

Instagram

Instagram is a social media application that allows members to post pictures and videos they want to share with their friends and family. Users of the application become ‘artists’, as all of their posts can be edited and filtered to their liking. Instagram is an application that I use daily. Though I only post pictures a few times a month, it is something I browse like the morning news paper.

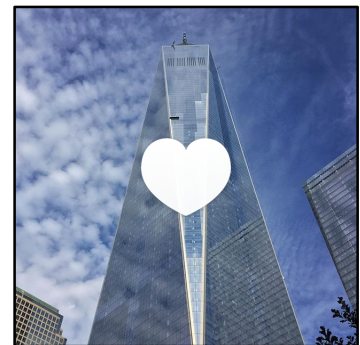
Overall I think the application is easy to use with a minimal learning curve. It has a simplistic interface and the primary functions are self explanatory. When the app opens, the user is automatically brought to the home page –



signified by a house icon. The user can move between the main pages of the application using the

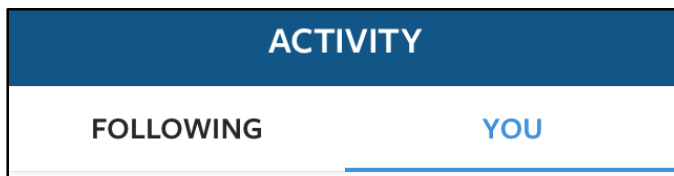
navigation pane at the bottom of the screen. Each page, **Home**, **Search**, **Post**, **Activity** and **Profile** have a

corresponding icon for identification (pictured above). The design of the application is generally well done. The developers chose a minimalistic design, utilizing two primary colors and white space. I’ve noticed from my parents using the application that it’s difficult for them to actually see the posts. They’re used to zooming in on pictures, which is not permitted on Instagram. Another problem I’ve noticed is double tapping on someone’s picture will “like” it (pictured right).



This can often happen unintentionally when scrolling down the home page.

There are a few things that I would change if I were redesigning the app. First, I would try to find a better way to



clarify what the two tabs at the top of the activity page mean (pictured left). It wasn’t until recently that I discovered what the “Following” option was

intended for. By switching to that tab, a user can view the recent likes and comments made by their followers.

Another thing I would simplify is the picture posting process. There are a variety of options for the user to select

from, including 40+ photo filters and specific adjustments like brightness and contrast. Lastly, I

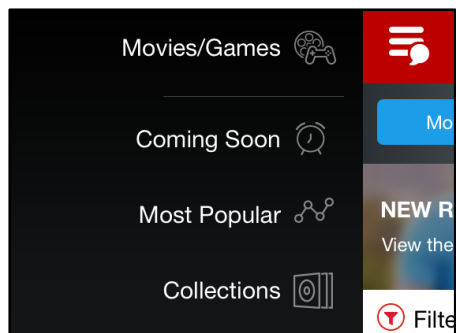


would change the layout of the user profile by removing the “locator” and “photos tagged in” options (pictured above). I think they are unnecessary and can invade a user’s privacy.

Redbox

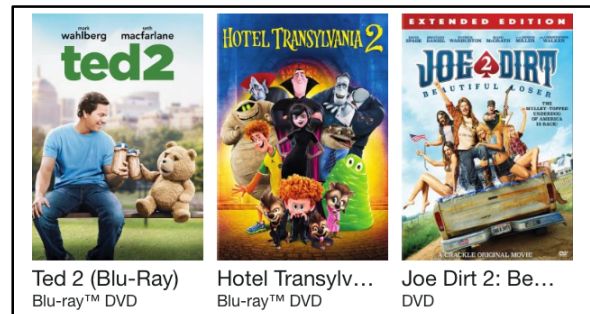
Redbox is an application that allows a user to browse through movies and games available for rental. Members can watch movie trailers, see what's new or search by name to find what they are looking for. When a selection is made, it can be held at a location convenient to the borrower. I use Redbox approximately every other week.

The application is simple to use, with all of the functions on one main screen. Due to the fact that everything can be done in one place, I never realized there was a navigation bar. There's really no purpose for it, but the options in the



pane are self explanatory (pictured left).

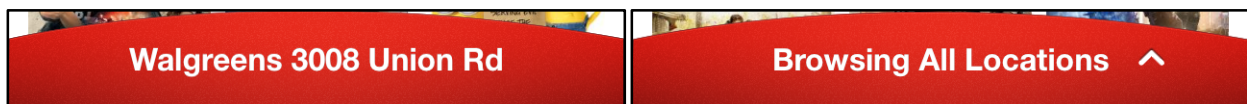
Visually, I think



the application looks a bit cluttered because all available rentals are displayed by their cover (pictured above). Personally I think that's the

best way to display what's available, so the clutter is unavoidable.

One thing I always have trouble with is browsing all locations instead of my "favorite" one. The app saves which Redbox location I last rented from and only presents me with the options available at that box (pictured below).



It also remembers which options I last filtered by, making it tough to realize I am only viewing a small selection of the available rentals (pictured right). There are times I'll be looking through a specific genre of movies without noticing.



One change I would make to this app includes removing the navigation pane because I think it is unneeded. I would also make location and filters more substantial so the user will know if there are more options available to them.

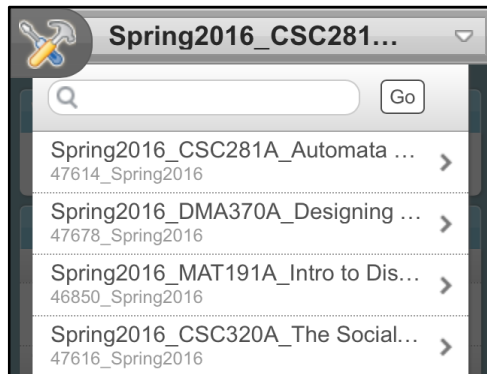


Lastly, I would make it clearer if the user is renting a DVD or a Bu-ray because more than once I have received a different disc than intended (pictured left).

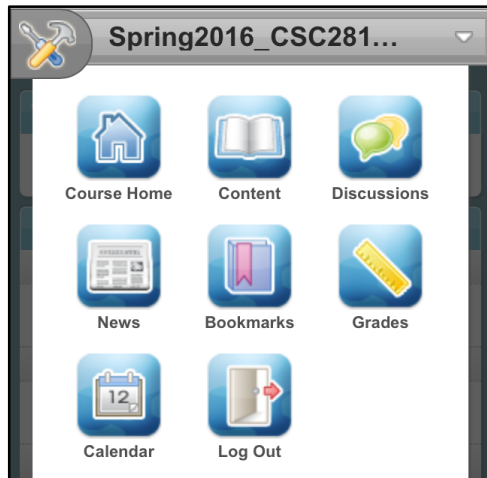
www.d2l.canisius.edu

D2L, also known as Desire2Learn, is an online platform designed for professor and student interaction. Students can view important course documents, submit assignments, contribute to class discussions and check their course grades all within the portal. I visit this website daily during the school year to stay up to date on assignments.

I rarely visit this site on my phone because the usability is poor. The functions of the site are limited and the layout is not practical. There are two navigation panes on the mobile site, a leading cause of user confusion. One pane



allows the user to shuffle between their courses (pictured left top) while the other is accessed by clicking on a tools icon. The second nav brings up a series of options pertaining to the course – shown by pixelated icons and descriptive text (pictured left bottom). In my opinion, this second nav should be eliminated and the first should be manipulated to include submenus.



Visually I think this website was designed poorly and there are many features that should be fixed. As mentioned before, all of the icons featured on the site are pixelated. If icons are going to be displayed, they should always be crisp and clear. Also, course titles span past the width of the screen so the site uses ellipses to signify there is more (pictured left top). Other than the titles being too long, all of the other elements seems to break down to the device width

correctly. Occasionally there is text that is written too small but it maintains comprehensibility.

Though I already mentioned some changes I would make to this site, I would also get rid of all the underscores used.

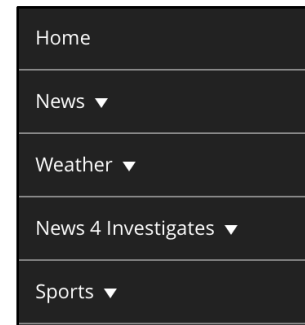
It looks extremely unprofessional to display navigation options with underscores separating the words (possible solution pictured right top). Lastly, I would colorize the site differently. Desire2Learn has a gray and orange logo (pictured right bottom), so the rest of the site should utilize a color pallet that complements it.

CSC 281A: Automata and Algorithms
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www.wivb.com

WIVB is a local Buffalo news station that I check almost daily. The primary functions of the site are self explanatory on a mobile device. The home page features all of the recent news and weather so users rarely have to poke around elsewhere. Though the top stories are all in one place, if a user wanted to see only sports related news, the navigation menu allows users to browse particular categories (pictured right). This is also a site that I feel a navigation bar is unnecessary. A filtering function would accomplish the same thing the current navigation menu is set up to do.




Advertisement




Lake snow focus, areas south of Buffalo
10:58 am

Latest Forecast // Lake snow showers will persist longer today across the ski country south of Buffalo where 1-3 inches may accumulate. Another clipper storm b...

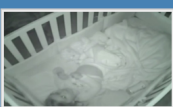
Found it on 4



What's Trending



Zeus McClurkin appears on Wake Up! as Harlem



VIDEO: South Carolina 2-year-old seen praying on baby monitor

Only one word comes to mind when describing the design of this site: cluttered. There are advertisements and plugins everywhere you look (on the desktop and mobile site). On a mobile device, there is simply not enough room to account for all of these extras. If all of these eye sores were removed, the site would appear much cleaner and user friendly. The best way to describe this mess is visually, so a panoramic view of the mobile site is pictured left. As you can see, only one news story made it between the three web parts.

Despite the disorder, all the components do break down to fit the device size nicely. Everything is easy to read and headings can be distinguished from paragraph text. There is an acceptable amount of margin space between each of the elements and the edge of the screen. If I were to change things, I would definitely begin by removing the ads and plugins. Next, I would eliminate the thumbnail image next to each news story (pictured left) because it takes up unnecessary space. Most of the time the thumbnail is too small, so it may as well be removed. Lastly, I would scratch the hamburger menu and insert a filtration function instead.