute to its intuitive nature. The map-centric design offers users a real-time visual representation of their ride's progress. Features like the drag-and-drop pin for specifying pickup locations further enhance the intuitive interactions. The swiping mechanism to select ride types feels organic and user-friendly. Comprehensive driver details and ratings instill confidence. In-app notifications and haptic feedback consistently validate user actions, culminating in a satisfying journey from start to finish.



<https://dribbble.com/tags/menulog>

Locate, print and paste an example of an interactive experience design and describe what the designer has done to make it more efficient and accessible.

In the design of this interface, a thoughtful emphasis on accessibility and efficiency is evident. The use of contrasting colors, especially the light background paired with darker text, ensures readability, catering to users with visual impairments. Green accents serve a dual purpose: they align with the overall theme and simultaneously draw attention to key sections, enhancing navigational clarity. Additionally, each food item and category is represented with distinct, easily recognizable icons and labels. This approach aids quick information processing, allowing users to swiftly identify and select their choices. The side menu is neatly organized, streamlining the user's journey through the platform. Overall, the design combines aesthetic appeal with user-centric considerations, optimizing both accessibility and operational efficiency.



https://www.freepik.com/free-vector/fitness-mobile-app-info-graphic-template-flat-style_4937435.htm

Locate, print and paste an example of an interactive design that is not accessible, discuss what aspects of the design could be improved to make it more accessible.

Firstly, the designer could reconsider the color palette, especially the shades that are closely hued. For instance, opting for colors with a higher contrast ratio would benefit users with color vision deficiencies. The deep reds and oranges could be differentiated more to ensure that each element is distinct. The continuity in design could be enhanced by ensuring a more consistent use of color codes across similar data or functions, creating a more intuitive experience. Additionally, while the bold typeface is clear, introducing varying font weights or styles for headings versus body text can aid in distinguishing information hierarchy. Lastly, the use of clearer icons or labels, perhaps with text descriptions, would further ensure that users, especially those with vision impairments, can navigate and understand the app's functionalities with ease.