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# UX PROBLEMS GUIDE REPORT

# 2025

A data-driven framework to identify, classify, and prioritize UX issues for optimized digital experiences

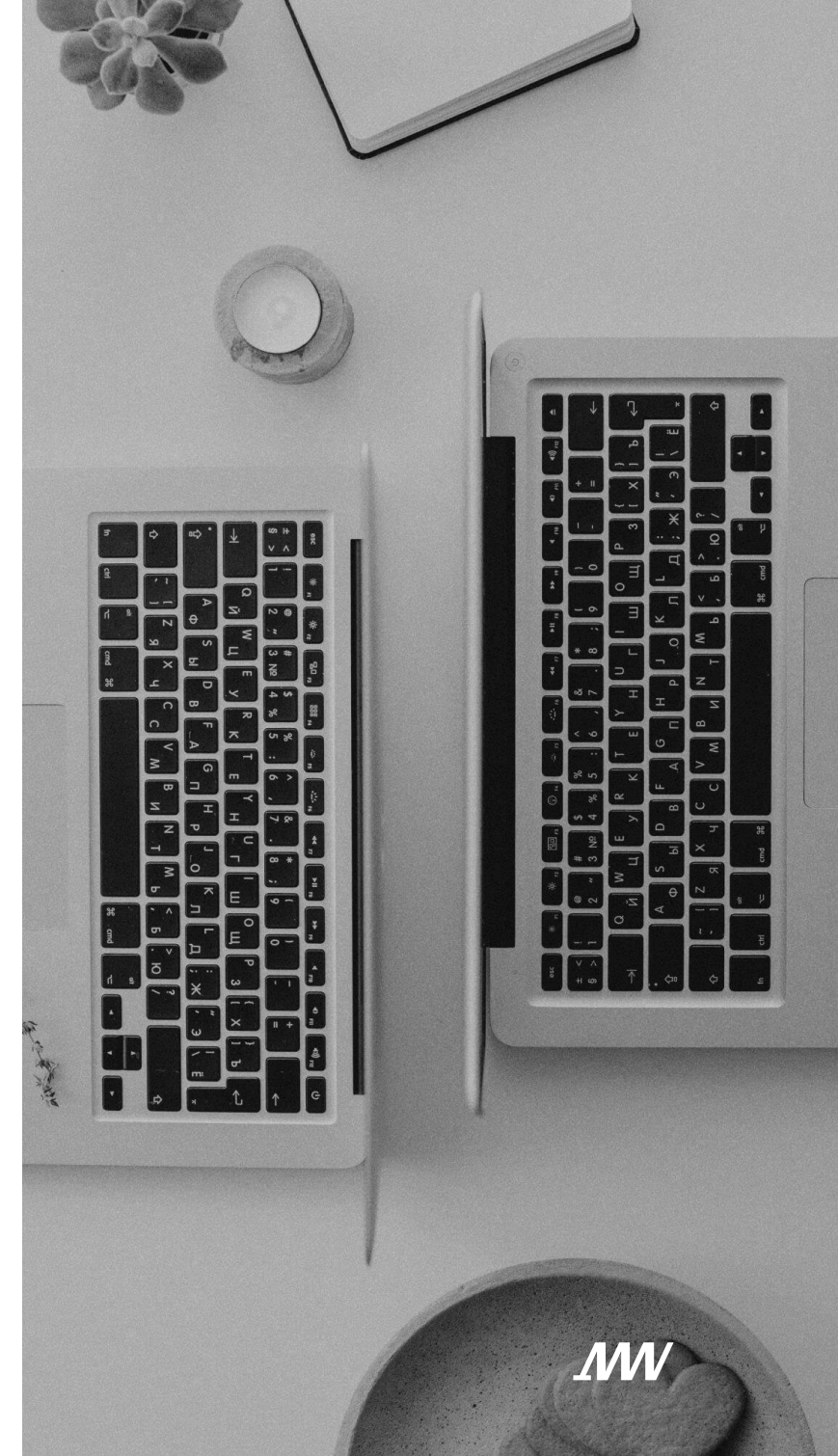
FULL REPORT

August 2025



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# ≡ INTRODUCTION

Your UX audit is only as good as your ability to describe the problem. However, most researchers struggle with this crucial step. They focus on visible issues rather than what truly matters, confuse symptoms with root causes or fail to articulate the issue clearly. As a result, they find it quite challenging to transform study results into actionable insights that drive change.

Following the UX problem guide will help you avoid these difficulties and make your UX audit more impactful. After looking at 80+ digital interfaces (mobile apps on Android and iOS, websites and desktop apps), the Marksw Webb team designed a **practical tool for distinguishing interface friction points and eliminating them**. We walked through hundreds of scenarios, recorded more than 24 hours of screencasts and created a comprehensive typology of UX issues with an ultimate dataset of all kinds of UX problems. It's both data-driven and practitioner-focused.

**88**  
digital services analyzed

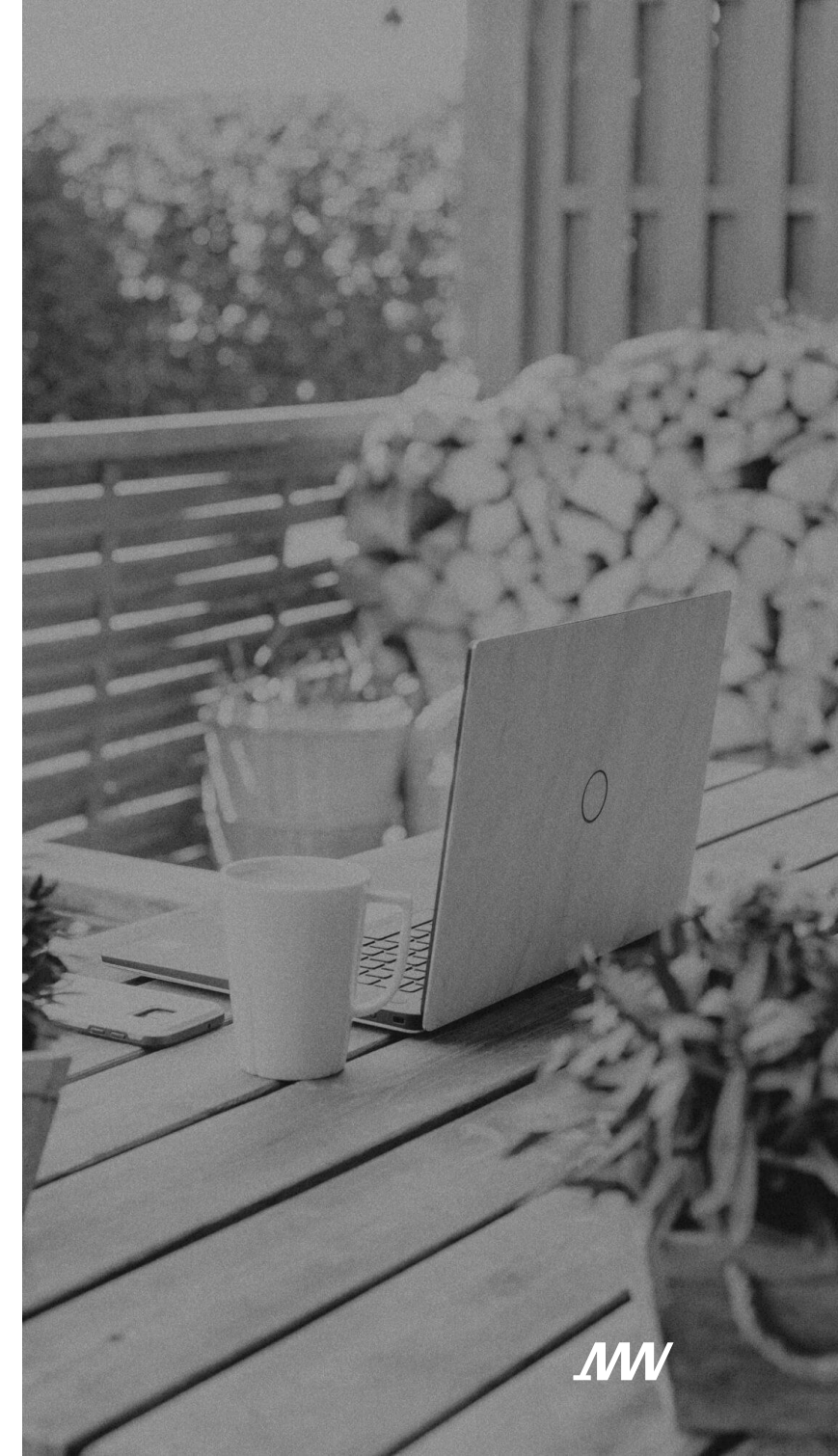
**525**  
user scenarios followed

**363**  
UX problems identified

**12**  
UX problem classes

**42**  
subclasses described

**84**  
example cases with screencasts  
and screenshots attached



# ← WHO CAN BENEFIT FROM THIS REPORT

Our guide is a valuable resource for those aiming to optimize digital interfaces and improve user satisfaction:

- UX researchers of different grades, from junior researchers to UX research team leaders
- UX/UI designers
- CX professionals
- product managers
- product owners

Besides providing a clear framework for identifying frictions correctly, it offers case studies that can serve as benchmarks and a typology of UX issues, which are useful for prioritizing improvements.

The report is also intended for educational purposes — to provide practical insights into various UX problems and to help acquire knowledge when expanding business into new industries.

Drawing on years of experience in UX audits for fintech, marketplaces, and government platforms, our experts created the guide that serves as both a diagnostic instrument and a source of inspiration.



# ← HOW TO USE THE UX PROBLEMS GUIDE

## 1. Study the UX problem classification

The document with **detailed descriptions of identified UX issues**. Given classification outlines the main clusters of possible impact on users (12 classes, 42 subclasses) and the roots of their problems.

## 2. Use UX problem dataset

A comprehensive base that brings classification theory to life through **illustrations and detailed case studies**. Each subclass is represented by two UX problems **accompanied by screenshots and screencasts**. Each UX problem is represented by short description of the service where we came across this issue, user case, description of the problem and relevant best practice.

## 3. Take note of the set of Solutions for addressing key UX pain points

A collection of articles that **provide insights for combating UX problems** common for various industries

# ← HOW TO USE THE UX PROBLEMS GUIDE

## 4. Learn key takeaways of **Statistical analysis of UX problems**

Contains an **analysis of digital service peculiarities across different industries**. Common issues in financial services, for example, include unresponsive screens, cryptic error messages, and unclear labeling

## 5. Look through best practices in **UX design solutions dataset**

**Comprises 84 best practices** that might be filtered by industry, UI element or UX problems class. This tool allows to break down the whole list and see some subset of best practices which are more relevant for some particular purpose, i.e. refining specific UI element or sorting out a certain issue within particular industry.

## 6. Complete your UX audit with industry-related **UX audit checklists**

**Lists of questions** that cover all critical aspects of user experience **allowing to evaluate a product**. Designed to be simple and straightforward instrument that reflects industry features.

# ← WHAT IS A UX PROBLEM?

A UX problem isn't just about technical or design imperfections. It's about how these imperfections affect the user. Picture this:

- A user struggles to find crucial information buried deep within the service.
- Another user grows weary from endless clicks and confusing navigation.

A UX problem refers to a **negative user experience** that occurs when a user encounters difficulty or confusion while interacting with a service, or when a service diminishes a user's ability to confidently and efficiently complete a task.

At the same time we need to separate UX problems from various negative factors, particularly marketing-related issues such as showing unsuitable products, attracting the wrong customer base, or causing dissatisfaction with value perception.

## How to state a UX problem

It is always important to **focus on the actual user feelings** rather than just the interface behavior. Thus, "the button is too small" or "the online store has few photos in the product card" do not consider a UX problem because there is no connection with the user's task or perception. But "The user does not immediately notice the payment confirmation button due to its small size and insufficient color highlighting and spends more time studying the screen in search of buttons" sounds like one.

Equally important is offering a rationale that proves the stated problem is genuinely problematic. Answering the questions like "What a user can't do without this feature at all?" or "What is he forced to do now to overcome this situation?" will help to formulate the rationale better.

# ← PRIORITIZING UX PROBLEMS

Once UX-problems are correctly defined they have to be prioritized in order to discern which problems deserve immediate attention. The severity of a UX issue determines how much it disrupts the user's experience. The more critical the problem, the higher the likelihood that users will be frustrated or unable to accomplish their goals within the service. By assessing the severity accurately, teams can focus on resolving the most significant issues first.

## Levels of severity:

### High (blocker)

the problem prevents a significant number of users from completing their tasks or causes them to abandon the task



### Medium (irritant)

the problem causes noticeable frustration and dissatisfaction among a significant number of users



### Low (minor usability issue)

the problem results in extra actions or wasted time for the user but without causing significant frustration



### Zero (still not the best practice)

the task is completed without any issues or disruption to user expectations. However, there is an opportunity to enhance the user experience by offering a better solution



# ← HOW PROBLEMS MATTER IN THE SHORT AND LONG RUN

Our analysis reveals that 47% of UX problems are low-severity, 30% are medium-severity and only 17% are high-severity. Critical errors in existing services are often difficult to detect because they are typically addressed by teams as soon as they arise – they have an immediate impact on key metrics and lead to falling indicators (unlike low-severity problems). In addition, teams naturally focus their attention on these major issues since they directly impede user experience and functionality.

However, it's important to develop a **zero-tolerance attitude towards all UX problems**, not just blockers. Non-blocking UX mistakes deserve just as much attention, despite not being immediately noticeable or stopping user actions. These errors accumulate over time and cause serious consequences in a long-run instead.

Users may not abandon a service immediately due to minor issues, but they will gradually lose interest and engagement, leaving teams confused about why it has happened.

Users might start using the service less frequently, spend less money in it, or eventually find an alternative and switch over the product.

Switching from one digital product to another is significantly easier compared to transitioning between physical products - minimal barriers make digital transitions almost effortless (for example, no physical transportation required). This ease of transition puts pressure on digital businesses to continuously maintain user satisfaction.



# UX PROBLEM CLASSIFICATION

As a UX problem definition is rooted in the user's state, we need to thoroughly examine the particular emotions caused by the problem. The list below outlines the main clusters of possible impact on users and mechanics behind UX problems

## ↑ SECTION CONTENTS

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# 1. THE SERVICE IS NOT ADAPTED TO MY TASK

1.1 The necessary function or information is fundamentally missing in the service.

1.2. Technical errors disrupt task completion.

1.3. The task is not supported, though it can be addressed through an unsuitable function.

1.4. The service requires data or conditions from the user that they cannot provide or meet at that moment.



# 1.1 THE NECESSARY FUNCTION OR INFORMATION IS FUNDAMENTALLY MISSING IN THE SERVICE

The user wants to perform a legitimate task, but the system offers no built-in way to do so.

If the intent falls outside the expected scope of the service, it is not a UX problem but rather a matter of product strategy or positioning, for example, asking a banking app to trade crypto when it doesn't offer such features. A service is considered *adapted* when the user can complete their goal end-to-end, in the context and constraints they actually have, without resorting to workarounds or external channels.

This subclass covers situations in which a user attempts to perform a legitimate task, a task which is clearly within the product's domain and promise, yet the system provides no built-in way to do so.

The capability is expected to exist, as the same task can typically be completed in an offline setting or through a competitor's service, but the digital product lacks it.

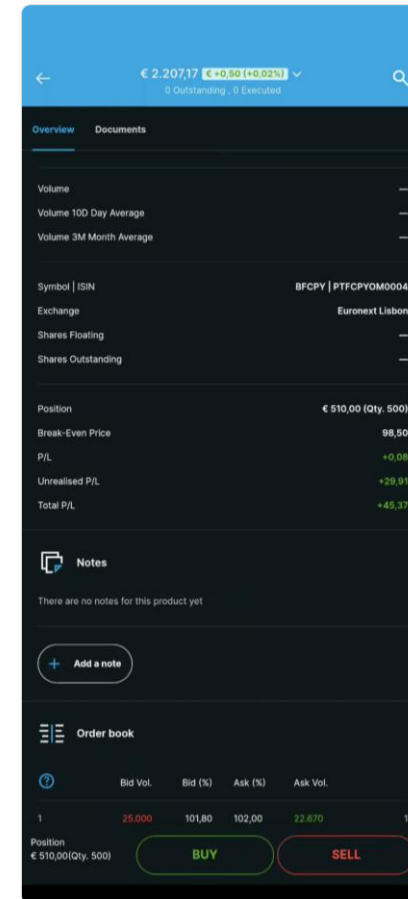
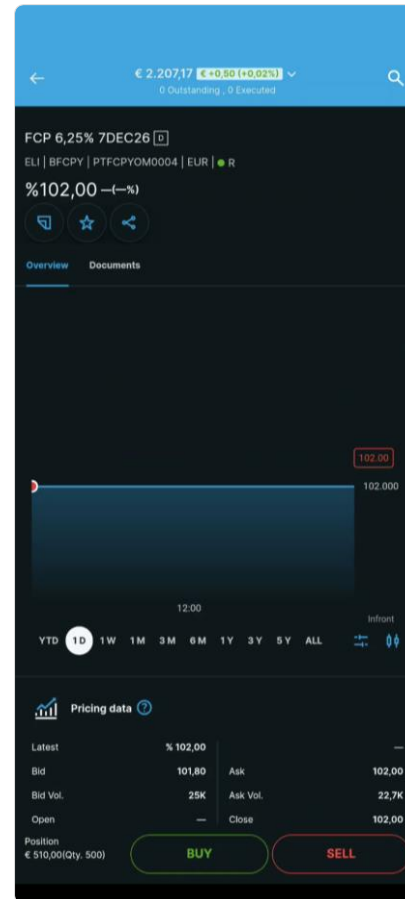
Interfaces that exhibit this problem reflect having an overly narrow view of real-world usage patterns: they support the "happy path" but fail to accommodate the full spectrum of contexts in which users actually operate.

# ← REVIEW DETAILS OF FUTURE COUPON PAYMENTS

⊗ Problem

Within the DEGIRO app, the user thoroughly explores the asset card for their bond but finds no information about future coupons. No dedicated section exists for coupon dates, amounts, or payment history. Since coupon income is the fundamental reason for purchasing a bond, this omission represents a critical failure to provide core security information. The user is left unable to answer the essential question, "When and how much will I be paid?" which undermines the platform's utility as a tool for fixed-income investing.

DEGIRO



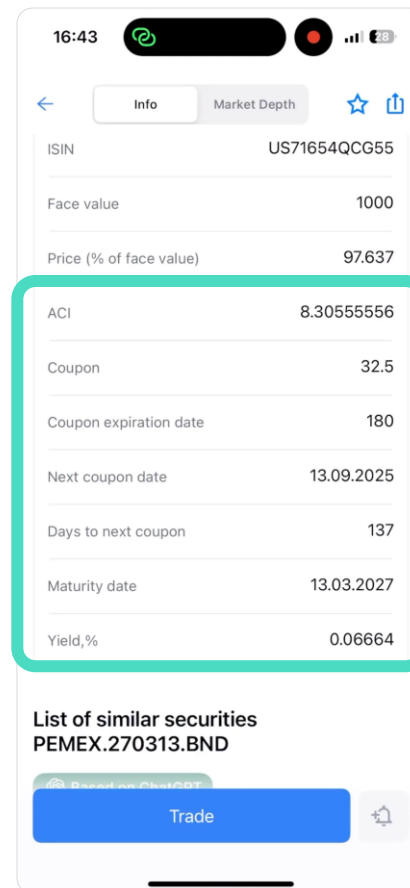
Coupon information is not available in the asset card

# ← REVIEW DETAILS OF FUTURE COUPON PAYMENTS

♥ Best Practice

In FREEDOM24, the bond asset card provides an “Info” section with comprehensive coupon details, including the ACI (Accrued Coupon Interest), coupon rate, coupon expiration period, next coupon date, and the number of days until that payment. This gives investors a clear and immediate overview of their expected income stream, allowing for effective financial planning.

## FREEDOM24



The «Info» section of the asset card contains detailed coupon data



## 1.2 TECHNICAL ERRORS DISRUPT TASK COMPLETION

A non-functioning element or action has the same outcome for the user as a missing one — task completion becomes impossible.

**This subclass reflects situations where the user takes a valid and expected action — such as clicking a button or submitting a form — but nothing happens due to a backend or functional failure.**

Unlike cognitive issues, which arise from the user's perception, these problems stem from system-side technical faults.

This type of problem typically occurs in data-driven, dynamic services that depend heavily on real-time server responsiveness, such as e-learning platforms, booking systems, and e-commerce catalogs. These services involve constantly loading of content, and any technical failure or lag in server response can lead to interface unresponsiveness.

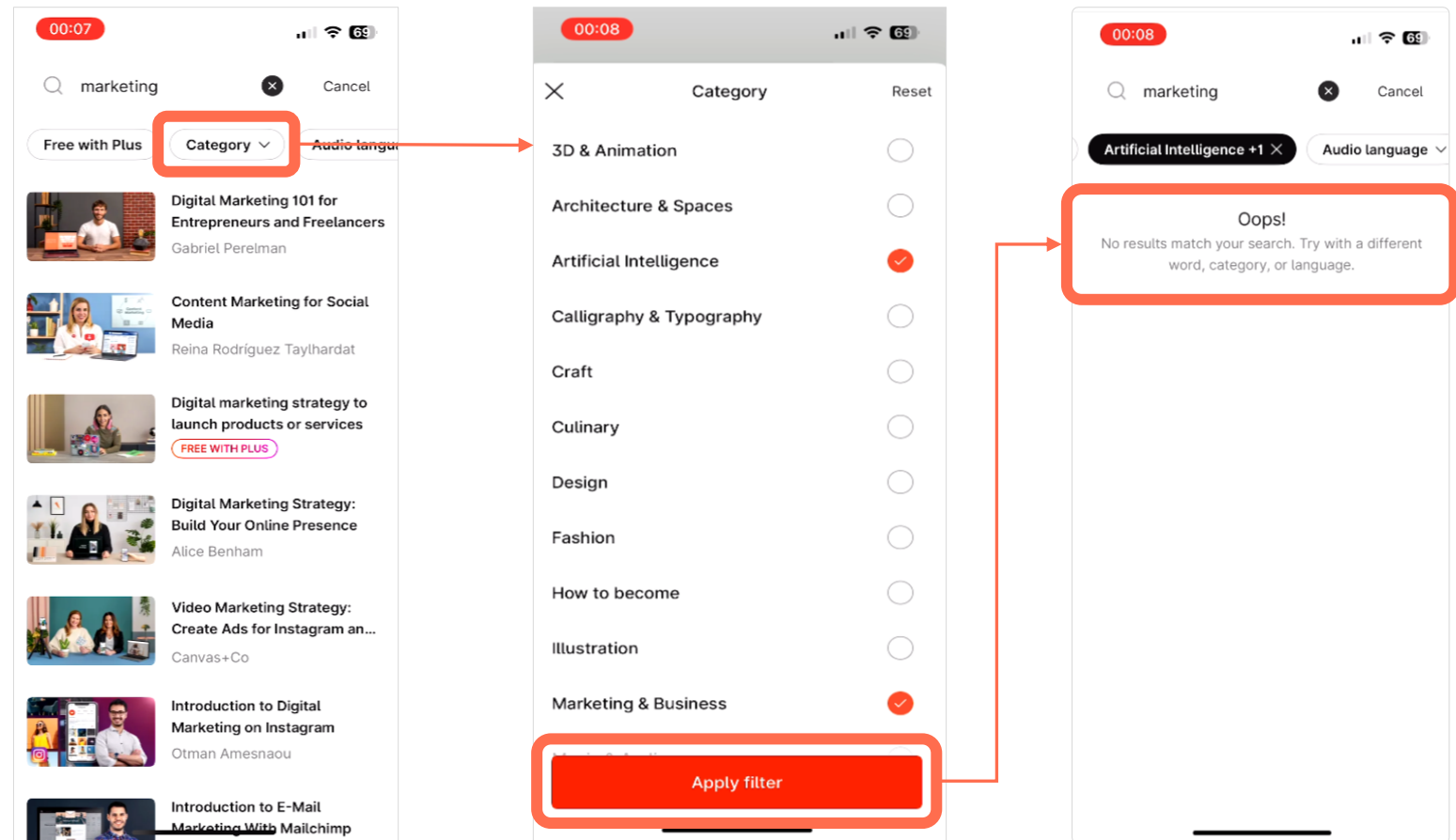
Users feel blocked and helpless, especially if no error is shown.

# ← FIND MARKETING COURSES WITH ENGLISH/SPANISH SUBTITLES

⊗ Problem

The user types "Marketing" and gets a large search results set so they want to narrow down the results using filters. The user opens the Category filter and selects categories relevant to them: *Marketing & Business* and *Artificial Intelligence*. However, when applying the filters, the interface displays a message saying "No results match your search", even though the user just saw a large list of results.

A similar issue occurs when the user tries to filter by language. When multiselecting languages in the filter (English + Spanish), the interface reports no matching results. However, if each language is selected individually, relevant results appear – and they even overlap (e.g. "Content Marketing for Social Media" course appears both times when the filter is applied with single language selection). Interaction breakdowns in filter functionality prevent the user from organizing the search results in a way that meets their needs.

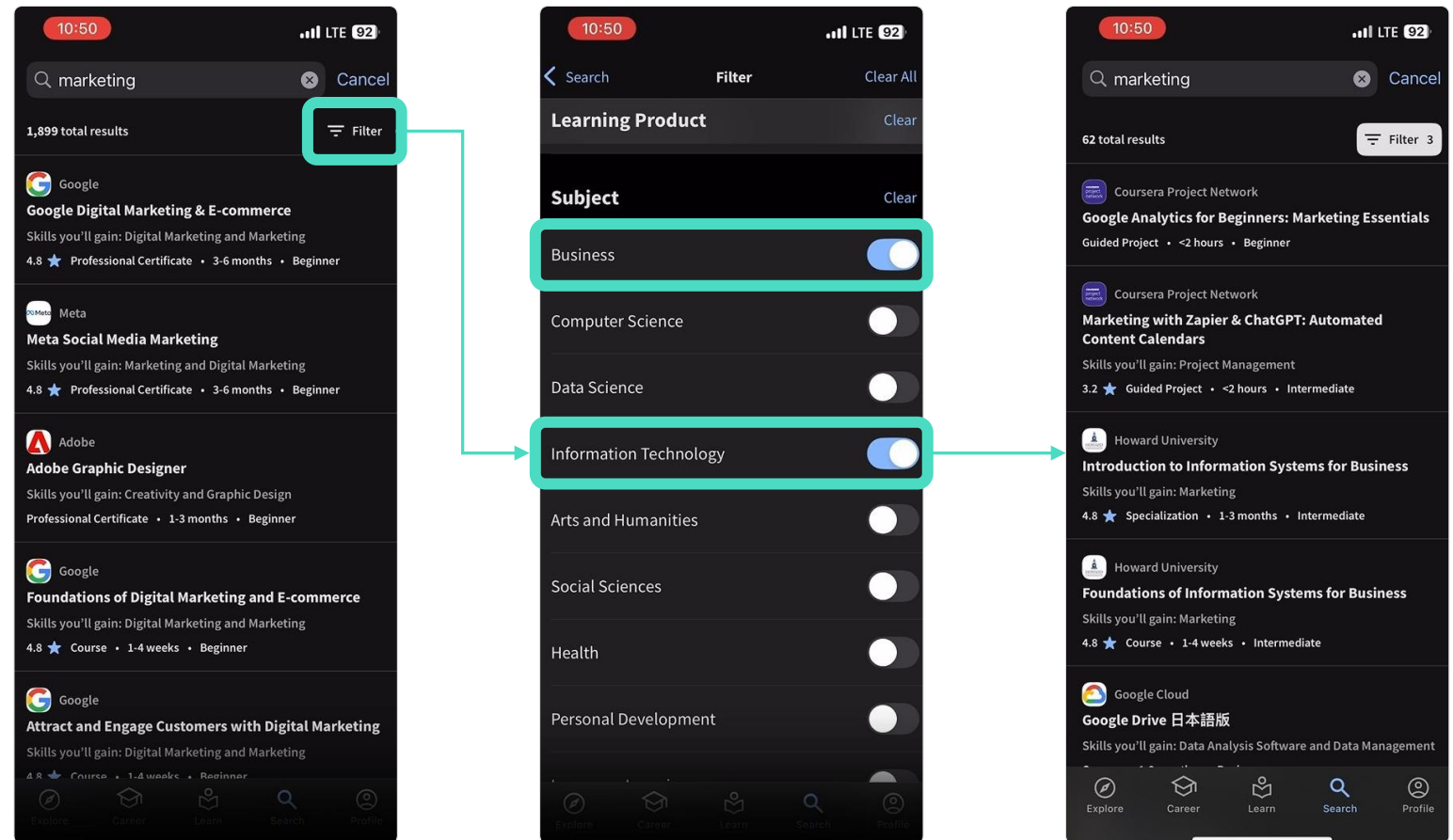


# ← FIND MARKETING COURSES WITH ENGLISH/SPANISH SUBTITLES

♥ Best Practice

On Coursera, users can apply multiple filters simultaneously without errors. For example, when searching for “Marketing” courses, users can filter by various categories and languages, and the platform shows results matching any or several of the selected options. The efficient functioning of the filtering system enables users to easily navigate the app’s content.

Coursera



Filtered results by language and field (Business, Information Technology)



## 1.3 THE TASK IS NOT SUPPORTED, THOUGH IT CAN BE ADDRESSED THROUGH AN UNSUITABLE FUNCTION

This subclass describes situations where a user wants to complete a legitimate and contextually appropriate task, but the service provides no dedicated way to complete it.

While the system does not fully block the user, it also fails to support the task directly: users can address it only through workarounds. Only the most advanced or experienced users are likely to succeed, using trial-and-error method.

This type of UX problems does not stem from navigation difficulties, it is rooted in lack of functional pathways or support the user task. Such problems typically occur in services where user flows are tightly scripted or designed around ideal use cases.

Example: In a banking app, there's no option to download or share a payment receipt. Users can reach their goal only by taking a screenshot of a receipt.

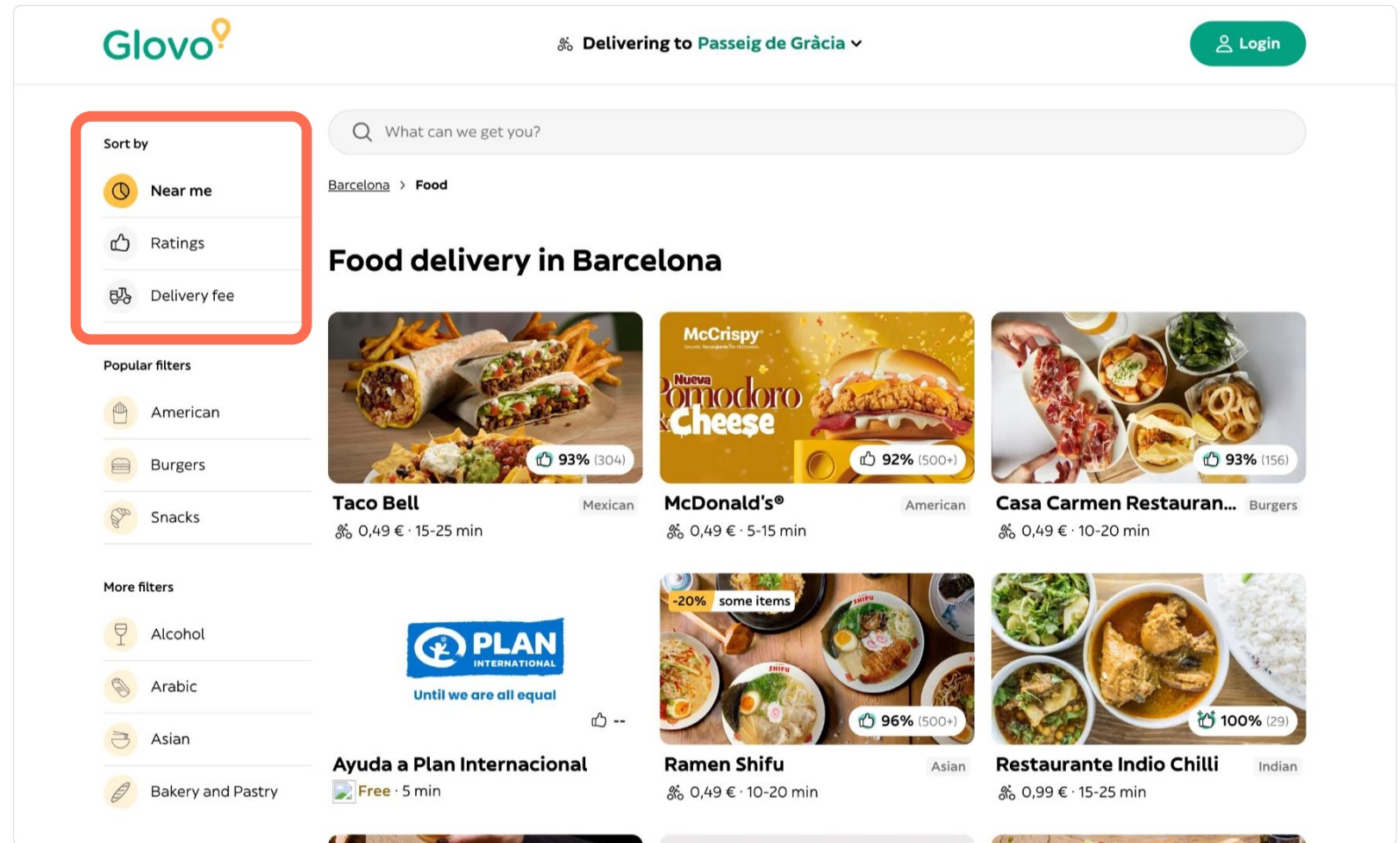
- *"It felt like I was solving a puzzle, not using a service."*
- *"I feel like I'm hacking the system just to get basic things done."*

# ← ORDER FROM A RESTAURANT WITH THE FASTEST DELIVERY

⊗ Problem

Glovo

The user expects to find a sorting option for restaurants by delivery time but discovers that this feature is missing. While they can use the “near me” sorting option to view nearby restaurants (which often deliver quickly), they have to manually scroll through the list to identify the fastest options. The user anticipates that the system will automatically prioritize quicker deliveries, but it doesn't, forcing them to take extra steps to locate suitable restaurants. This lack of automatic prioritization adds unnecessary effort to their experience.



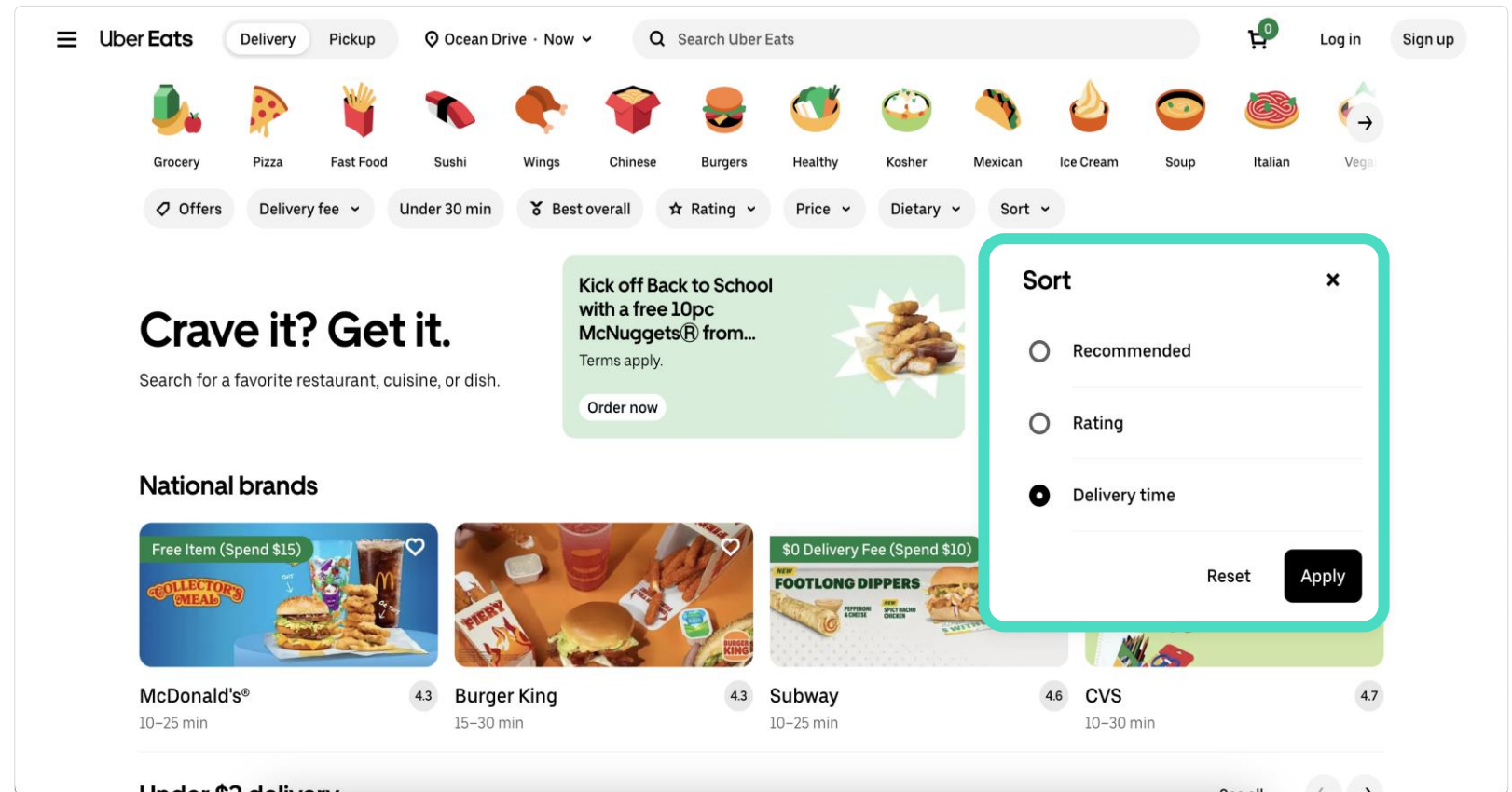
1.3 The task is not supported, though it can be addressed through an unsuitable function

# ← ORDER FROM A RESTAURANT WITH THE FASTEST DELIVERY

♥ Best Practice

On Uber Eats website users can apply various types of sort to the catalog, including sort by delivery time. This UX decision allows users to easily find the quickest delivery and choose a restaurant that meets their time constraints.

Uber Eats





## **1.4 THE SERVICE REQUIRES DATA OR CONDITIONS FROM THE USER THAT THEY CANNOT PROVIDE OR MEET AT THAT MOMENT**

This subclass includes situations where the service blocks task completion by requesting specific data or contextual conditions that users may not currently possess or be able to meet.

These requirements may be technically or procedurally justified in the name of security and compliance, but from a UX perspective, they become problematic when they create a hard block with no alternative path.

We include here only rigid requirements that could reasonably be skipped or handled differently, especially when they are not legally mandated for all users, yet the service enforces them. This subclass is rare and typically occurs in regulated industries such as banking, government, or identity-related services.

It typically reflects an over-securitized design, where the system prioritizes compliance and risk avoidance over user accessibility.

This design creates a conflict between security and access: while the intent is to protect the service and its users, the result is that users are locked out in critical moments.

1.4 The service requires data or conditions from the user that they cannot provide or meet at that moment

# ← MAKE AN INTRA-BANK TRANSFER TO A NEW RECIPIENT

⊗ Problem

ADCB's beneficiary form requires the recipient's address — information the user may not have readily available for an intra-bank transfer. This creates a critical blocker that can prevent users from completing urgent payments, such as a last-minute rent payment to a landlord. The user is suddenly unable to complete the transfer, potentially causing them to miss a deadline and face financial consequences. This creates immediate pressure and anxiety, forcing them into the stressful position of either delaying the critical payment or having to urgently contact the recipient.

ADCB

The image displays two mobile app screens from ADCB. The left screen, titled 'Bank Details', shows a progress indicator at the top and two input fields: 'Account Number' and 'Account Name'. The right screen, titled 'Beneficiary Details', shows a progress indicator and four input fields: 'Account Name', 'Nickname', 'Address Line 1', 'Address Line 2', and 'Address Line 3'. An orange arrow points from the 'Account Number' field on the left screen to the 'Account Name' field on the right screen. Both screens feature a red 'Continue' button at the bottom.

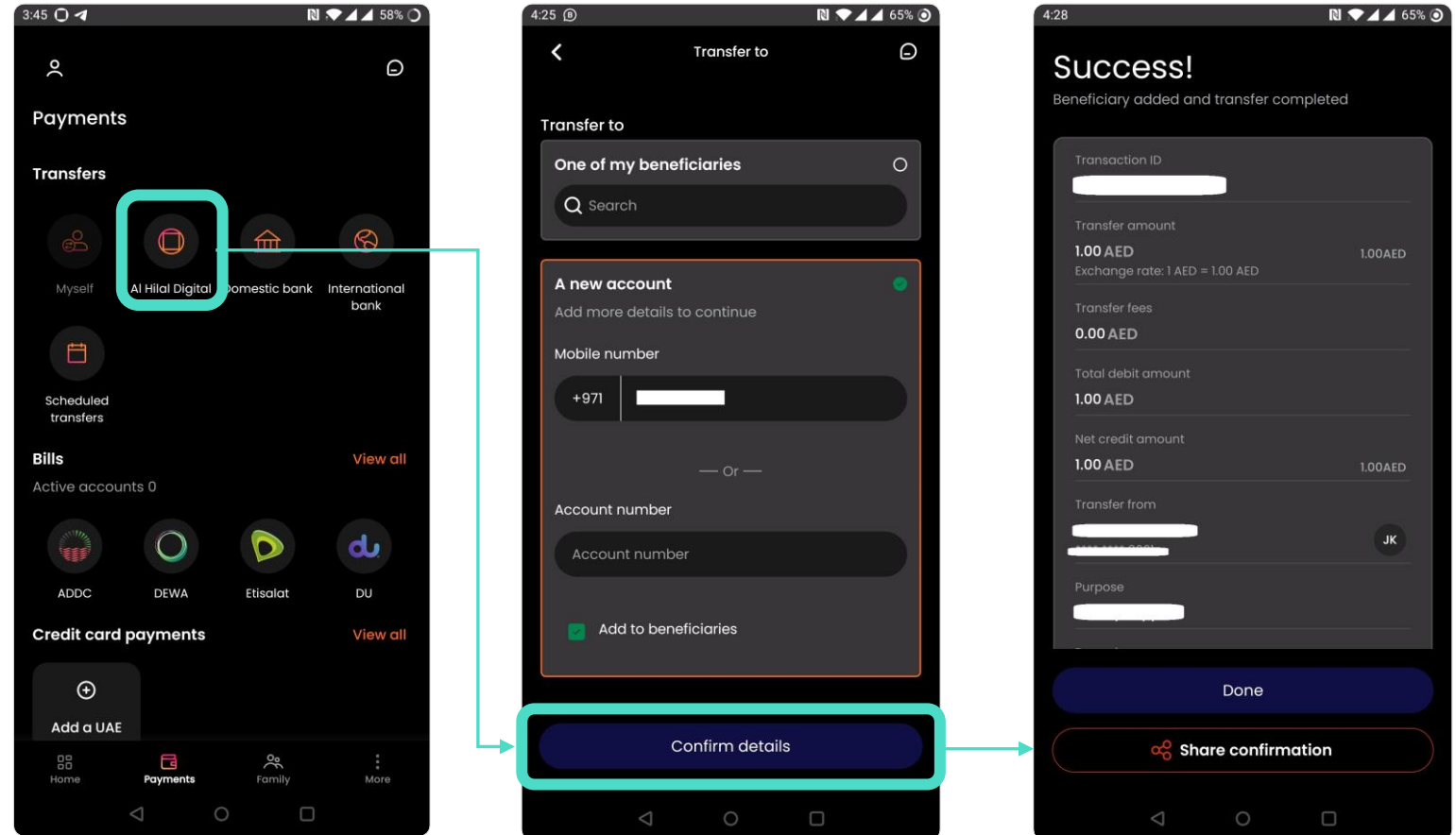
Recipient's address details are requested in the transfer form

# ← MAKE AN INTRA-BANK TRANSFER TO A NEW RECIPIENT

♥ Best Practice

Al Hilal Bank

Al Hilal Bank presents the best solution for within-bank beneficiary setup – the function is located right within transfer form and is possible to add a beneficiary using only the recipient's mobile number. This approach makes the process smooth and fast, eliminating the need to know or manually input an account number. In case the user doesn't want to add a beneficiary by mobile number, there is still an option to do so using the account number. Account number or phone number is the only required credential, which makes beneficiary adding very hassle-free and fast.



Only phone number or account number is required to conduct the transfer



## **2. THE SERVICE DOES NOT PROVIDE A CLEAR PATH TO THE NEEDED FUNCTION OR INFORMATION**

2.1 The service does not offer an obvious path to the needed function or information.

2.2. The needed function/information is not present at the expected place.

2.3. Priorities in the interface are misplaced. Minor elements are highlighted while primary elements are not visible.

2.4. The naming of menu sections or links to functions does not clearly convey their purpose.



## **2.1 THE SERVICE DOES NOT OFFER AN OBVIOUS PATH TO THE NEEDED FUNCTION OR INFORMATION**

This subclass refers to situations where users struggle to find a function or piece of information because there is no clearly suggested or intuitive path to it.

This often occurs when the task does not have a common industry UI pattern.

The issue is not that the function is in the “wrong” place, but that users don’t know where to begin their search.

It’s a breakdown of discoverability — the service fails to surface the needed option through labeling, navigation hierarchy, or contextual guidance.

This issue is commonly found in financial services, travel and transportation apps, e-commerce platforms, and classifieds.

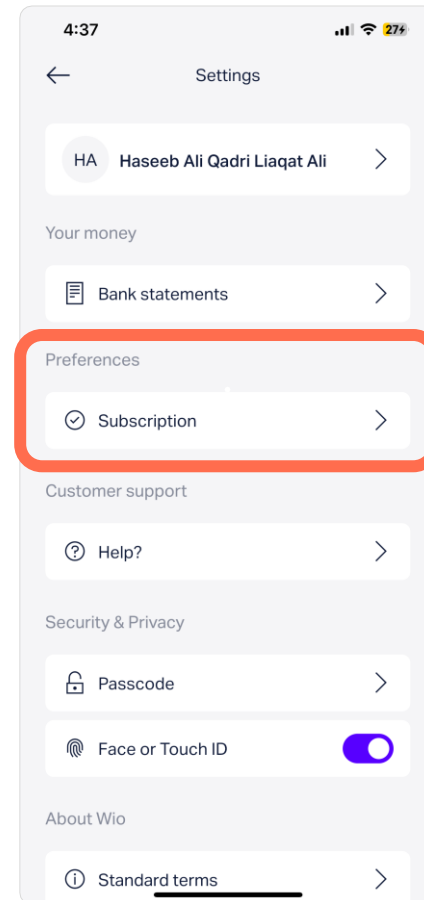
## ← FIND TARIFF DETAILS

⊗ Problem

Following standard industry logic, they reasonably search for this information in two primary locations: their account/card details (where pricing applies) or their client profile (where the service agreement is managed).

However, the WIO app places this essential tariff information exclusively within the Settings menu, under a sub-section for Subscription details. This structure completely disconnects the information from the user's mental model and the contextual points where questions about fees arise. Consequently, users experience significant search friction, often failing to find the details independently. This forces them to either abandon their inquiry or contact support, directly increasing the bank's operational costs while simultaneously degrading the customer experience and eroding trust in the platform's transparency.

WIO



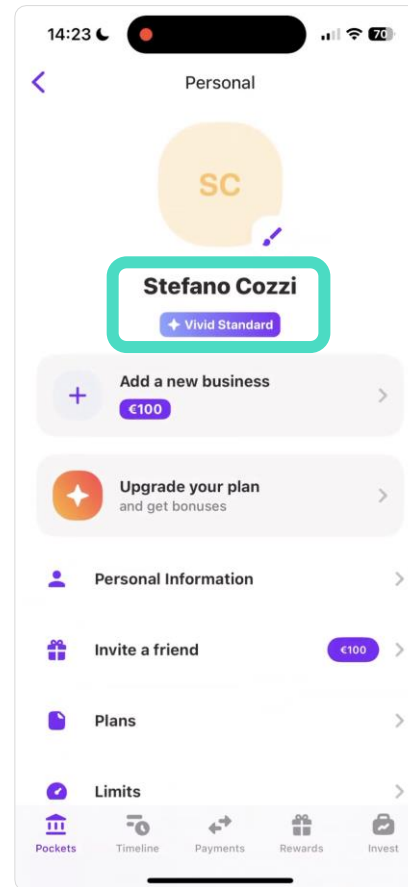
Subscription details are available only in Settings

## ← FIND TARIFF DETAILS

♥ Best Practice

In Vivid Money, users can view the name of their current plan directly in their profile and easily access a carousel of all available plans by tapping "Upgrade your plan" or "Plans." This provides a clear and immediate comparison of features, allowing for straightforward management and informed decisions about their subscription features.

### Vivid Money



The name of the plan is indicated in Profile



## 2.2 THE NEEDED FUNCTION/INFORMATION IS NOT PRESENT AT THE EXPECTED PLACE

Contrary to 2.1, this subclass includes situations where the user knows where they expect to find a function or piece of information, but the interface breaks from convention or logical structure, and the needed element is not located where users would naturally look for it.

These expectations are shaped by common UI design standards, patterns seen in similar services, or established norms within the domain (e.g., finding logout in profile settings, filters above a search result).

The issue creates a sense of disorientation, as users confidently look in a familiar or logical location and fail to find what they need. Some may abandon the task, assume the feature doesn't exist, or perform incorrect actions.

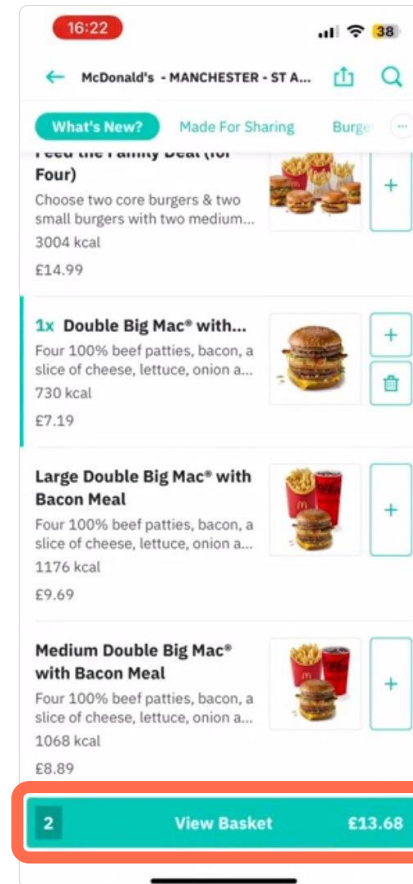
This problem stems from deviating from common UI design patterns and is frequently observed in financial apps, e-commerce services, utilities, and educational platforms, particularly during tasks involving account and transaction management, and transactions.

# ← COMPARE MENUS FROM MULTIPLE RESTAURANTS

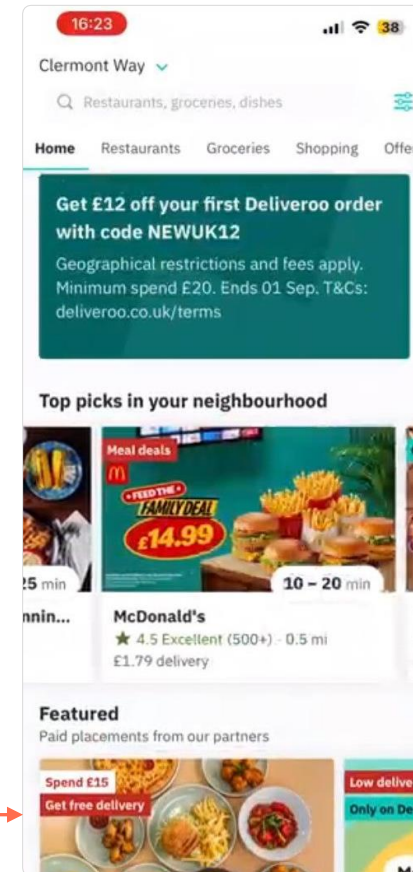
⊗ Problem

Deliveroo

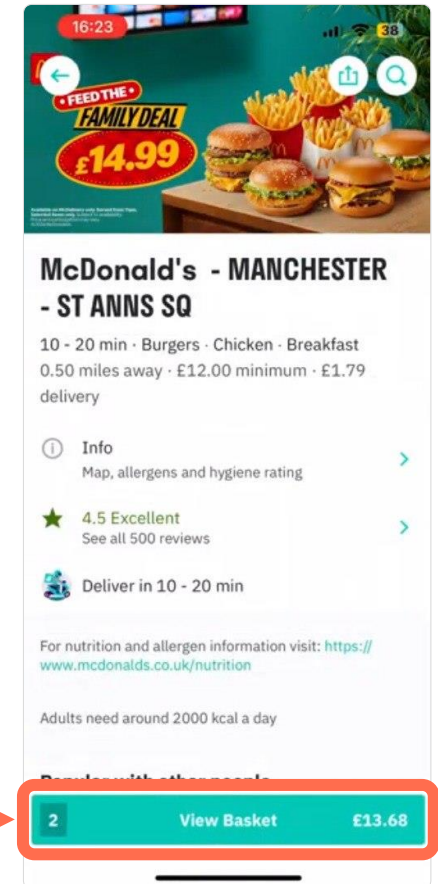
After navigating away from the restaurant page, the user struggles to locate their cart. On the main page, there is no visible cart section or button, and the cart is only accessible from the restaurant page where the items were added. This creates an expectation mismatch as users are used to having an anchor point for accessing the cart. If the user leaves the restaurant page, they may experience difficulties finding their cart again.



After users add food to the cart, the button appears at the bottom of the screen



When returning to the main page, it's unclear where to find the cart with the food that has already been added

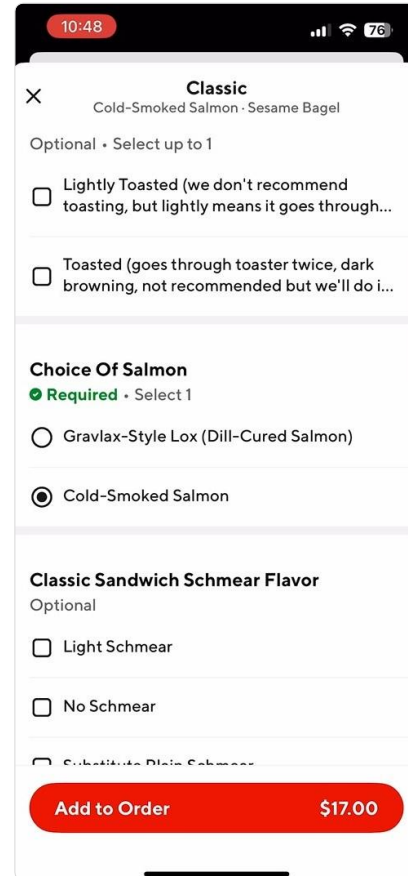


The cart is only accessible from the restaurant page where the items were added

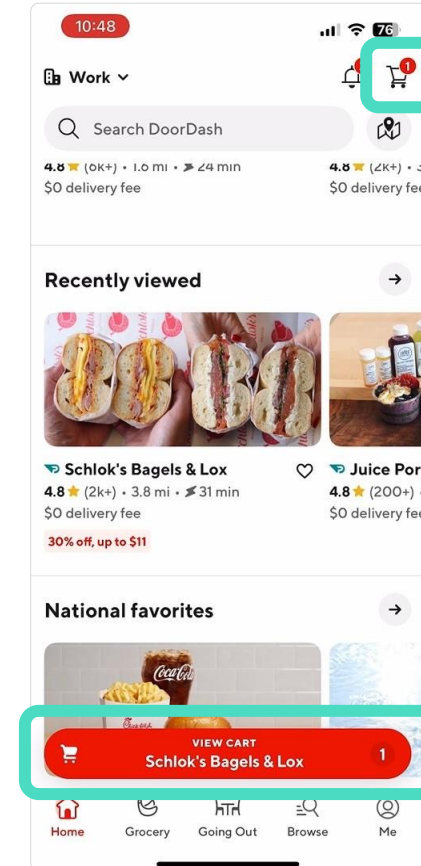
# ← COMPARE MENUS FROM MULTIPLE RESTAURANTS

♥ Best Practice

On DoorDash users can effortlessly access their cart at any time. When a dish is added and the user leaves a restaurant page, the cart prominently appears at the bottom of the main page. Additionally, there is a prominent anchor point for accessing the cart in the upper right corner. This UX design ensures that users can easily access their cart and proceed to place an order.



## DoorDash



The cart is prominently available at the bottom of the main page



## **2.3 PRIORITIES IN THE INTERFACE ARE MISPLACED. MINOR ELEMENTS ARE HIGHLIGHTED WHILE PRIMARY ELEMENTS ARE NOT VISIBLE**

This subclass includes situations where the visual hierarchy of the interface does not reflect the actual priorities of the user.

The user comes to the interface with a clear goal – for example, to select a suitable course, check flight details, or confirm the contents of a shopping cart – but the interface draws attention to secondary elements instead, while more important content remains hidden and de-emphasized.

Such mismatches are usually caused by poor layout decisions, overly aggressive promotion of non-essential features, or lack of visual cues guiding the user to the core action or information. Users are forced to spend extra time searching and interpreting the interface.

This problem is frequently observed in services that involve selecting, managing, or confirming content or actions, such as education, travel, e-commerce, finance, or communication.

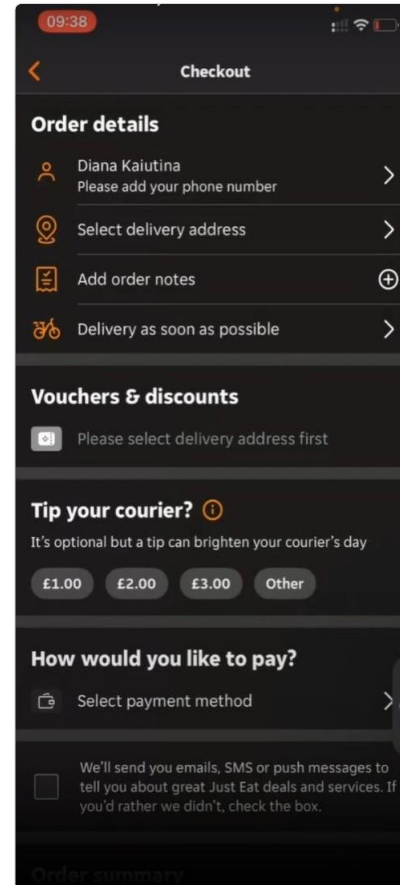
The impact is particularly frustrating when the user is engaged in task-critical actions like booking, purchasing, or confirming content – moments where clarity and speed are most expected and appreciated.

# ← REVIEW THE CART AND VERIFY THE ACCURACY OF THE ORDER BEFORE CHECKING OUT

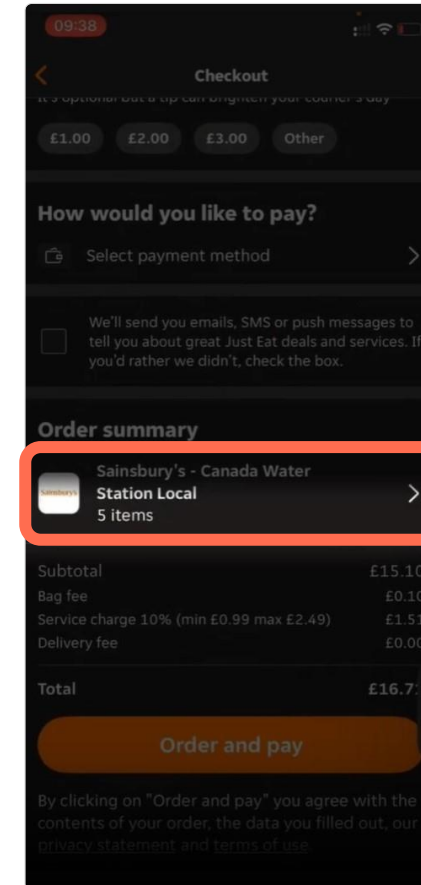
⊗ Problem

Just Eat

The checkout page is cluttered with various details that distract the user and suffers from poor visual hierarchy. The most crucial information – the order contents – is missing on screen. The only information available on this step is the total number of items (“5 items”), that is not prominent and might be overlooked easily. Meanwhile, less critical details, such as tips, are positioned above and highlighted. This misplaced emphasis makes it difficult for the user to confirm their order accurately, leading to potential errors during checkout.



Users have to scroll to view the order details



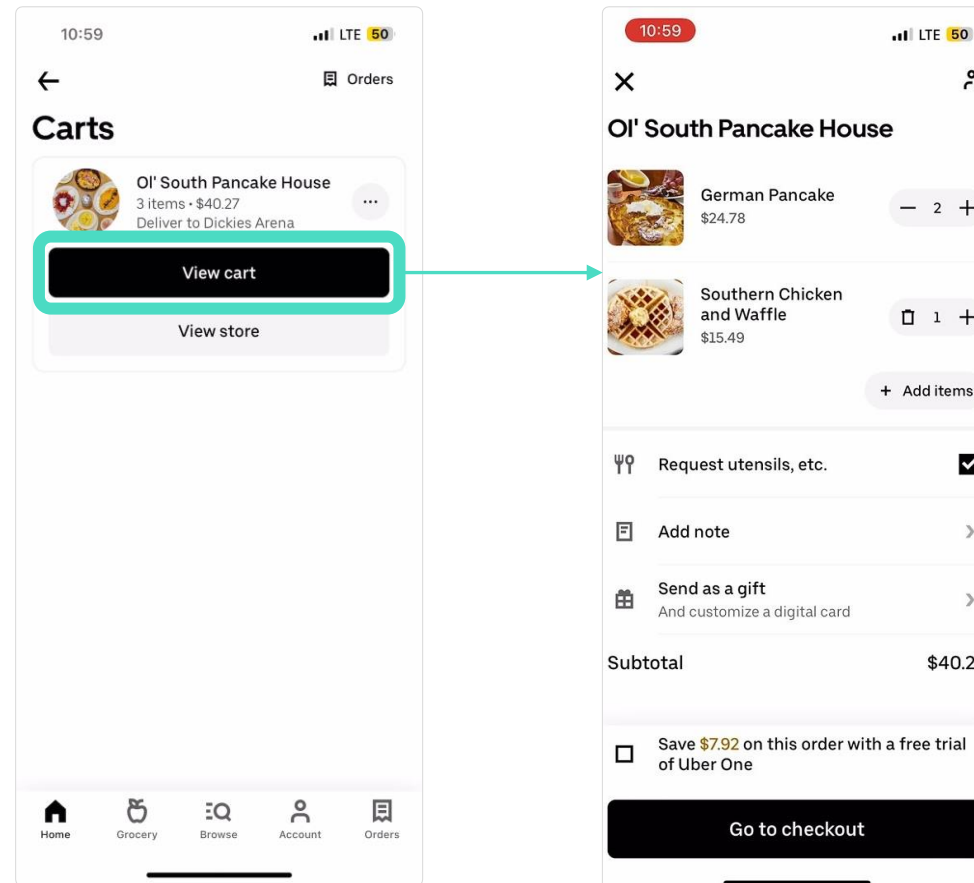
The order details fail to provide vital information about the order contents

# ← REVIEW THE CART AND VERIFY THE ACCURACY OF THE ORDER BEFORE CHECKING OUT

♥ Best Practice

On the Uber Eats app, users are clearly shown the contents of their cart before proceeding to checkout. Additionally, the order overview provides a final summary, allowing users to review their selections and make any necessary adjustments before placing the order. This ensures accuracy and gives users confidence in their purchase, enhancing the overall ordering experience.

## Uber Eats





## 2.4 THE NAMING OF MENU SECTIONS OR LINKS TO FUNCTIONS DOES NOT CLEARLY CONVEY THEIR PURPOSE

This subclass describes situations where the labels or headings used in menus and navigation links fail to communicate what function or content they lead to, making it harder for users to find what they are looking for.

Unlike issues related to unclear instructions or terminology during a task (subclass 11.1-11.3), this problem affects navigational understanding — the ability to locate and access functions or information.

The issue arises when:

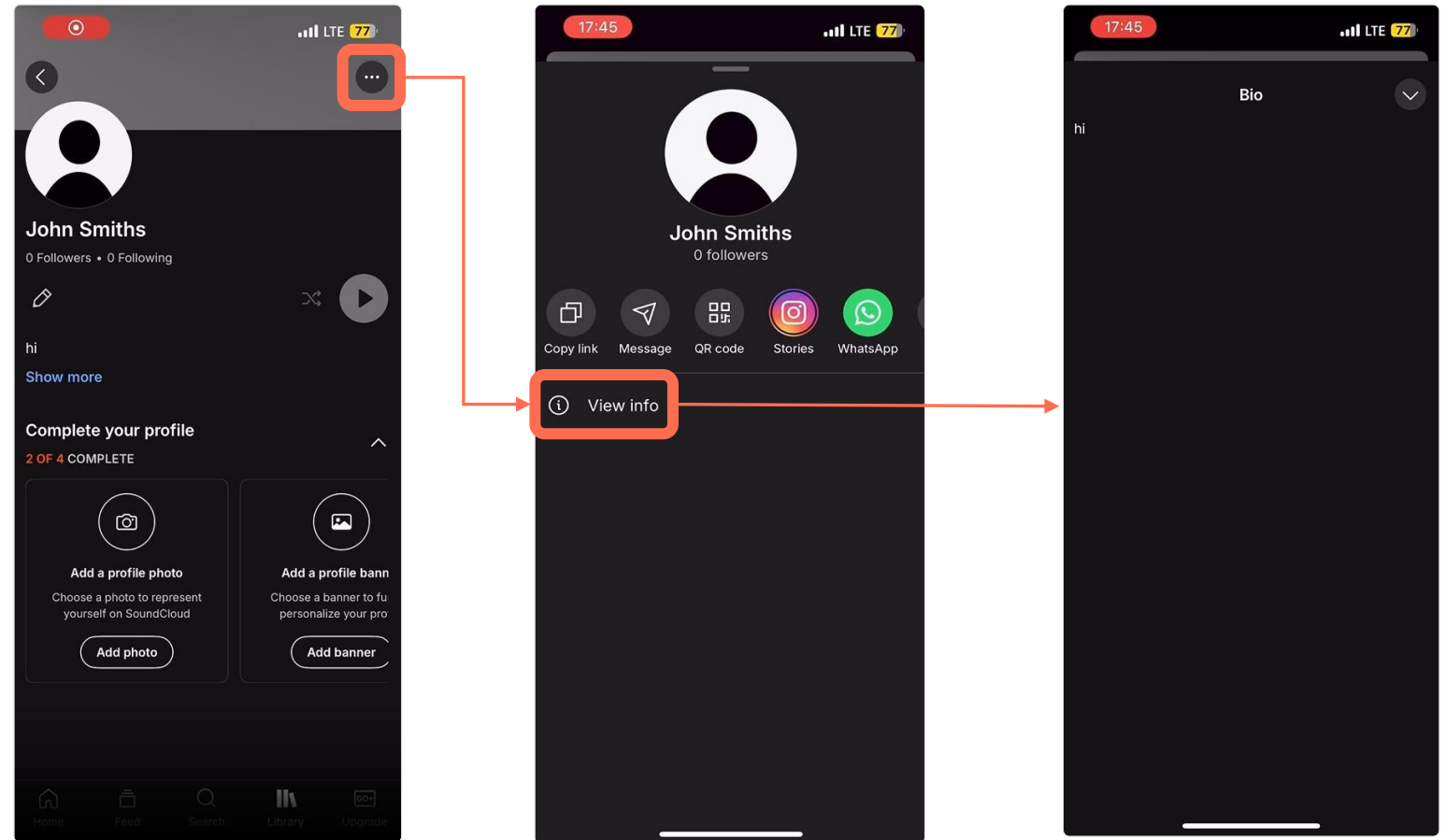
- A label promises content that is different from actual functions within this section
- Terminology deviates from conventions, making it unclear what's behind this section

This issue frequently occurs in e-commerce, travel, and media platforms, where navigation to key sections like saved items, support, or personal settings is obscured by vague or non-standard naming.

# ← CHECK WHICH EMAIL IS LINKED TO SOUNDCLOUD ACCOUNT

⊗ Problem

On their personal page, the user notices kebab menu, which they assume might lead to account details. After tapping the menu, the only available option is "View info". However, selecting "View info" brings up the user's bio (a description of their profile) instead of full account information. The label of the menu item 'View info' is misleading, as it is supposed to show page with all profile details. The user's core goal – to find their linked email – remains unfulfilled, creating a dead end in their journey and a sense of frustration.



Selecting "View info" brings up the user's bio instead of full account information

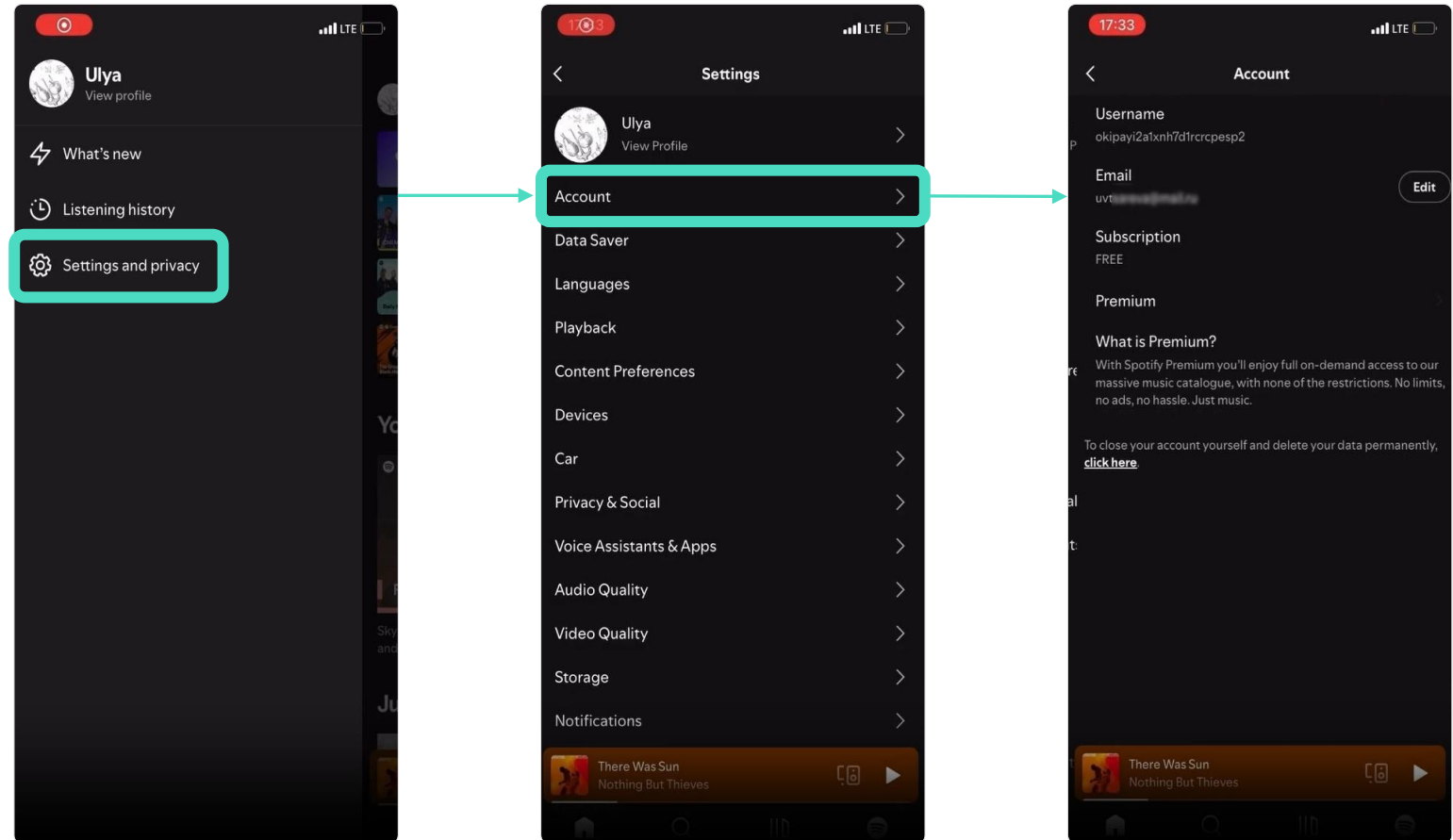
SoundCloud

# ← CHECK WHICH EMAIL IS LINKED TO THE ACCOUNT

♥ Best Practice

On Spotify, users have a unified Account section where all account-related information is conveniently gathered in one place. By tapping on the Account section, users can easily access and manage their account details, including linked email addresses. This centralized approach simplifies navigation, allowing users to quickly find and update their account settings, enhancing their overall experience on the platform.

Spotify





## 3. I HAVE TO PERFORM TOO MANY ACTIONS

3.1 The service requests unnecessary information from the user during operations.

3.2 Too many navigational actions (clicks, scrolls) are needed to reach the desired function/information.

3.3 Data entry fields and input methods do not allow input in the most convenient and quick manner.

3.4 Unnecessary actions are required to see results or receive feedback from the service.



## 3.1 THE SERVICE REQUESTS UNNECESSARY INFORMATION FROM THE USER DURING OPERATIONS

This UX problem arises when a system asks the user to manually re-enter information that it already knows or could easily retrieve. It creates a frustrating sense that the system doesn't "remember," and that the user is doing work the interface should be handling.

These situations typically occur in services that offer user accounts, where data has already been collected — during registration or previous interactions — but is not reused effectively at later stages. For example, a user may enter their delivery address during registration, only to be asked to type it again during checkout. At its core, this subclass reflects a failure in the efficient re-use of system memory and personalization.

This class of problems also includes cases where the service asks for information that could be automatically derived from metadata. For instance, prompting the user to manually select the type of payment card (Visa, MasterCard, etc.) during input is redundant, the system should recognize the card type from the card number itself, as this is embedded in the numeric structure.

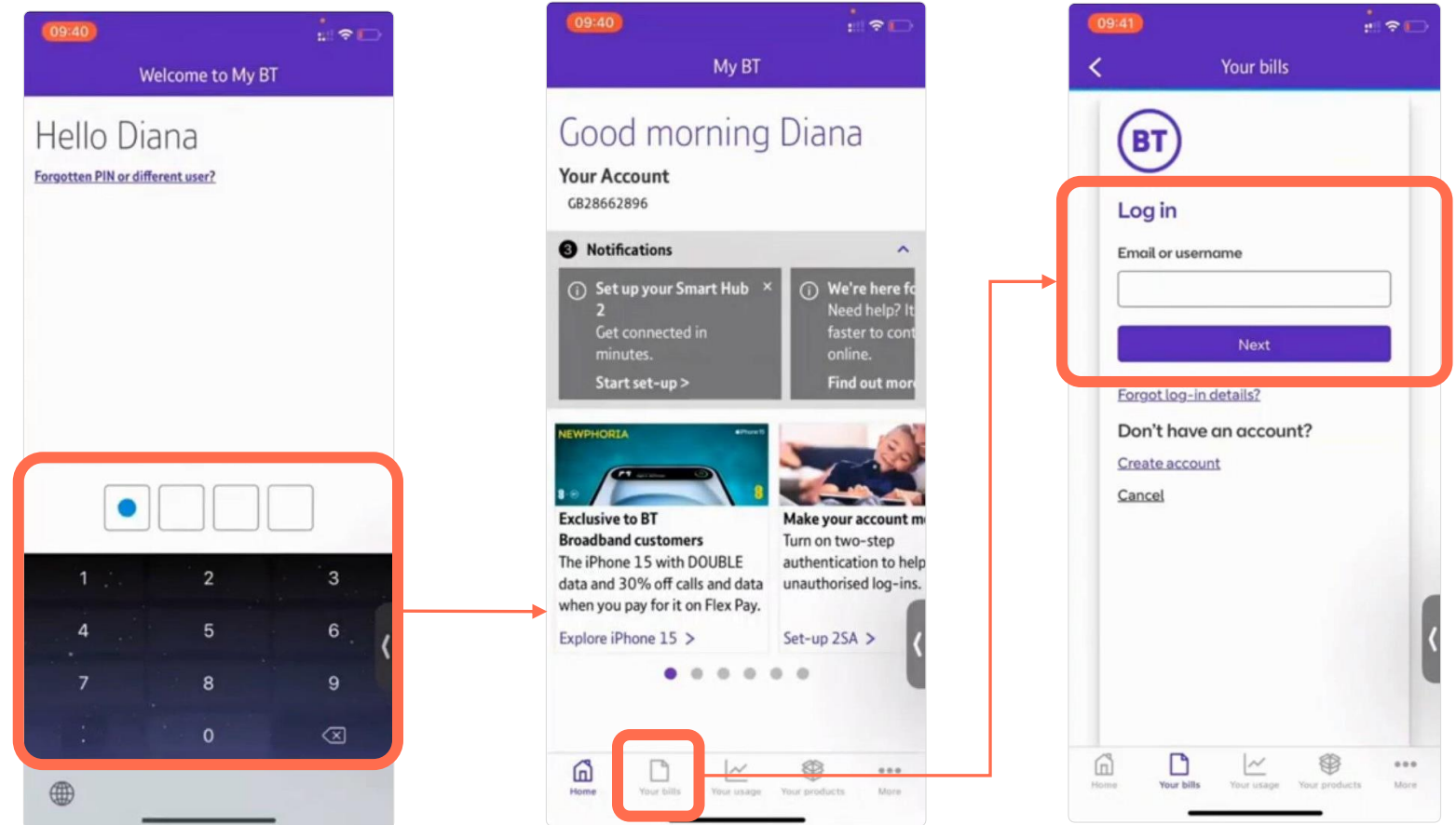
Even if the user eventually completes the task, they are often left with a sense of irrationality, as if the interface is not helping them, but passively obstructing their progress. The overall impression is of a system that ignores the user's effort and the data it already holds.

# VIEW AND PAY INTERNET BILLS IN THE APP

⊗ Problem

BT

After successfully logging into the app with a PIN code, the app recognizes the user and grants access. However, when the user attempts to navigate to the bills section, the app prompts them to verify their identity once more by entering their login credentials. This redundant verification process creates an unnecessary obstacle, complicating the task.



After entering the verification code, the app allows the user to access the main page

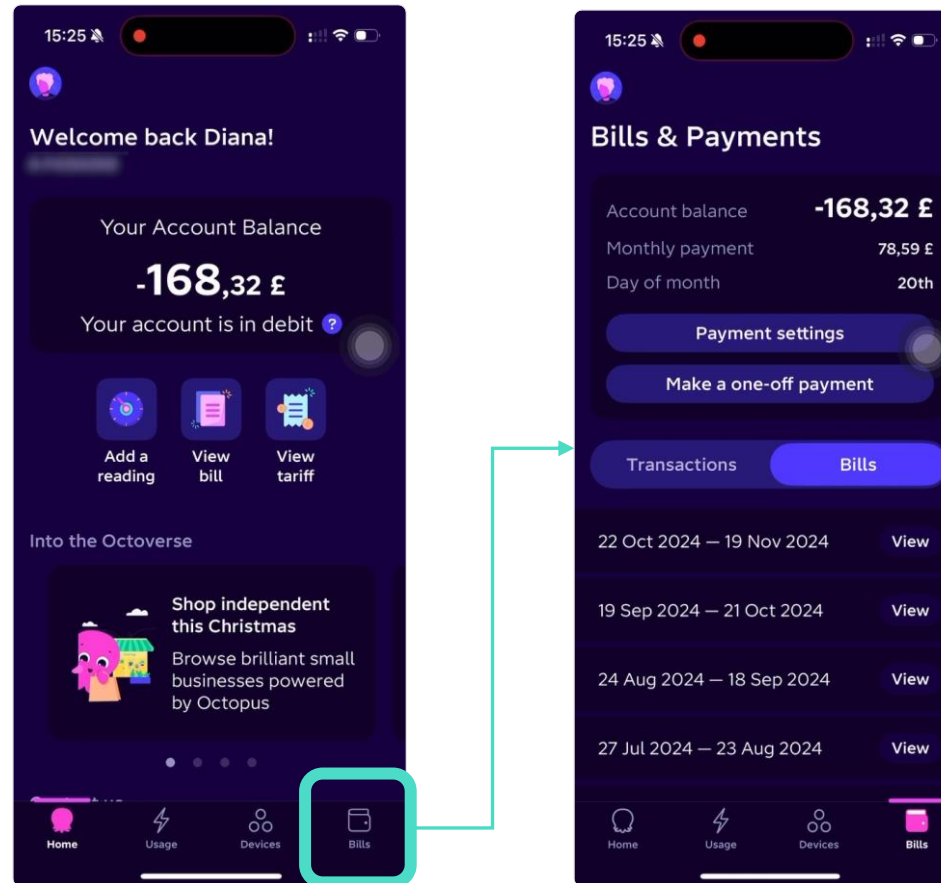
The app prompts them to verify their identity once more

# VIEW AND PAY INTERNET BILLS IN THE APP

Best Practice

With the Octopus app, users can easily access without the need for their login credentials. The app does not require any login credentials when entering bills section. This user-friendly design allows immediate access to their bills, making it simple and convenient to view and pay them instantly.

Octopus





## 3.2 TOO MANY NAVIGATIONAL ACTIONS (CLICKS, SCROLLS) ARE NEEDED TO REACH THE DESIRED FUNCTION OR INFORMATION

This problem occurs in long scenarios with multiple steps or on complex screens that contain a lot of information and functions.

It covers navigation issues within single screens (e.g., excessive scrolling for “Next” button) or across multiple screens (too many clicks/taps to access functions).

How do we distinguish extra actions from essential ones? Actions are considered unnecessary when they are purely navigational, could have been avoided or shortened, and break the user’s mental model of how the interface should behave.

Common in e-commerce and travel, this issue affects large catalogs, multi-step processes (e.g., flight selection, checkout), and sections like login/support requiring excessive backtracking. Unlike Class 2, this subclass addresses navigation issues, not location awareness.

Typical interface decisions that provoke this issue include:

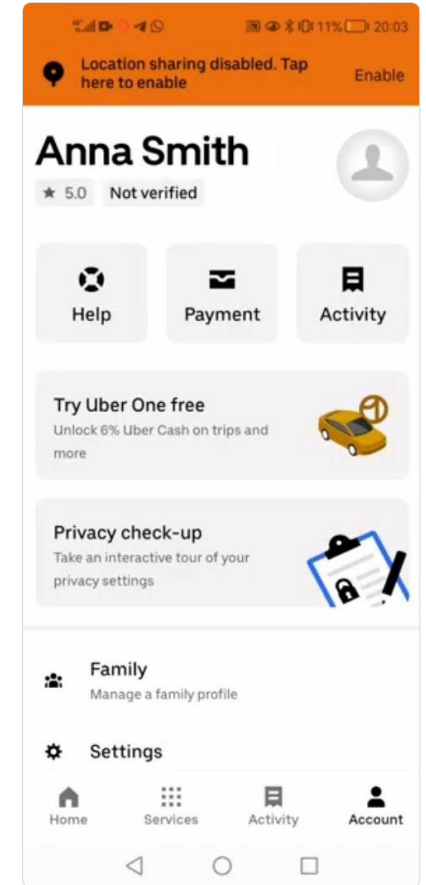
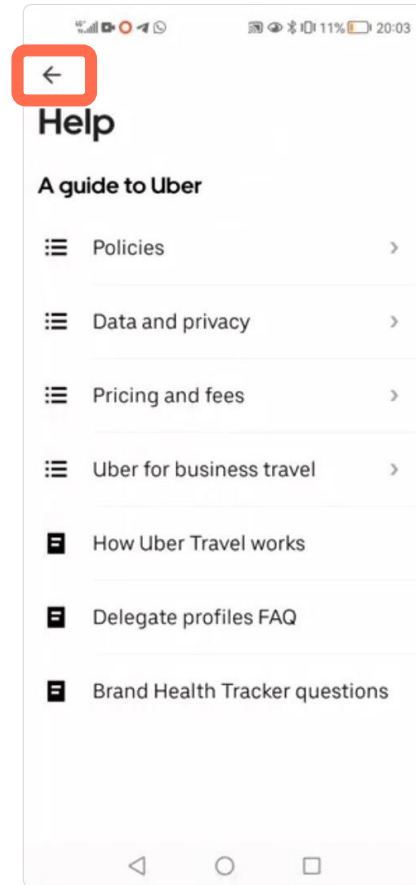
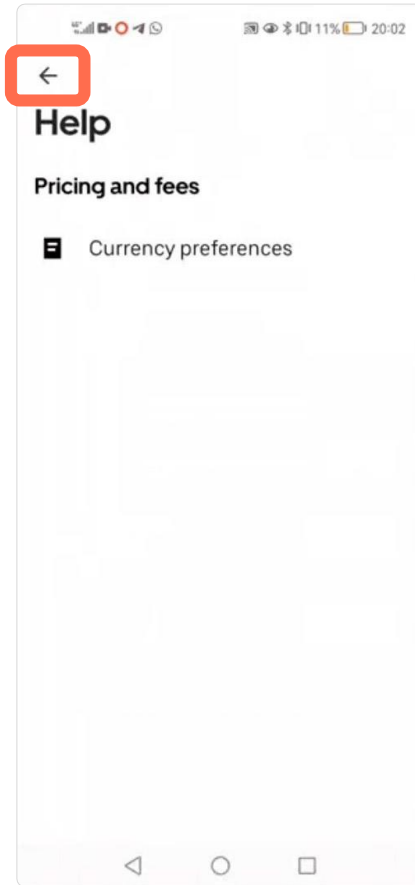
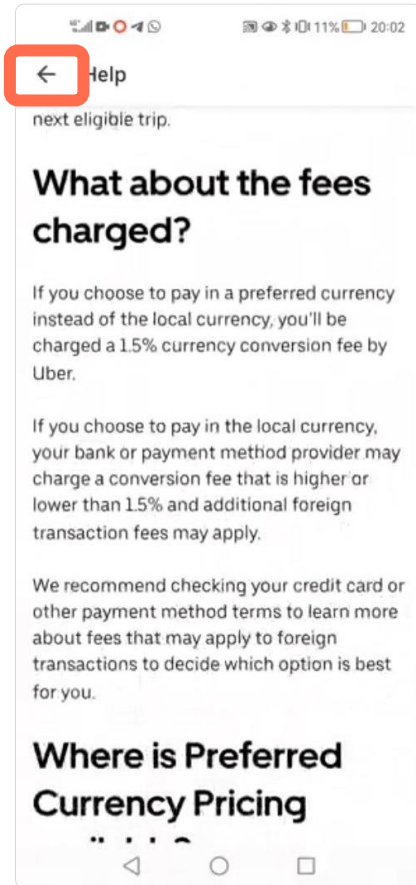
- Key buttons placed too far down the page (e.g. “Next” or “Checkout” buttons visible only after excessive scrolling)
- Poor adaptation to desktop or mobile layouts
- Absence of shortcuts or persistent navigation
- Important tools or filters positioned too low or visually separated from core content

These patterns slow down user flow and increase interaction effort.

# ← UNDERSTAND UBER'S POLICIES ON PREFERRED CURRENCY

⊗ Problem

The Help section in the Uber app contains an extensive catalog of articles, allowing users to explore a hierarchical structure of information. However, the bottom menu is unavailable in this section, meaning users cannot return to the home page with a single click. Instead, they must backtrack through each previously visited page step by step, which adds unnecessary time and effort. This inefficient navigation design causes frustration and detracts from the overall experience of seeking information.



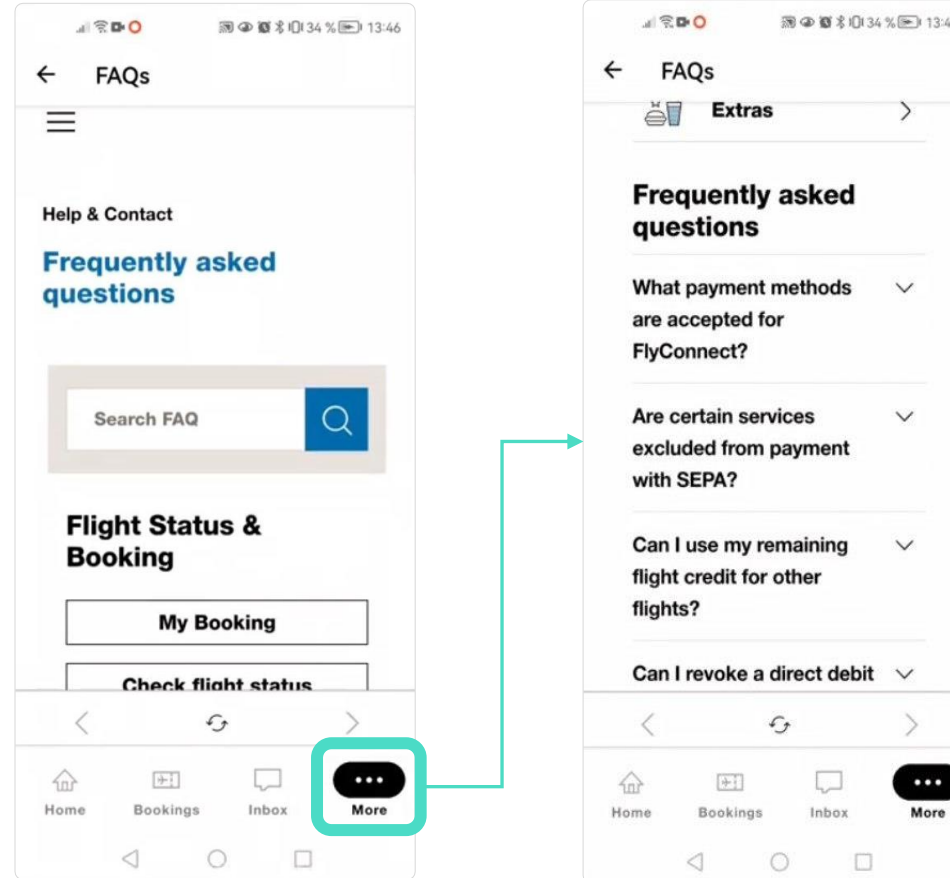
The user must tap multiple times to return to the main page

# ← UNDERSTAND POLICIES ON PREFERRED CURRENCY

♥ Best Practice

In the Condor app, the persistent bottom menu ensures seamless navigation within the app, eliminating the requirement for users to retrace their steps through previously visited sections.

Condor



Return to the main screen by tapping the top arrow



## 3.3 DATA ENTRY FIELDS AND INPUT METHODS DO NOT ALLOW INPUT IN THE MOST CONVENIENT AND QUICK MANNER

This subclass typically applies to forms with input fields. It most often occurs in login and sign-up flows, as well as in booking and payment forms. These UX problems arise when the interface violates the principle of least effort – that is, when the system fails to offer efficient, familiar, and context-aware ways of entering information.

This subclass most commonly arises in travel, e-commerce, financial, and delivery services, especially during account creation, booking, payments, or checkouts. These scenarios require entering multiple personal or logistical data points, such as names, addresses, or payment information. Poor input UX not only increases time and cognitive load but also leads to user fatigue and higher input error chances.

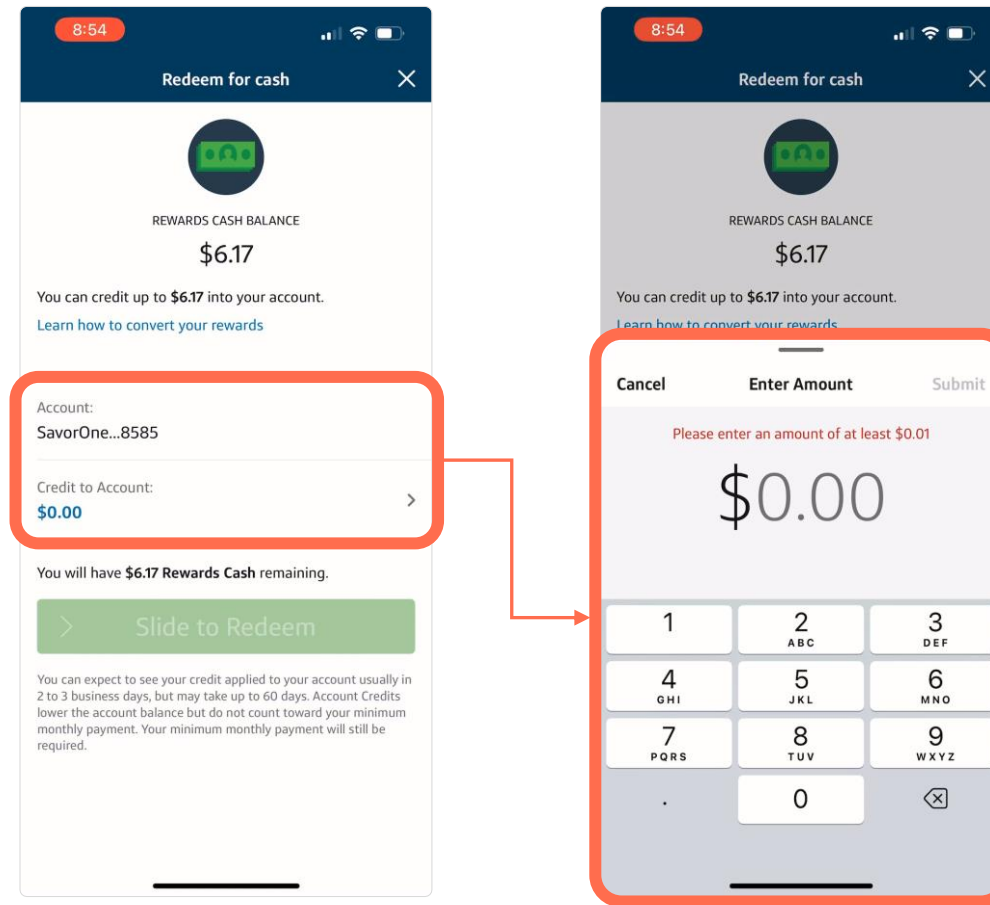
Problems with input methods typically manifest in these ways:

- **Mismatch between input method and data type.** For example, a numeric field that brings up a letter keyboard.
- **Lack of alignment with layout and design patterns.** Input controls should feel natural in the context of the form and reflect established conventions. Thus, a quantity selector hidden in a dropdown menu is less efficient than the widely used “+ / –” stepper placed next to cart items.
- **Overly general or poorly segmented input fields.** For example, entering a full address in a single line instead of structured fields increases the risk of errors.

# ← REDEEM ACCUMULATED CASHBACK FOR CASH

⊗ Problem

When the user reaches the credit amount entry field, the interface lacks a convenient option for entering the entire balance at once. Instead, the user must manually input the amount, including decimal points and cents. This manual entry process lengthens the overall redemption process and requires unnecessary effort from the user.

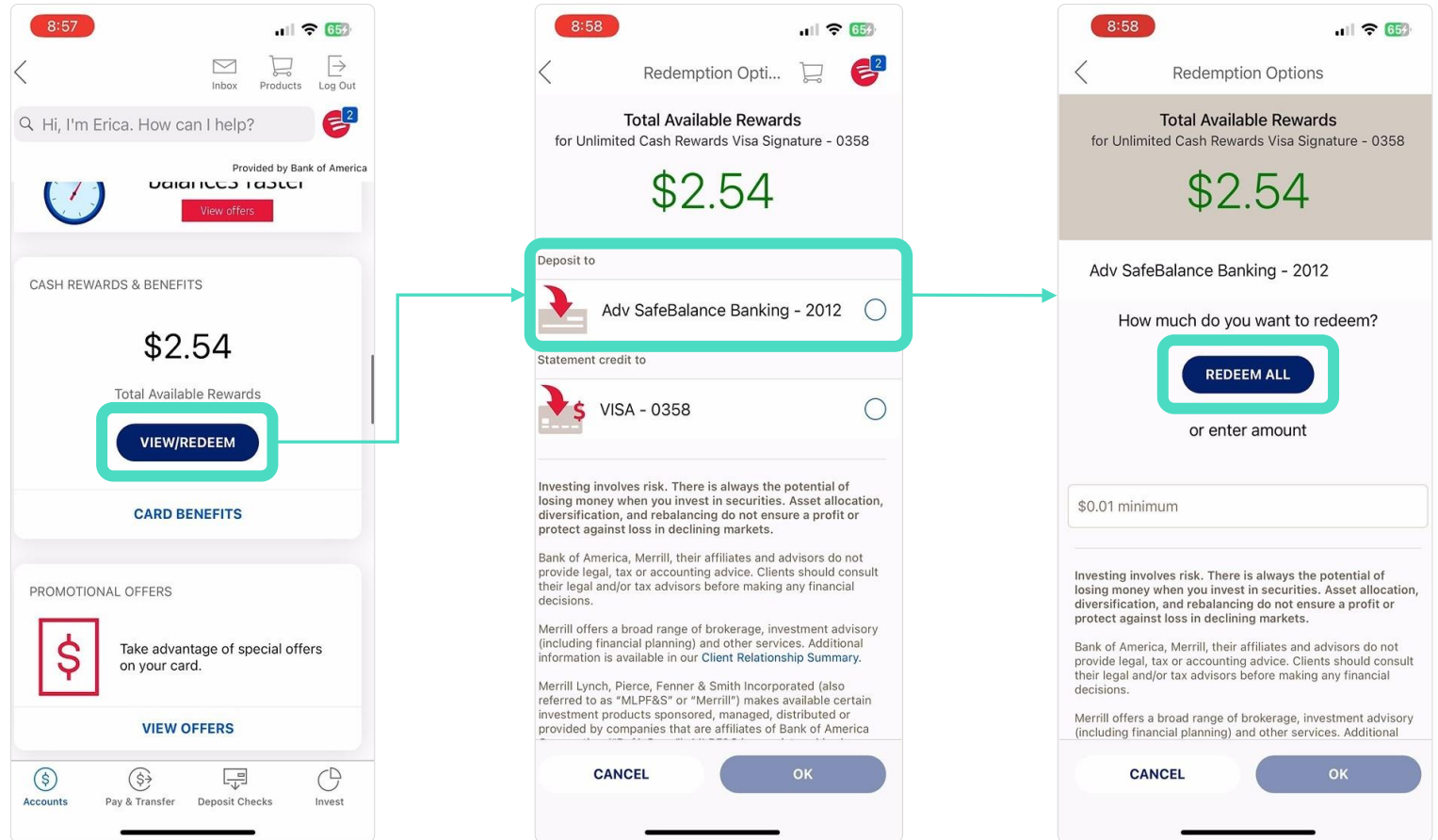


Users must enter the amount manually

# ← REDEEM ACCUMULATED CASHBACK FOR CASH

♥ Best Practice

In contrast, Bank of America simplifies the redemption process by providing a “Redeem All” button. This feature allows users to instantly redeem their entire cashback balance with a single tap, making the cashback redemption process quick and convenient.





## 3.4 UNNECESSARY ACTIONS ARE REQUIRED TO SEE RESULTS OR RECEIVE FEEDBACK FROM THE SERVICE

This subclass is dedicated to problems that occur when a user completes an action in a service and expects reaction or feedback, but the service does not provide it automatically. The simplest way to understand this class is through the lens of success screens and confirmations. For example, after completing a transaction, a user might need to manually reload the screen to see their updated balance.

These problems can occur in any interface area where users expect an automated reaction from the service. Such automation should not undermine the user's sense of control, but rather serve as a logical finish of their action.

An example of such a lack of automation is when, in a catalog, filters only take effect after the user clicks a separate "Apply" button, rather than having the results updated automatically in real time.

While subclass 3.2 is about lack of shortcuts – the user struggles to perform an action due to complex navigation, subclass 3.4 is about poor outcomes – the user is forced to apply extra effort to confirm their action or understand its status.

When feedback is missing or delayed, users may feel uncertain and distrustful. They are left wondering whether the action was successful or if they need to repeat it.

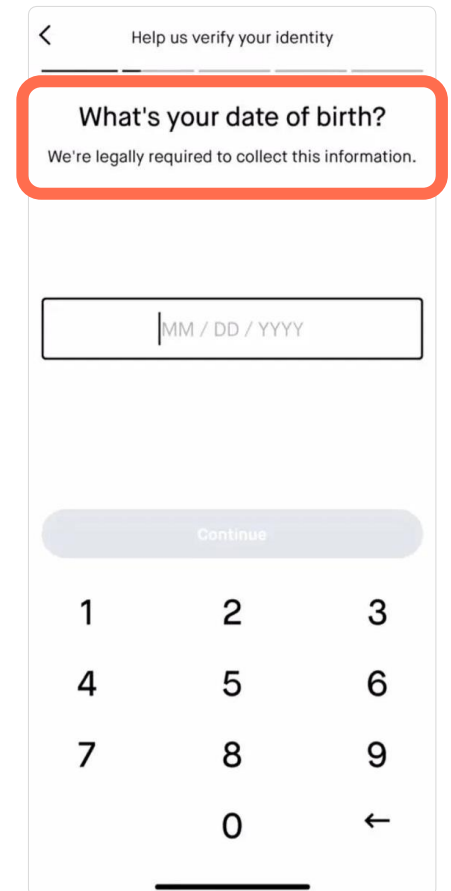
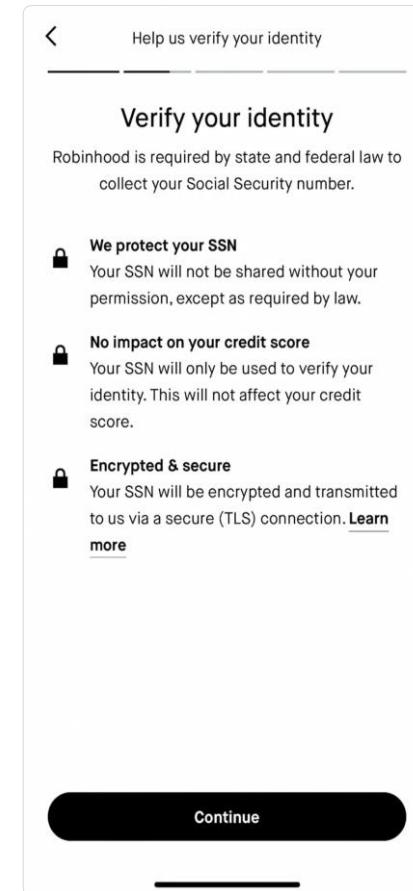
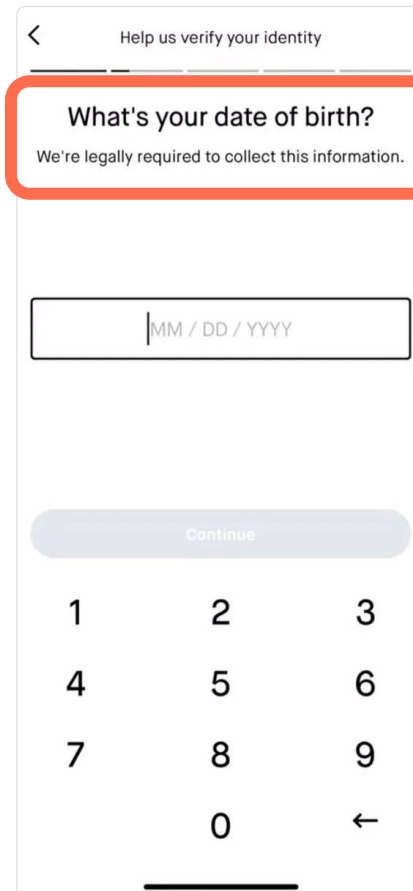
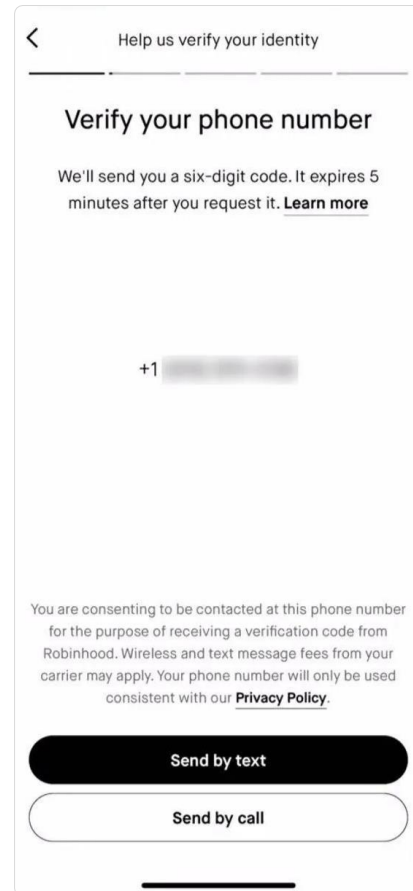
# ← PAUSE DURING REGISTRATION TO FIND SSN

⊗ Problem

Robinhood

The user begins signing up for the app but doesn't have their Social Security Number (SSN) readily available. The user completes step 1 (verifying their phone number) and moves to step 2 (entering their personal information). Halfway through, the user realizes the need to locate their SSN to complete the registration.

When the user returns after a short pause (e.g., 2 min), the app forces to re-enter all previously filled-out information. The system doesn't save the data temporarily, causing unnecessary frustration. Users often face distractions or need to pause during data entry. Re-entering the same information repeatedly leads to irritation and risks abandonment of the registration process.



The registration step where the user paused for 2 minutes

After the pause the user has to re-enter personal data

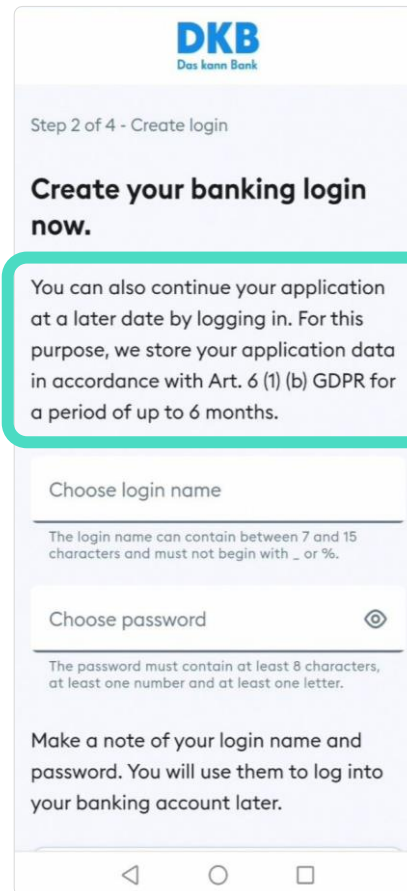
## ← PAUSE DURING REGISTRATION

♥ Best Practice

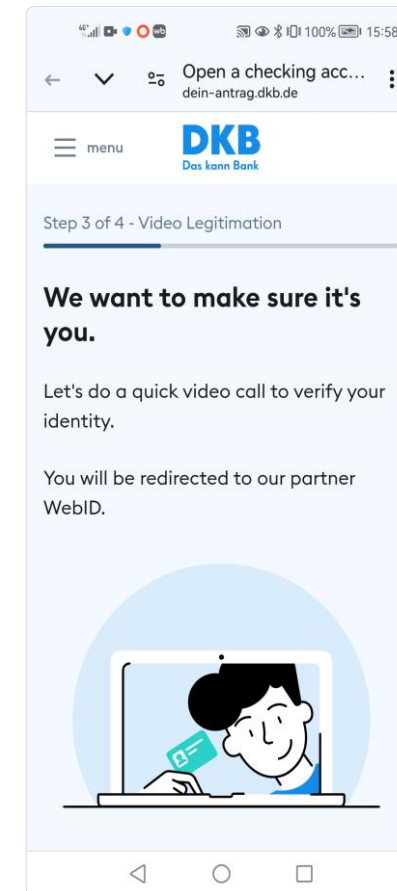
DKB demonstrates an effective approach to simplifying the registration process in banking apps. After gathering all personal data in Step 1, the app allows users to create a login in Step 2, enabling them to save their entered data and pause the process if needed.

Importantly, the app clearly informs users that they can pause at any time and that their application data will be saved for six months. This is particularly valuable because the registration form is quite lengthy and includes video identification, which requires both a stable internet connection and access to identification documents. Users may not always be ready for this step at the time of filling out the form. DKB's solution allows users to return to the process when they are fully prepared, without losing progress.

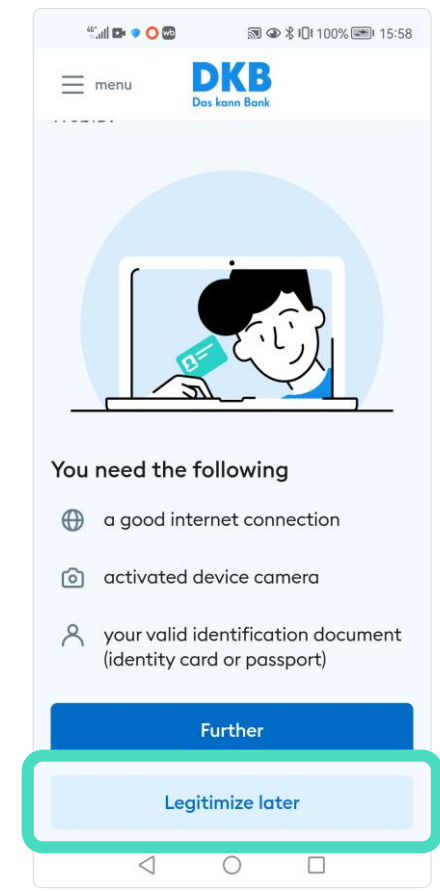
This flexibility reduces frustration and significantly increases the likelihood of successful registration.



Step 2. User creates login and password to save the application form



Step 3. Video identification (part 1)



Step 3. Video identification (part 2). Users can continue later



## 4. I HAVE TO WAIT TOO LONG FOR THE RESULTS

4.1 The service (or parts of it) is slow or takes too long to load.

4.2 Users must wait for too long after performing an action to see its effect or receive feedback on its successful completion.



## 4.1 THE SERVICE (OR PARTS OF IT) IS SLOW OR TAKES TOO LONG TO LOAD

This subclass refers to performance-based delays in the user interface, where immediate on-screen interactions — such as tapping buttons, opening dropdowns, or switching between screens — take longer than expected to respond. User expectations of loading speed are based on industry norms and average UI element loading time in other services they use.

Cases in 4.1 include:

- Slow loading of screens, pages, or tabs
- Delayed transitions between steps
- Long data fetch times (e.g., account history, catalog results)
- Lag in rendering dynamic UI elements (e.g., filters, maps).

This break in responsiveness **disrupts the user's flow**, introduces friction into the interaction and creates frustration due to the need to wait without clear justification.

Such problems are especially common in services that:

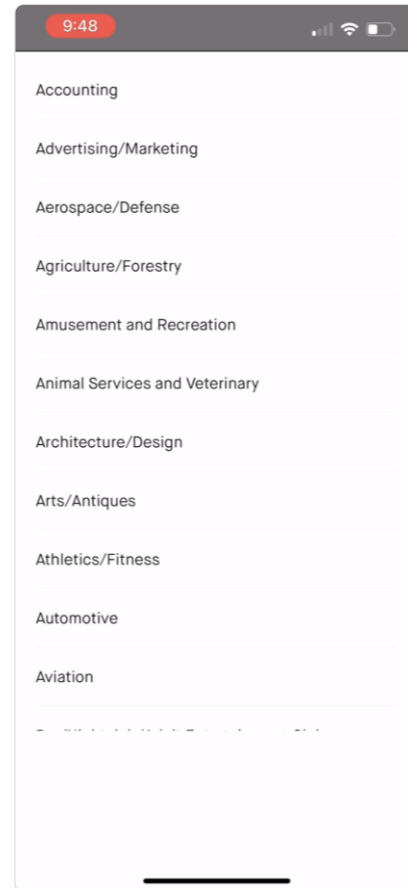
- **Rely on dynamic or real-time data loading**, such as travel and transportation platforms (searching for tickets, switching travel dates),
- **Provide rich catalogs**, such as e-commerce (applying filters, switching tabs),
- **Involve complex data fetches**, such as financial apps (transaction history, cashback status)

## ← SIGN UP IN THE APP

⊗ Problem

The user is completing the registration form. On this step they add job industry type using dropdown menu. The dropdown menu "Occupation/Job industry" loads slowly, making it impossible to select items that start with "B" and further. It becomes possible only from the second attempt, which complicates the process and annoys the user.

### Robinhood



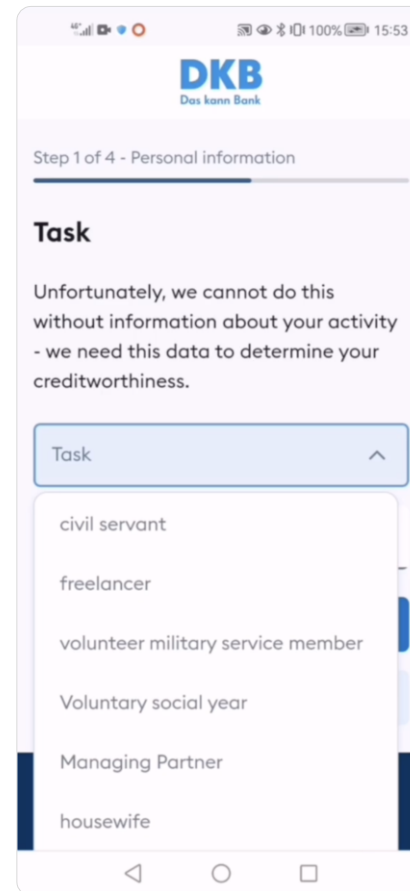
The dropdown menu loads slowly

## ← SIGN UP IN THE APP

♥ Best Practice

DKB sets a benchmark for smooth registration forms in banking apps. All dropdown menus load quickly and function flawlessly, free from glitches or errors. This ensures a seamless and efficient user experience, reflecting high-quality technical implementation and attention to detail.

DKB



The dropdown menu loads immediately.



## 4.2 USERS MUST WAIT FOR TOO LONG AFTER PERFORMING AN ACTION TO SEE ITS EFFECT OR RECEIVE FEEDBACK ON ITS SUCCESSFUL COMPLETION

This subclass covers situations where the system accepts the user's input or request, but the result of that action is delayed beyond reasonable expectations, based on common waiting times for similar actions in similar services.

The action may technically succeed, but the user is left waiting for confirmation, output, or state change, often without understanding whether the system has registered the action at all.

This might involve longer waiting times going far beyond a particular user session, affecting the broader customer experience.

Such delays often occur in **transactional scenarios**, such as submitting payments, confirming bookings, updating account data.

# ← CHECK TRANSACTION HISTORY AFTER TRAVELING ABROAD

⊗ Problem

The user opens transaction history, but cannot see purchases made in DKK, while transactions made in euros are visible right after performing.

It appears that foreign currency (DKK) purchases are delayed for several days due to backend currency conversion processing. This creates a critical gap in financial visibility: the user cannot see their recent international spending, making accurate budget tracking impossible and creating confusion about where their transactions have gone.

The problem is exacerbated when subsequent Euro-denominated purchases appear immediately, making the delayed DKK transactions seem like they have disappeared. This inconsistent data presentation undermines the user's ability to trust the app for real-time financial monitoring and creates significant anxiety about the status of their recent purchases.

BBVA



Transaction history doesn't show purchases made in DKK on July 28th

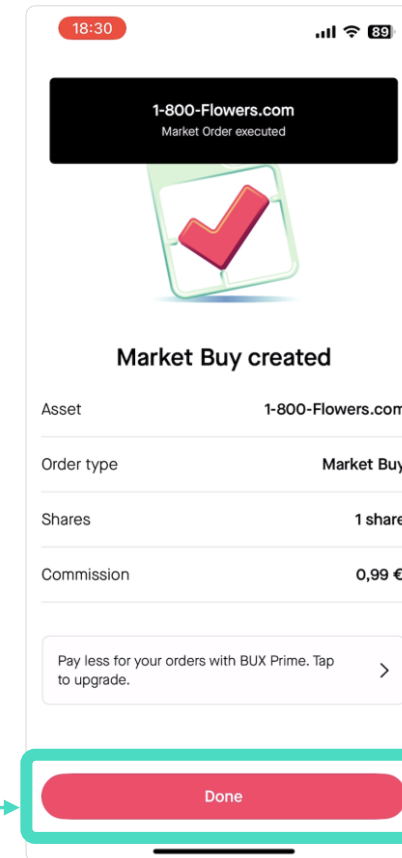
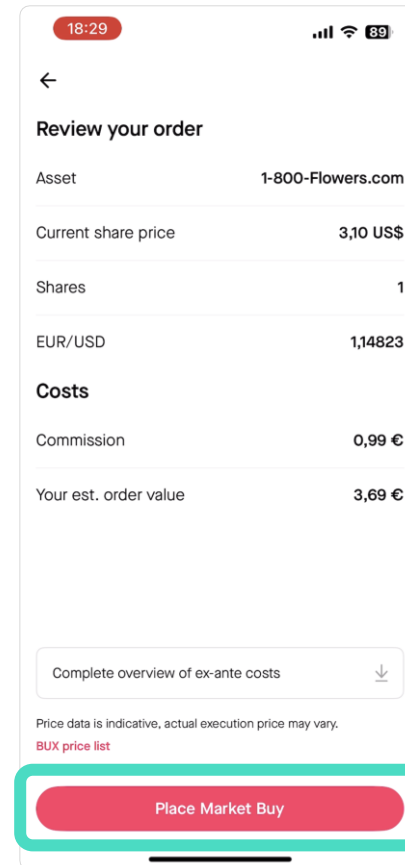


Notifications from service, confirming that operations in DKK were successful

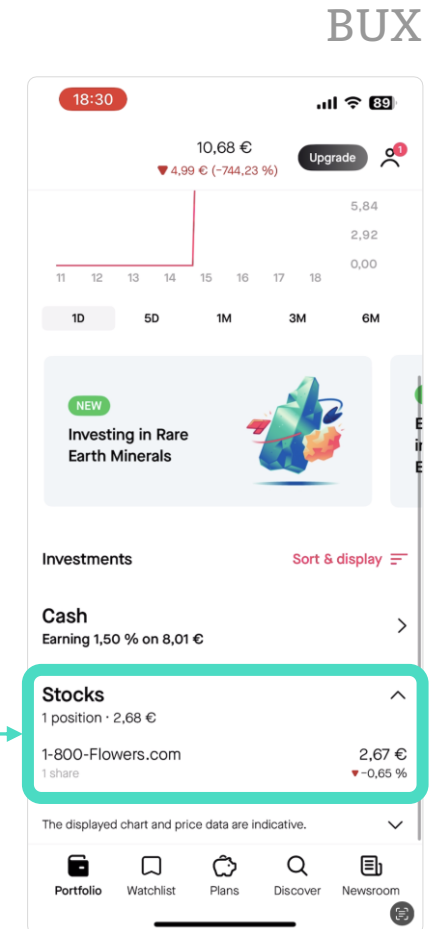
# ← TRACK PORTFOLIO AFTER BUYING A STOCK IN ANOTHER CURRENCY

♥ Best Practice

In BUX, users can buy stocks denominated in a currency different from the base currency of their portfolio – for example, purchasing a U.S. dollar–denominated stock within a euro-based portfolio. Immediately after the order is executed, the newly purchased asset appears in the portfolio with its value displayed in the base currency. This allows users to instantly understand the impact of the purchase and easily keep track of their overall portfolio.



The user buys a stock in USD



The stock immediately appears in portfolio, with the price converted to EUR



## 5. I DON'T UNDERSTAND WHAT THE SERVICE WANTS FROM ME

5.1. The service displayed a notification that does not make it clear what happened or whether any action is required.

5.2 The service demands data that are unclear or hard to obtain.

5.3 Errors are reported without clear guidance on how to correct them.

5.4 The service does not provide clearly next steps to resolve the user's task.



## **5.1 THE SERVICE DISPLAYED A NOTIFICATION THAT DOES NOT MAKE IT CLEAR WHAT HAPPENED OR WHETHER ANY ACTION IS REQUIRED**

System notifications serve as a communication bridge between the service and the user. Their core function is to inform users about the state of the system in response to their actions, system events, or background processes — and to do so in a timely, clear, and actionable way.

However, it's a UX problem if a notification appears but the user doesn't understand what it means, what caused it, or whether they need to do something. This breaks the feedback loop between the user and the system.

Such unclear system messages often appear in account-related scenarios, including login, sign-up, or plan changes.

These are questions where a “no” answer indicates the presence of a 5.1 subclass:

- Is the message relevant to the current screen or process the user is in?
- Does the message explain what happened in plain terms?
- Does the user know whether they need to do something, or if the system is handling it?

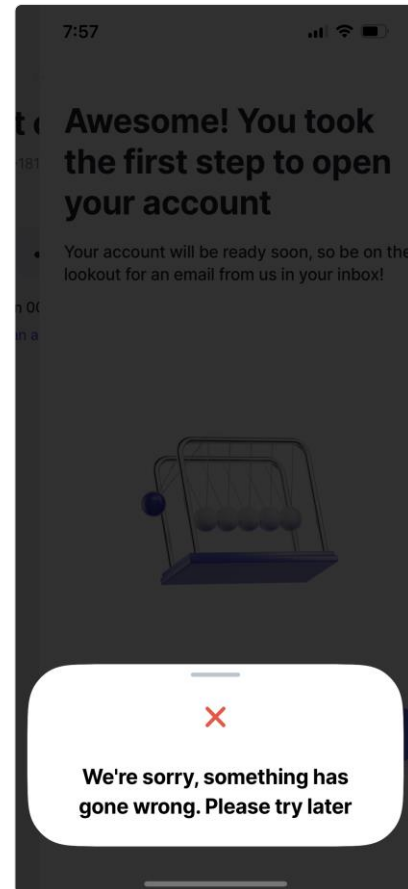
## ← SIGN UP IN THE APP

⊗ Problem

During the registration of a new user the app shows error message saying “We’re sorry, something has gone wrong. Please try later”, which appears right after sms-verification

The Revolut app fails to specify the source of the error – whether it relates to the SMS-verification step or the overall process – and provides no actionable guidance on what exactly the user should do next. This leaves the user in a state of uncertainty and frustration. They don't know if they should reattempt verification, wait for an unspecified time, or restart the entire registration process.

### Revolut



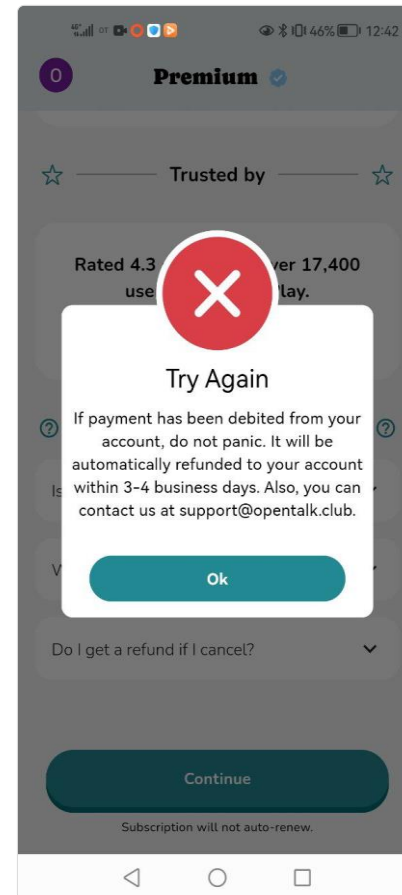
## ← SIGN UP IN THE APP

♥ Best Practice

Open Talk app sets a strong example in delivering clear and user-friendly error messages. When a payment fails, the app uses a bold red cross — a simple and universally recognized symbol — to instantly convey the issue. The accompanying text reassures users by explaining what will happen if the payment was mistakenly debited, mentioning that it will be automatically refunded within 3–4 business days.

Additionally, the error message includes contact information for support, ensuring users know how to resolve their concerns effectively. This approach reduces user anxiety and enhances trust in the service.

### Open Talk





## 5.2 THE SERVICE DEMANDS DATA THAT ARE UNCLEAR OR HARD TO OBTAIN

This subclass includes situations where the interface asks the user to enter data that is unclear in meaning or difficult to retrieve at the moment, given the context of the task.

Data may be considered “unclear” not only when its meaning is ambiguous, but also when it seems unnecessary for the task at hand or when the user cannot understand how it will affect the outcome.

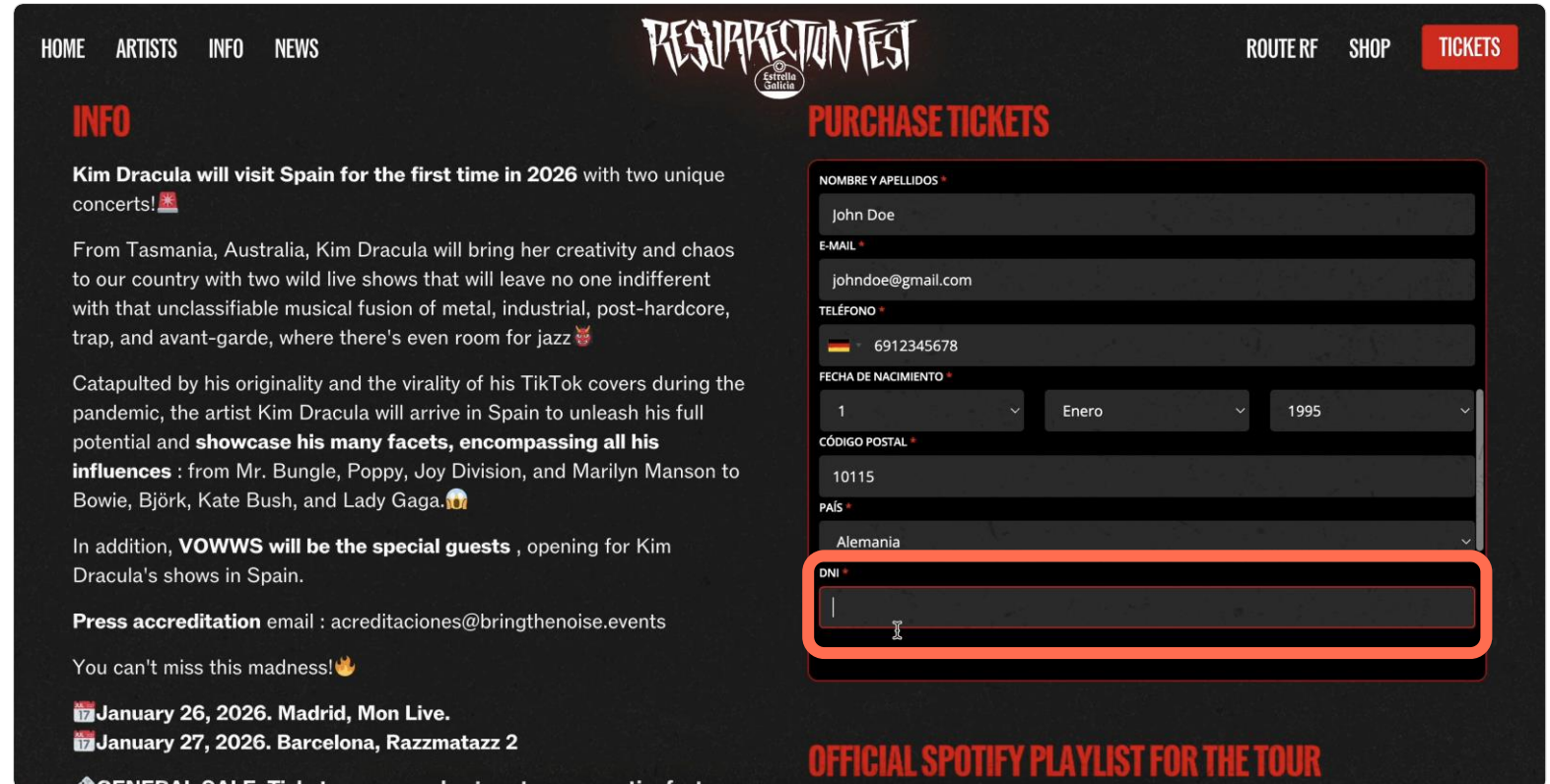
These problems occur **mid-journey**, during tasks like booking, checkout, form filling, where the process is already underway. This distinguishes 5.2 from 1.4, where the absence of available or valid data prevents the user from starting the task at all. Such demands disrupts the user flow, causing specific frustration.

# ← BUY CONCERT TICKET

⊗ Problem

resurrectionfest.es

At the checkout stage, the user needs to fill in their personal information – such as name, email address, phone number, and country. All fields are mandatory, including the “DNI” field. The user does not know what DNI is and cannot provide it, because DNI (Documento Nacional de Identidad) is the Spanish national ID card issued exclusively to Spanish citizens. As an international visitor, the user has no way to complete this field. This results in a critical breakdown in the purchasing flow, making the service inaccessible to a significant portion of its audience and increasing the likelihood of purchase abandonment.



# ← BUY TRAVEL INSURANCE

♥ Best Practice

IMG

In the IMG travel insurance service, the traveler information form dynamically adapts based on user input. For example, when a user selects the United States as their country of residence, an additional "State" field appears. If the user changes their residence to Canada, this field is removed automatically. This adaptive behavior ensures that users are only asked for information relevant to their specific context, reducing confusion and making the form feel responsive.

The screenshot shows a form titled "Who will need coverage?" with a subtitle "Enter the following info for everyone you would like covered. You can rename each traveler by clicking the edit icon next to each label." The form is for "Traveler 1" and includes the following fields:

| Age  | Citizenship     | Residence       |
|------|-----------------|-----------------|
| 30 ✓ | United States ✓ | United States ✓ |

Below these fields are "State" (with a dropdown menu showing "--") and "Trip Cost" (with a dropdown menu showing "\$ --"). At the bottom of the form, there are checkboxes for "Add Spouse" and "Add Children", and a button for "Add Traveler".

The form includes a «State» field for US residents



# ← BUY TRAVEL INSURANCE

♥ Best Practice

IMG

In the IMG travel insurance service, the traveler information form dynamically adapts based on user input. For example, when a user selects the United States as their country of residence, an additional "State" field appears. If the user changes their residence to Canada, this field is removed automatically. This adaptive behavior ensures that users are only asked for information relevant to their specific context, reducing confusion and making the form feel responsive.

The screenshot shows a form titled "Who will need coverage?" with a "Who" section. A yellow callout box explains: "Enter the following info for everyone you would like covered. You can rename each traveler by clicking the edit icon next to each label." Below this, "Traveler 1" is shown with three fields: "Age" (30), "Citizenship" (United States), and "Residence" (Canada). A red box highlights these fields. Below the fields are checkboxes for "Add Spouse" and "Add Children", and a "+ Add Traveler" button. A "COMPLETE" button is at the bottom. The form is part of a "Step 3" process with a "Skip & see plans" link and a close button.

The «State» field disappears when residence country is changed to Canada





## 5.3 ERRORS ARE REPORTED WITHOUT CLEAR GUIDANCE ON HOW TO CORRECT THEM

This subclass includes situations where the system notifies the user about an error but does not explain what caused it or how to fix it. The issue is that the message lacks actionable detail.

Typically It fails to communicate:

- What the user can do to resolve it
- What exactly caused the problem
- Which field or step needs to be corrected
- What format or input is expected

These types of issues are particularly common in login, registration, payment, and checkout scenarios, in travel and educational platforms. Users facing this issue often feel stuck or helpless: *“I keep getting an error, but nothing tells me how to fix it.”*

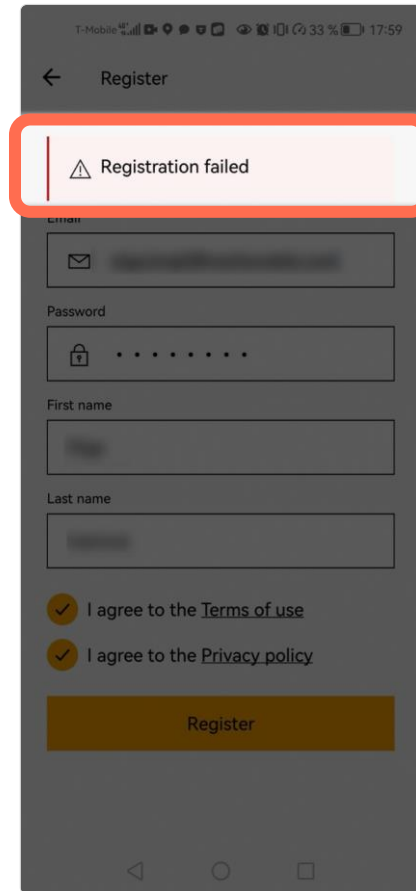
In many cases, UX problems in subclass 5.3 stem from poor UX writing. While improving UX writing can require little effort, it enables users to understand what went wrong and how to fix it, helping them complete their task.

# ← SIGN UP INTO APP TO AVOID MANUAL DATA INPUT IN FUTURE

⊗ Problem

The app informs the user that the registration failed, but neither gives any explanation nor offers ways to solve the problem (try another e-mail, restart the app, restart the phone). Although it is possible to buy a ticket without registration, unregistered customers lose some benefits such as faster booking without entering personal data.

Condor

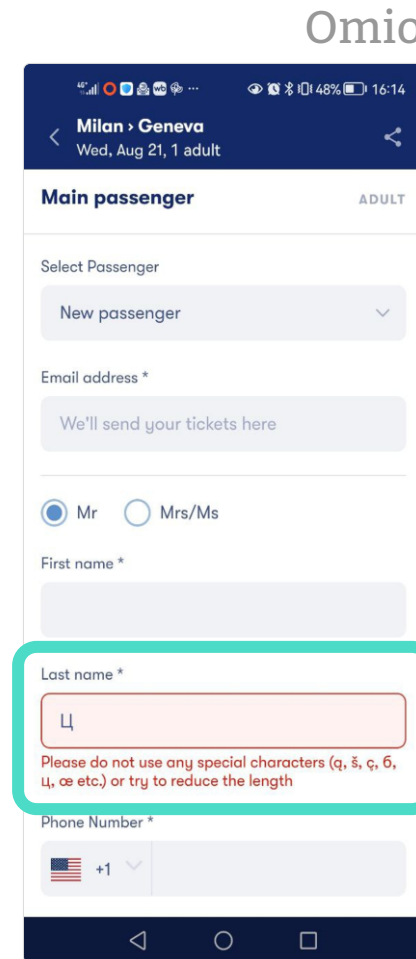


# ← SIGN UP INTO APP TO AVOID MANUAL DATA INPUT IN FUTURE

♥ Best Practice

Errors should be reported with guidance on how to solve them. Users may not be able to find the solution themselves, therefore, they will not be able to complete the process.

In this example, Omio clearly explains what is wrong and what the user should do about it: as soon as users enter the symbol that cannot be used in this form, the app informs them about the limitations.





## 5.4 THE SERVICE DOES NOT PROVIDE CLEARLY NEXT STEPS TO RESOLVE THE USER'S TASK

This subclass describes situations where, mid-journey, the interface leaves the user feeling stuck. The task is not fundamentally impossible (as in 1.1), but the interface does not offer a clear path forward (or back) – either because there is no visible way to continue (or go back), or because the necessary functions are unavailable within the current channel.

Such cases often occur due to limited access – for example, when a premium-only feature appears active to non-premium users, but nothing happens when they try to use it. Another common pattern involves tasks that can't be completed within the current channel. For instance, when a mobile app includes a "Manage Subscription" section, but all buttons are inactive because the functionality is only available on the desktop version.

Users encountering these issues feel trapped or misled, as if the interface breaks its promise of functionality. They are left wondering: *"What am I supposed to do next?"* or *"Why is nothing happening?"*

These issues are especially common in:

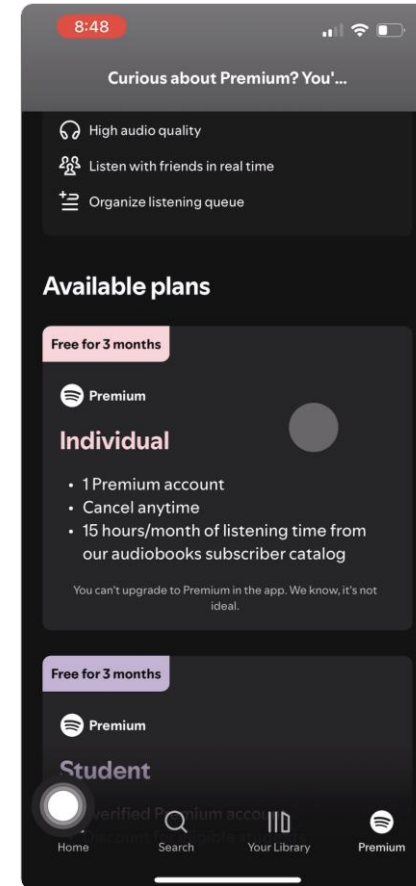
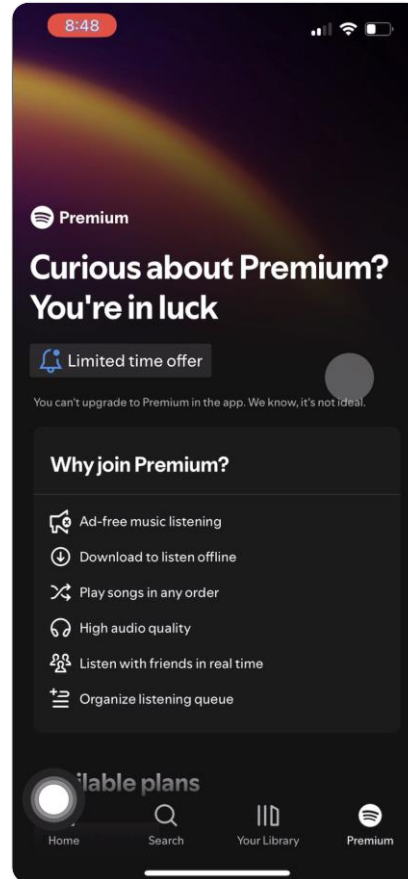
- **Travel and transportation services**, where booking paths may restrict certain options without warning or explanation.
- **Content and subscription platforms**, where premium-only actions appear as available, but in fact don't work for non-premium users.
- **E-commerce catalogs**, where applying filters or performing a search does not lead to clearly visible changes in the results.

# ← UPGRADE ACCOUNT TO PREMIUM VERSION FOR ENHANCED FEATURES

⊗ Problem

Upon navigating to the Premium tab, the user encounters a significant usability issue: none of the subscription-related elements are interactive or tappable. There's a small hardly visible text at the bottom of the banners confirming that it's impossible to upgrade to premium in the app. Yet, there's no hint on how to proceed to upgrading to premium. The user feels stuck and is unsure how to proceed with the premium upgrade.

Spotify



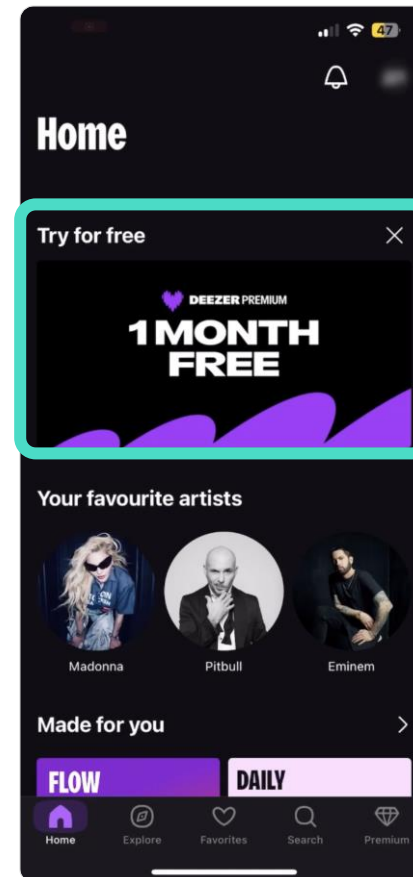
The interface does not explain how to proceed to upgrade to Premium

# ← UPGRADE ACCOUNT TO PREMIUM VERSION FOR ENHANCED FEATURES

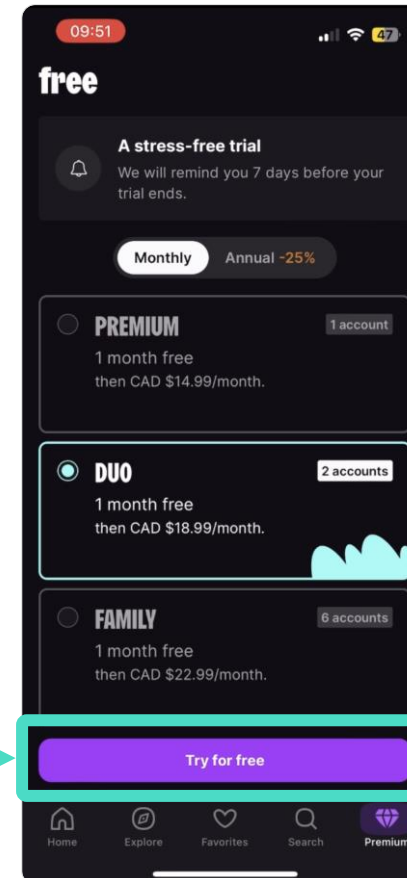
♥ Best Practice

At Deezer, users encounter a Premium tab akin to Spotify's, showcasing a range of subscription options. However, unlike Spotify, Deezer employs tappable banners for its premium offerings, which facilitate direct navigation to in-app purchases. By making the interface elements clickable Deezer ensures easy interaction with the premium offerings..

Deezer



User taps on banner and is navigated to the Premium screen



There is a CTA button for starting a paid plan



## 6. I DON'T KNOW WHERE I AM

6.1 The service breaks tasks into stages, but does not show the current stage or remaining steps.

6.2 The service does not provide clear feedback after completing an action.

6.3 It is unclear how to return to a previous step or if it is possible to leave the process without losing progress.



## 6.1 THE SERVICE BREAKS TASKS INTO STAGES, BUT DOES NOT SHOW THE CURRENT STAGE OR REMAINING STEPS

The user initiates a task that involves several steps — such as verifying identity, submitting documents, or completing a form. They proceed through the interface by entering information or completing subtasks, expecting the system to guide them through the process.

However, the interface provides no indication of where the user is in the process or how many steps remain. When users don't know how much is left or where they are, they are likely to abandon task completely, as it undermines a sense of control and predictability — key UX principles.

Typical interface patterns that trigger this problem include absence of a progress bar or step indicator.

This problem is particularly common in services that involve complex, multi-stage operations, such as:

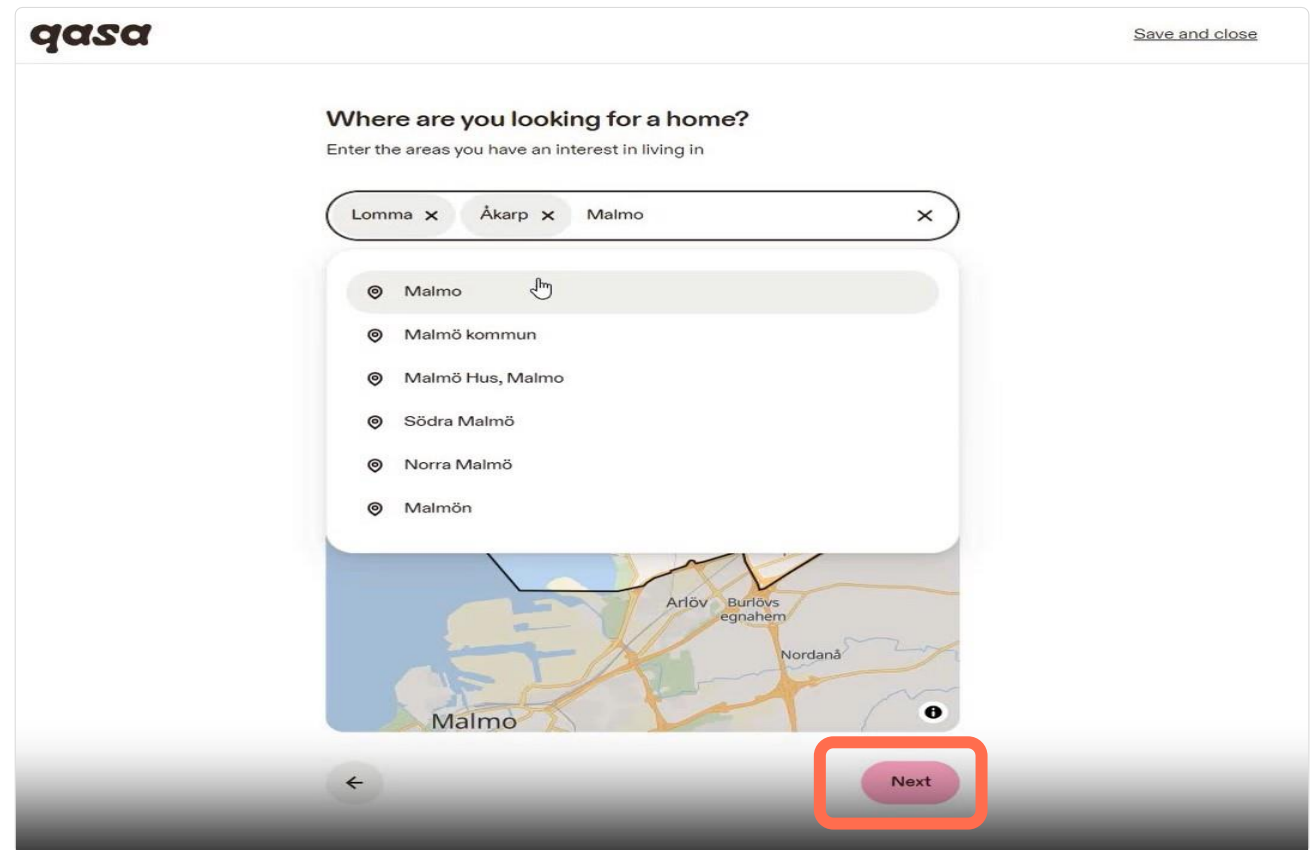
- Banking apps (e.g., opening an account, applying for a loan)
- Government services (e.g., ID verification)
- Insurance or legal platforms
- Educational portals (e.g., course enrollment)

# ← ADD PROFILE INFORMATION IN ORDER TO GET MORE RESPONSES FROM OWNERS

⊗ Problem

On the profile screen, the user sees the button labeled "Publish profile" and clicks it. After that the website offers users to answer multiple questions, so that they could complete their profiles.

Qasa



The absence of an indicator prevents users from understanding their current step

# ← ADD PROFILE INFORMATION IN ORDER TO GET MORE RESPONSES FROM OWNERS

⊗ Problem

Qasa

There is no progress bar in that form, so users don't understand how long the form is and how many questions they have to answer before they finish. This doesn't allow users to plan their time and makes the process perplexing.

**What do you want to rent?**  
Tell for the landlord what you are after. Your requirements will be shown in the ad.

Do you want to rent an entire home or a shared space?

Shared home and entire home

Entire home

'Shared' means that you will share the home with other people.

Do you want to rent furnished or unfurnished?

Both

Furnished

Unfurnished

What kind of home type are you searching for?

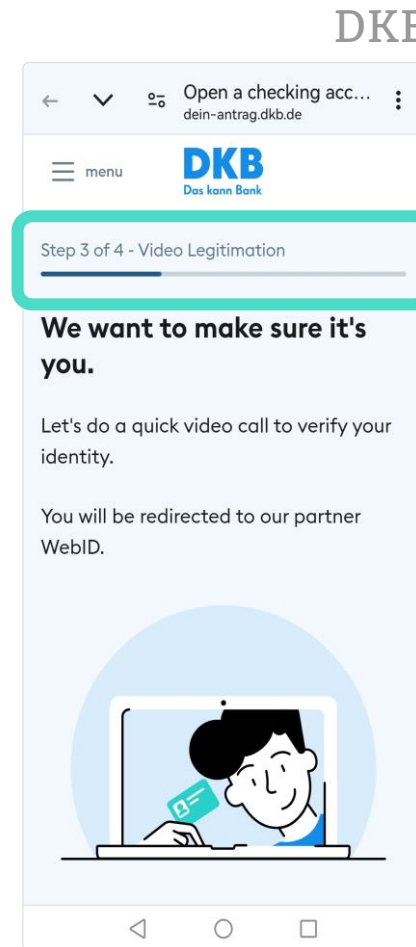
Apartment

House

## ← SIGN UP IN THE APP

♥ Best Practice

DKB (Deutsche Kreditbank) offers a best practice in user onboarding by providing a visible progress indicator throughout the registration process. This feature helps users easily track their progress, giving them a clear understanding of how many steps remain and how much time is required to complete the process. By offering this transparency, the app allows users to plan their time more effectively, reducing uncertainty and enhancing the overall user experience.



Progress indicator during registration



## 6.2 THE SERVICE DOES NOT PROVIDE CLEAR FEEDBACK AFTER COMPLETING AN ACTION

This subclass describes situations where the system does not inform the user whether their action was successfully completed (when this feedback is expected and needed for understanding status), or what the result of that action is.

After performing a task — such as submitting a form, making a payment, uploading a file, or saving changes — the user is left unsure:

- *“Was it successful or did something go wrong?”*
- *“Is there anything else I need to do?”*

This lack of confirmation or feedback breaks the user’s sense of control and introduces unnecessary doubt or re-checking. The user may end up repeating the action, abandoning the process, or contacting support unnecessarily.

Typical signs of this issue include:

- No visual or textual confirmation (e.g., “Success” messages, status updates)
- No redirect to the next logical step or summary

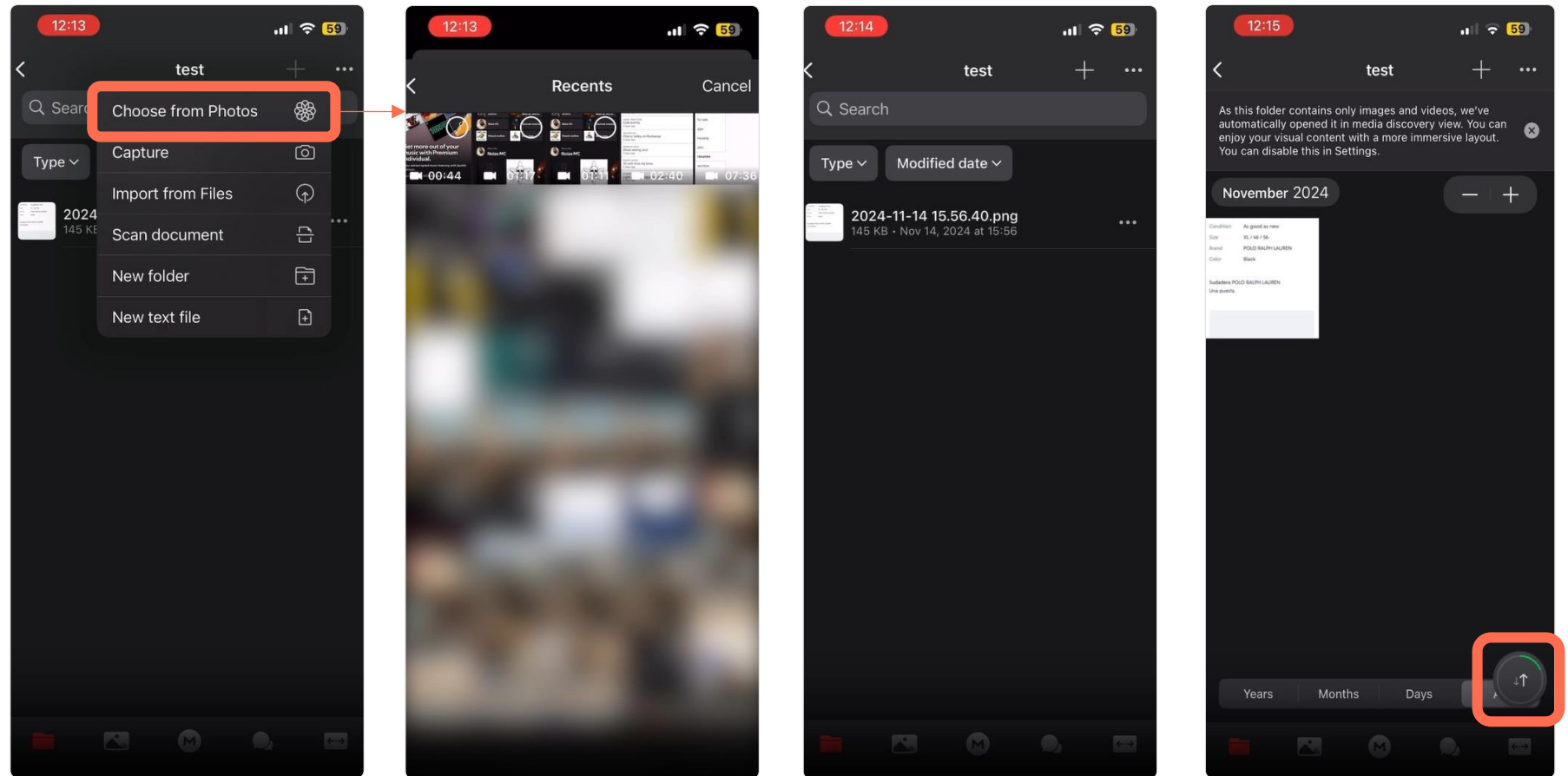
This issue is especially common in **forms, financial operations, and registration processes**, where clear feedback is strongly anticipated by users.

# ← UPLOAD VIDEO FROM PHONE TO CLOUD DRIVE

⊗ Problem

MEGA

After selecting a media file for upload, the interface provides no visible upload indicator, leaving the user unsure whether the upload has started. The upload status only becomes visible if the user exits the folder and re-enters it, creating confusion and leading the user to attempt re-uploading



After selecting photos, users are returned to the folder screen without any indication of a successful upload

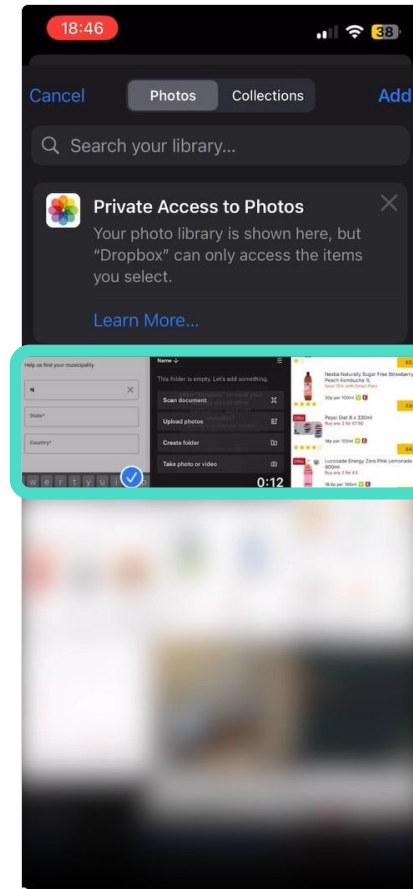
A loading icon appears only after exiting and re-entering the folder

# ← UPLOAD VIDEO FROM PHONE TO CLOUD DRIVE

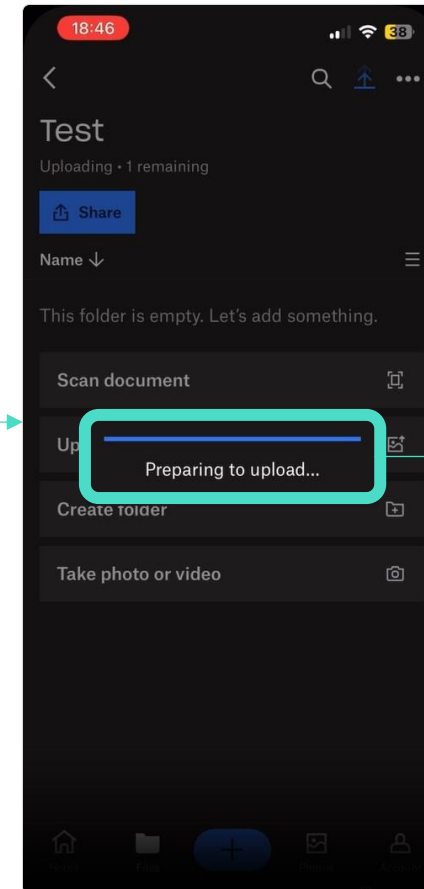
♥ Best Practice

Dropbox presents an effective solution by immediately displaying a progress bar as soon as a file is selected for upload. The indicator shows current progress, providing instant feedback that reassures the user that the upload has started.

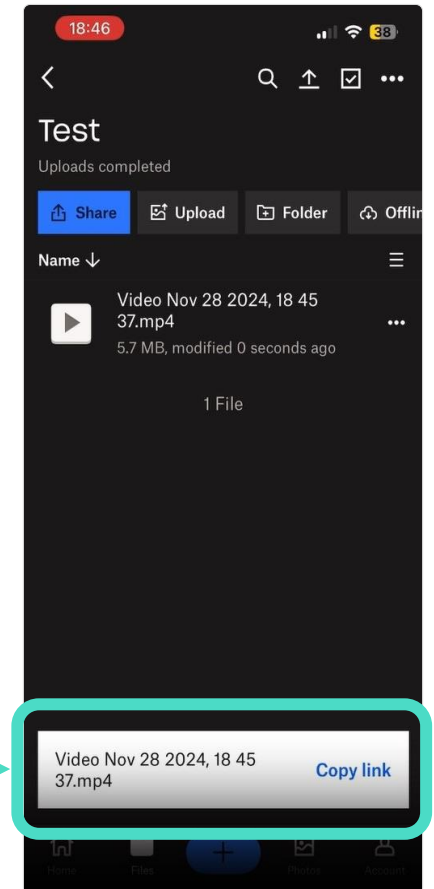
Dropbox



Users can choose files for upload by clicking the 'Add' button



The indicator shows current loading progress



The notification additionally confirms successful upload



## 6.3 IT IS UNCLEAR HOW TO RETURN TO A PREVIOUS STEP OR IF IT IS POSSIBLE TO LEAVE THE PROCESS WITHOUT LOSING PROGRESS

This subclass describes situations where the interface does not make it clear whether the user can safely go back, pause, or exit an ongoing process without losing their input or progress.

It often arises in multi-step tasks such as account setup, form filling, checkout, or booking processes, especially in services where users may want to review or edit previously entered information. The interface fails to answer key questions such as:

- *“Can I go back to the previous step?”*
- *“Will I lose everything if I close the app or page?”*
- *“Will my data be saved if I leave and return later?”*

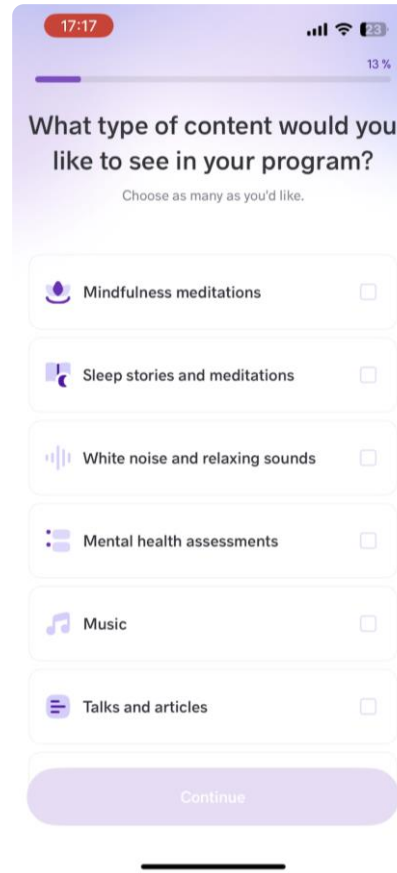
When such options are not clearly communicated, users may feel trapped, anxious about making mistakes, or hesitant to proceed at all.

This issue is often caused by missing back buttons, lack of “Save” options, absence of confirmation prompts, or unclear navigation in full-screen modals.

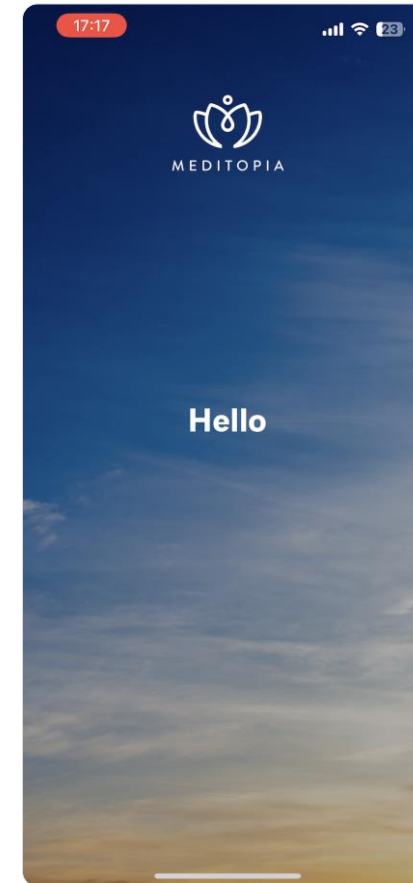
6.3 It is unclear how to return to a previous step without losing progress

## ← RETURN TO THE PREVIOUS STEP OF THE PREFERENCE SETUP

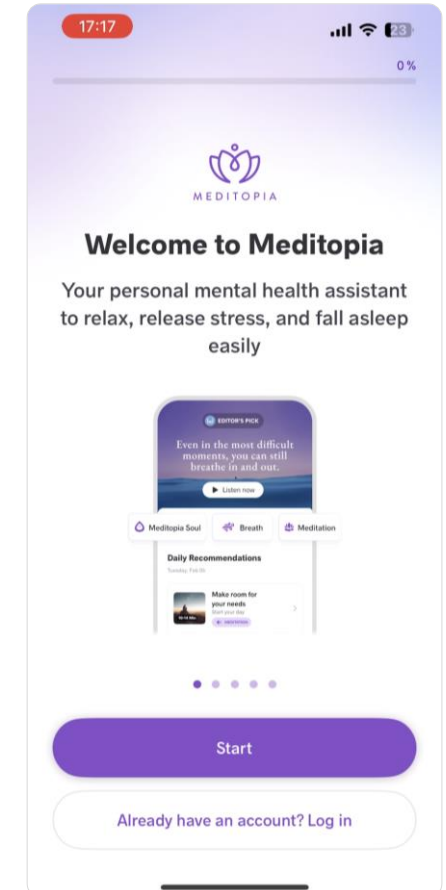
When the user tries to go back and update their previous answer, they discover that there is no button or any interface element that allows them to return to the earlier step. The interface gives no indication of whether backward navigation is supported at all. There is also no option to close the form – the only way to exit is by closing the app entirely. When the user does so and later reopens the app, they are taken back to the welcome screen and must restart the entire questionnaire. As a result, the experience feels unflexible and can lead to frustration or even abandonment of the onboarding flow.



The questionnaire interface does not have any backward navigation elements



User closes and reopens the app



Welcome screen appears and user has to start over

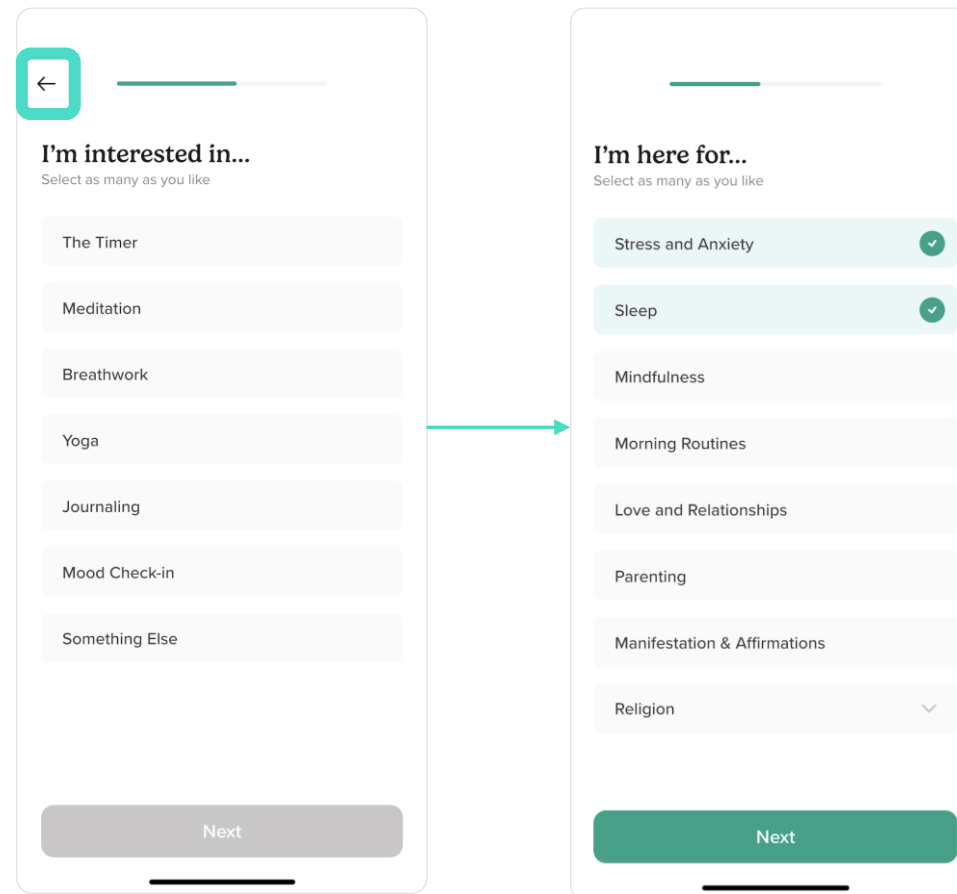
⊗ Problem

Meditopia

## ← RETURN TO THE PREVIOUS STEP OF THE PREFERENCE SETUP

♥ Best Practice

In the Insight Timer app, users completing a preference questionnaire can easily navigate back to previous steps using a back arrow icon. This familiar and consistently placed navigation element allows users to revise their answers at any point without losing progress, which increases their sense of control and makes the onboarding flow feel more supportive.



User taps on the back arrow button and returns to the previous step



## **7. I FIND IT DIFFICULT TO PERFORM ACTIONS WITHOUT MISTAKES**

7.1 The service requires remembering or entering long/complex values.

7.2 The service requires precise interaction with a specific screen area, demanding extra effort and attention.

7.3 The service does not protect against input errors.



## 7.1 THE SERVICE REQUIRES REMEMBERING OR ENTERING LONG/COMPLEX VALUES

This subclass includes situations where the user is forced to remember and type long, complex, or easily mistakable values – for example, identification numbers, codes, or item names.

The problem can occur both within the service itself (e.g., during sign-up form) and when users need to transfer information from the service to an external context (e.g., sharing data with support in other channel).

Common patterns in this subclass include:

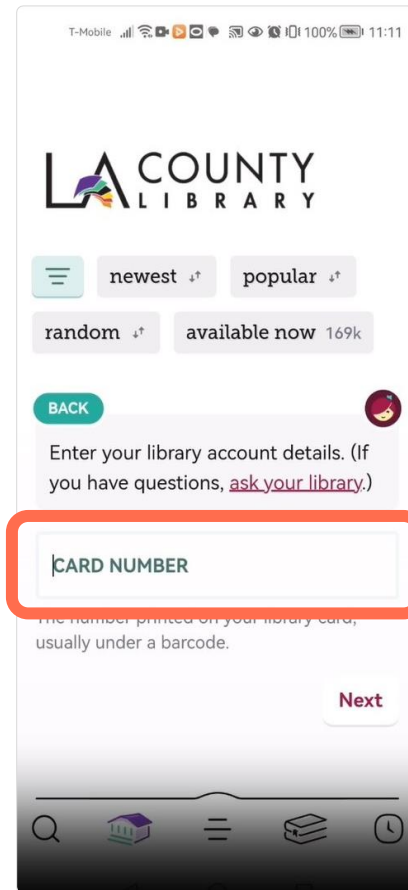
- No copy/paste support for critical values
- Masked password fields with no option to preview input
- Separation between the point of information and the point of entry, requiring users to memorize or manually record values before input

These issues are common in financial services and e-commerce.

# ← LOG IN TO THE APP

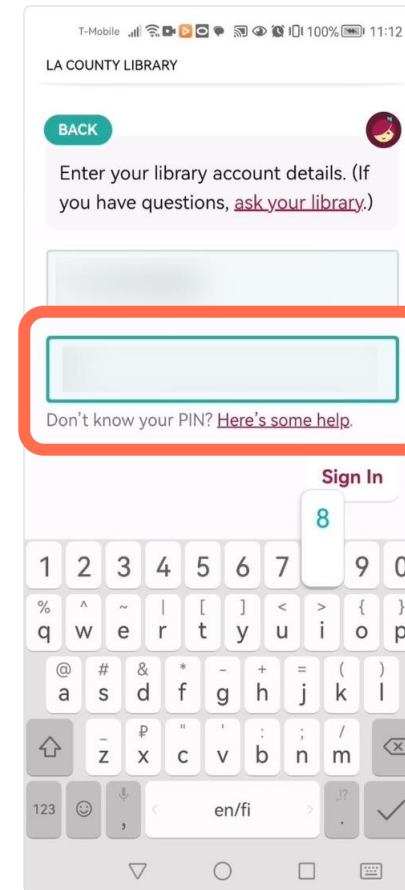
⊗ Problem

The app allows users to log in only with a library card number, which may have up to 14 characters, and a 4-digit password. It requires users to remember both values or keep them nearby.



Card number contains 14 characters. There is no alternative way of logging in

## Libby



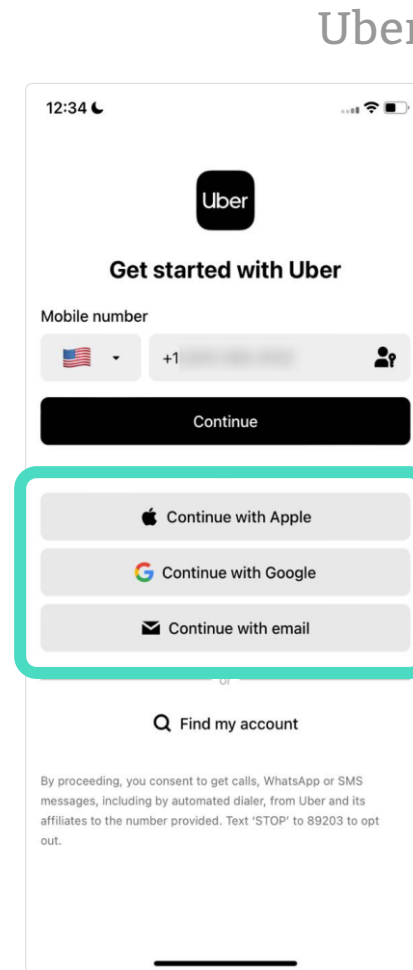
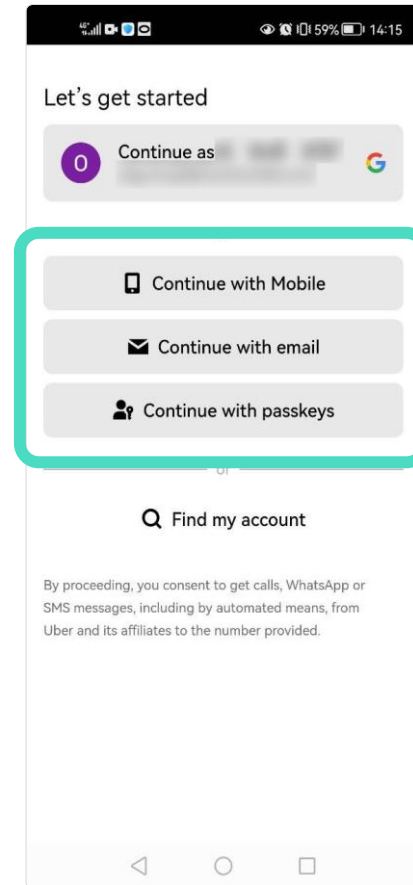
The second step is to enter 4-digit PIN

# ← LOG IN TO THE APP

♥ Best Practice

Log in process must be simple and fast. For users the best way is when the app offers multiple ways of logging, as some of them may not be available for the user at the moment.

The great example shows Uber, which allows users to log in via email, Google or Apple Account, Mobile and previously made passkeys. These ways are familiar to most users and the service doesn't demand any unclear data, which makes this realization the best practice.





## 7.2 THE SERVICE REQUIRES PRECISE INTERACTION WITH A SPECIFIC SCREEN AREA, DEMANDING EXTRA EFFORT AND ATTENTION

This subclass describes situations where the user is forced to tap, click, drag, or interact with a very specific or small area of the screen to complete an action. These issues are especially common on mobile devices, where tapping accuracy is lower and users are often on the move or interacting with one hand.

Users typically expect to tap without zooming in or aiming carefully. When the interface violates this expectation, it increases cognitive and physical effort and slows task completion.

Typical design mistakes include:

- Very small tap targets (e.g., close icons, checkboxes)
- Critical buttons placed too close together, increasing the risk of mis-taps
- Overlapping content

These issues are particularly common in:

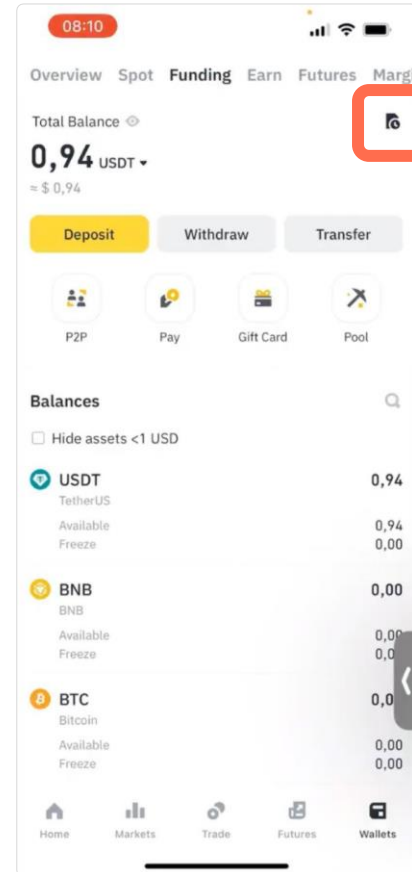
- **Financial apps**, where there can be a lot of icons with small tap targets
- **E-commerce services**, where banners and action buttons are placed too close to each other
- **Social/content platforms**, where key actions like expanding a video description or comparing plan options are not adapted to mobile layouts.

## ← CHECK OPERATION DETAILS

⊗ Problem

The button for accessing the order history is represented by a small file-and-clock icon tucked away in the corner of the screen. The touch target is difficult to quickly locate and tap precisely, because of its size and placement.

### Binance

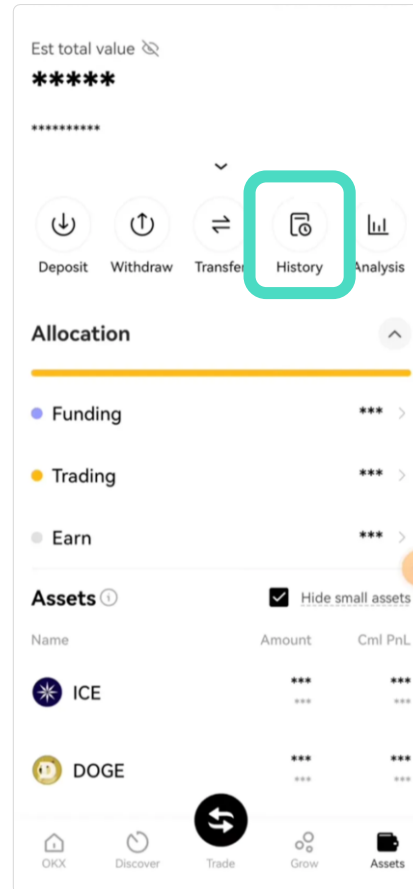


## ← CHECK OPERATION DETAILS

♥ Best Practice

In OKX app the “History” button is visually distinct, its size is larger compared to Binance small icon, providing a sufficient touch target for easy interaction. The icon is accompanied by a text label, making its function immediately understandable.

OKX





## 7.3 THE SERVICE DOES NOT PROTECT AGAINST INPUT ERRORS

Users typically expect digital services to catch typos and offer guidance during input. They also expect instant, clear system feedback during data entry, not after submission. Therefore, **this subclass includes situations where the interface fails to help users avoid or detect input mistakes.** Errors can happen in any system, but effective interfaces are designed to reduce the likelihood of user mistakes and support error correction early.

Problems often arise due to:

- **Lack of input validation or feedback at the time of entry**, for example, error messages only appear after form submission, rather than during entry.
- **No field masks**, such as credit card or phone number fields that visually group digits, making it easier to verify correctness.

- **Absence of predictive search, autocorrect, or suggestions** to compensate for common user errors (e.g., misspellings)
- **No way to review what was entered**, for example, password fields are masked with no option to reveal the input, making it difficult to spot typos or confirm accuracy.

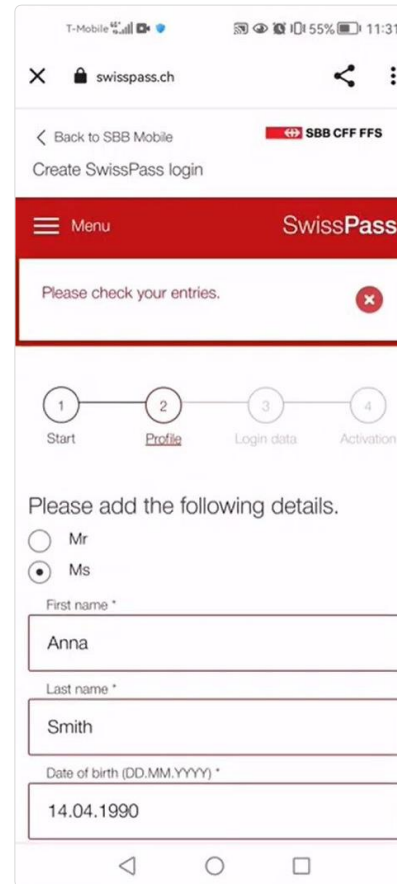
These issues are particularly common in services that involve forms, logins, or search — especially in e-commerce, travel and transportation platforms (where users enter names, addresses, or contact details) and content platforms and apps with search (where missing autocorrect or typo tolerance causes failed searches).

# ← CREATE ACCOUNT IN THE APP

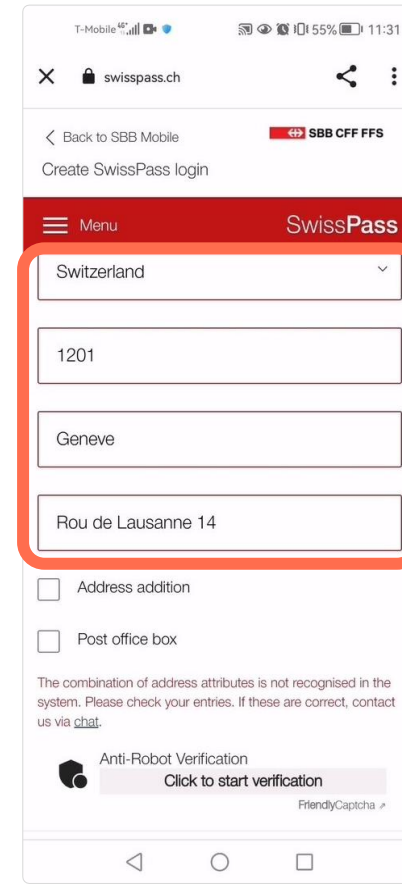
⊗ Problem

After entering the address in the registration form, user receives an error message. The app highlights all fields on the form, this makes the mistake hard to identify. The user changes the street, which matches the postcode, but the error remains. The real issue is different. The app cannot process the city name "Geneva" without the special symbol "è". A grave accent, /e/, is a small mark placed above a vowel to show pronunciation. In Genève, it signals the correct French pronunciation and authentic spelling. characters.

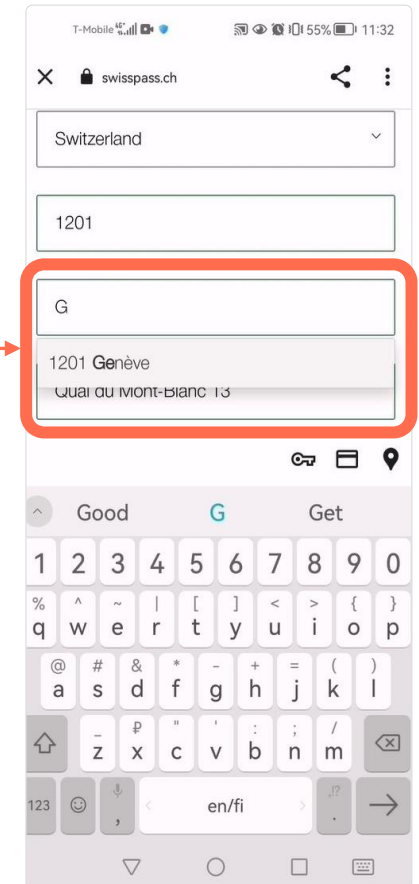
## SBB Mobile



The system does not indicate which field contains errors



At the end of the registration form, the system finally indicated that the problem was related to the address input



The issue was missing "è" in "Genève", not obvious from text/interface

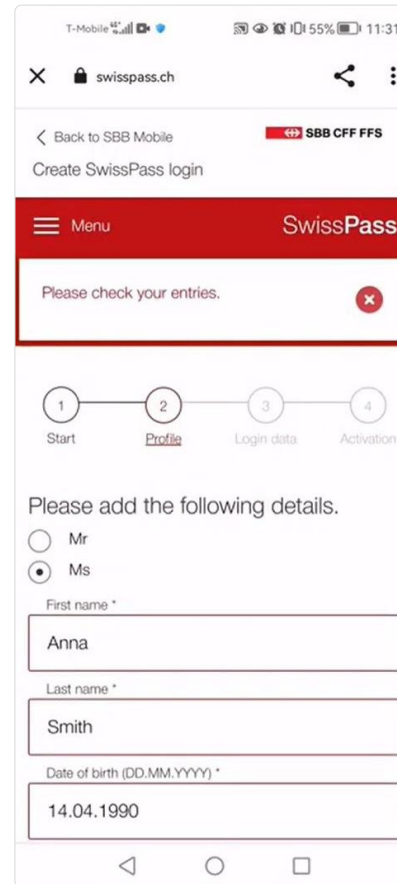


# ← CREATE ACCOUNT IN THE APP

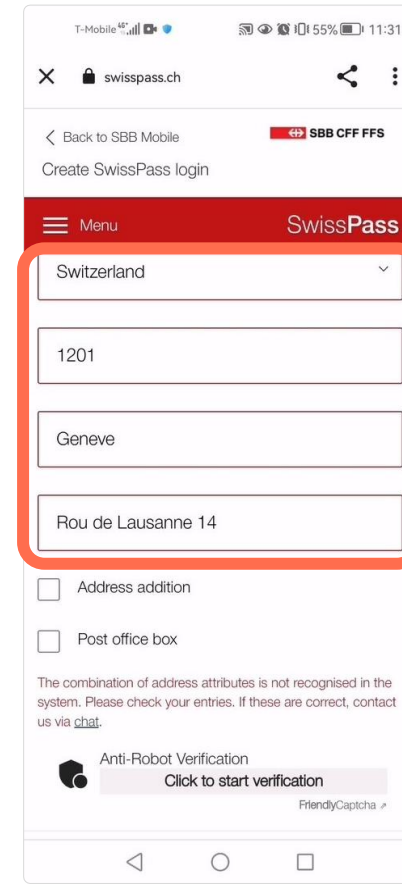
⊗ Problem

This triggers several UX failures. The app requires local symbols that may be unknown to the user or unavailable on the user's keyboard. It also fails to indicate which specific field contains the error. Even more, the app didn't show auto suggestions on the first try, but it worked later, as shown in the screencast. As a result, users were forced to fiddle with the address field, assuming the issue was caused by an address postcode mismatch. This can affect both tourists and locals. Some do not know local symbols. Others expect the service to understand their input without extra characters.

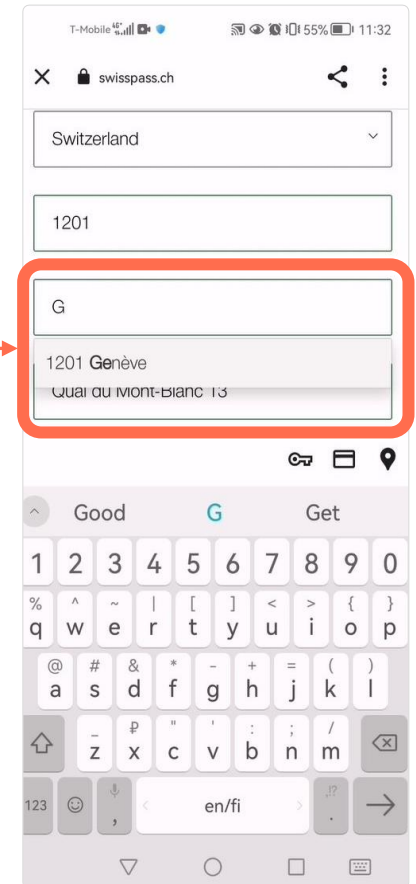
## SBB Mobile



The system does not indicate which field contains errors



At the end of the registration form, the system finally indicated that the problem was related to the address input



The issue was missing "è" in "Genève", not obvious from text/interface



## ← FIND A BOOK TO READ

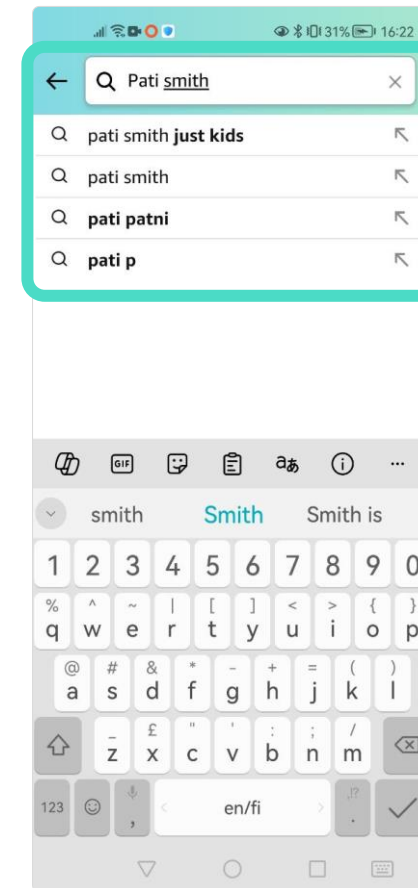
Amazon demonstrates an excellent example of a human-centered data entry flow by implementing a forgiving format that tolerates user mistakes and typos. The service is designed to help users complete their tasks seamlessly, even if errors are made during data input.

These suggestions help users refine their queries and locate the desired product more efficiently, even when they are uncertain about specific details.



Correct spelling includes special sign: Jo Nesbø

## Amazon





## 8.THE SERVICE MISLEADS ME

8.1 The service implies an operation is free or cheaper than it is.

8.2 Interface elements are misinterpreted as solutions to the user's task, but are meant for other purposes.

8.3. The service does not display clarifying information or interface elements, which leads to user mistakes and incorrect interpretation of the information in the service.

8.4. The interface provides no visual or textual hint about hidden features or information.



## 8.1 THE SERVICE IMPLIES AN OPERATION IS FREE OR CHEAPER THAN IT IS

Users expect transparency in pricing and assume that prominently shown prices reflect the full cost. When hidden fees are revealed late or framed ambiguously, this violates their expectation of fairness, leading to distrust. This subclass includes situations where the interface creates a false or incomplete impression of cost. Users are misled about costs due to missing pricing info, poor placement, or dark patterns design that downplays the true cost.

This can take a form of:

- Delayed disclosure of fees (e.g., only shown at the final step)
- Vague or misleading language (e.g., “no extra charge” without saying what is included)
- Non-obvious caveats
- Misleading default settings (e.g., pre-selected paid options that look like free)

Typical UI triggers include:

- Final-stage cost breakdowns that weren’t previewed earlier
- Light or small-font disclaimers placed far from the main price
- Buttons or options labeled in a way that suggests zero cost (e.g., “Continue” or “Included”) without making limitations clear

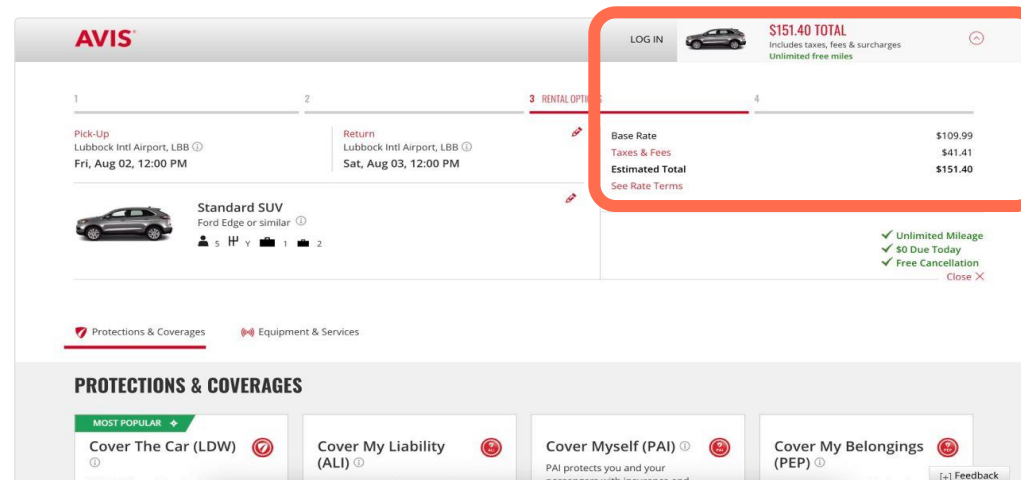
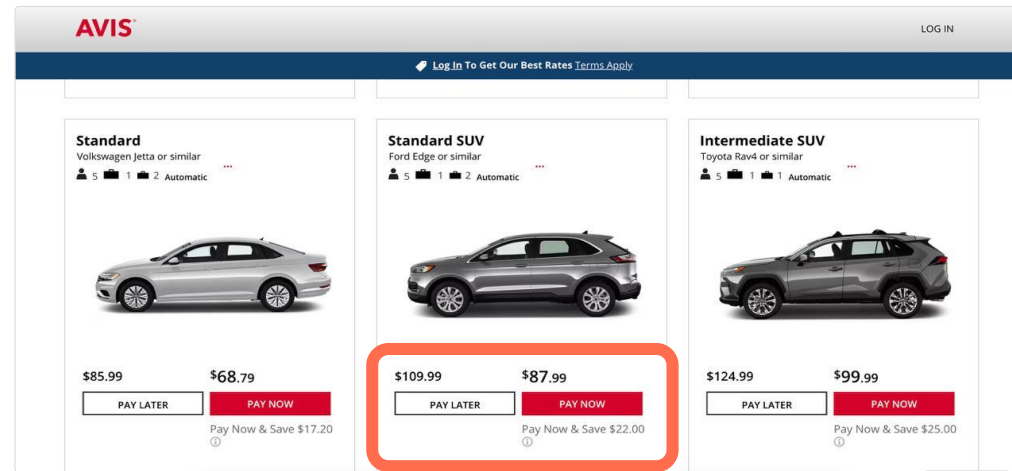
This problem frequently occurs in travel services, e-commerce, and subscription-based services.

# ← RENT CAR FOR TRIP AS BUDGET-CONSCIOUS USER

⊗ Problem

Having selected a car from the catalog and moving to the next step, the user notices that the rental price has increased. Upon viewing the detailed breakdown, they discover additional taxes and fees that had not been mentioned earlier. This lack of pricing transparency during the initial selection process misled the user about the total cost, potentially causing frustration as they were aiming to stay within a specific price range.

Avis



# ← RENT CAR FOR TRIP AS BUDGET-CONSCIOUS USER

♥ Best Practice

Alamo

Alamo car rental service exemplifies best practice by providing clear and transparent pricing throughout the booking process. All costs, including taxes and fees, are clearly displayed upfront, ensuring that users are fully informed from the outset. Additionally, the price remains consistent during the entire booking process, eliminating any unexpected charges or fluctuations. This level of transparency enhances the user experience by fostering trust and minimizing confusion, distinguishing Alamo from the competitors who might obscure the additional costs.

The screenshot displays the Alamo car rental interface. On the left, a 'Sort & Filter' sidebar includes options for 'Sort By' (Featured, Price - Low to High, Price - High to Low), 'Vehicle Class' (Cars, Passenger Vans, SUVs), and 'Passengers' (4+, 5+, 7+, 9+). A 'Transmission' dropdown is set to 'All'. The main area shows '53 Classes Available' with a 'RECOMMENDED FOR YOU' section for a 'Compact Electric' Citroen e-C4. A price breakdown table is highlighted with a red border:

| Category    | Item           | Price                      |
|-------------|----------------|----------------------------|
| RENTAL RATE | 1 week         | (€ 143.64/week) € 143.64** |
|             | <b>Total**</b> | <b>€ 143.64</b>            |
| EXTRAS (1)  | Damage Waiver  | Included                   |
|             | TAXES AND FEES | Included                   |

Additional details include: 'Features and Price Details' link, 'Select' button, and a note: 'Your rental includes unlimited mileage.' A disclaimer at the bottom states: '\*\*Rates, taxes, and fees do not reflect rates, taxes and fees applicable to non-included optional coverages or extras added later. In select locations outside the U.S., Canada, UK, Ireland, France, Germany and Spain, the rates, taxes and fees may also not reflect coverages required if the customer fails to provide acceptable proof of current liability coverages. Pay Later charges will be in your destination's local currency.'



## 8.2 INTERFACE ELEMENTS ARE MISINTERPRETED AS SOLUTIONS TO THE USER'S TASK, BUT ARE MEANT FOR OTHER PURPOSES

This subclass addresses situations where the design, labeling, or placement of interface elements misleads the user into believing that a particular element will help them achieve their current goal when in fact, it does not.

The core problem is a mismatch between what the UI appears to offer and what it actually does.

This can happen due to:

- Visual similarity between elements with different functions
- Misleading or overly broad labels (e.g., "Manage" instead of "View details")
- Use of icons or terms that don't match user expectations

These cases violate the UX principle of **recognition over recall**, as users are misled by what the interface "suggests" rather than what it actually delivers.

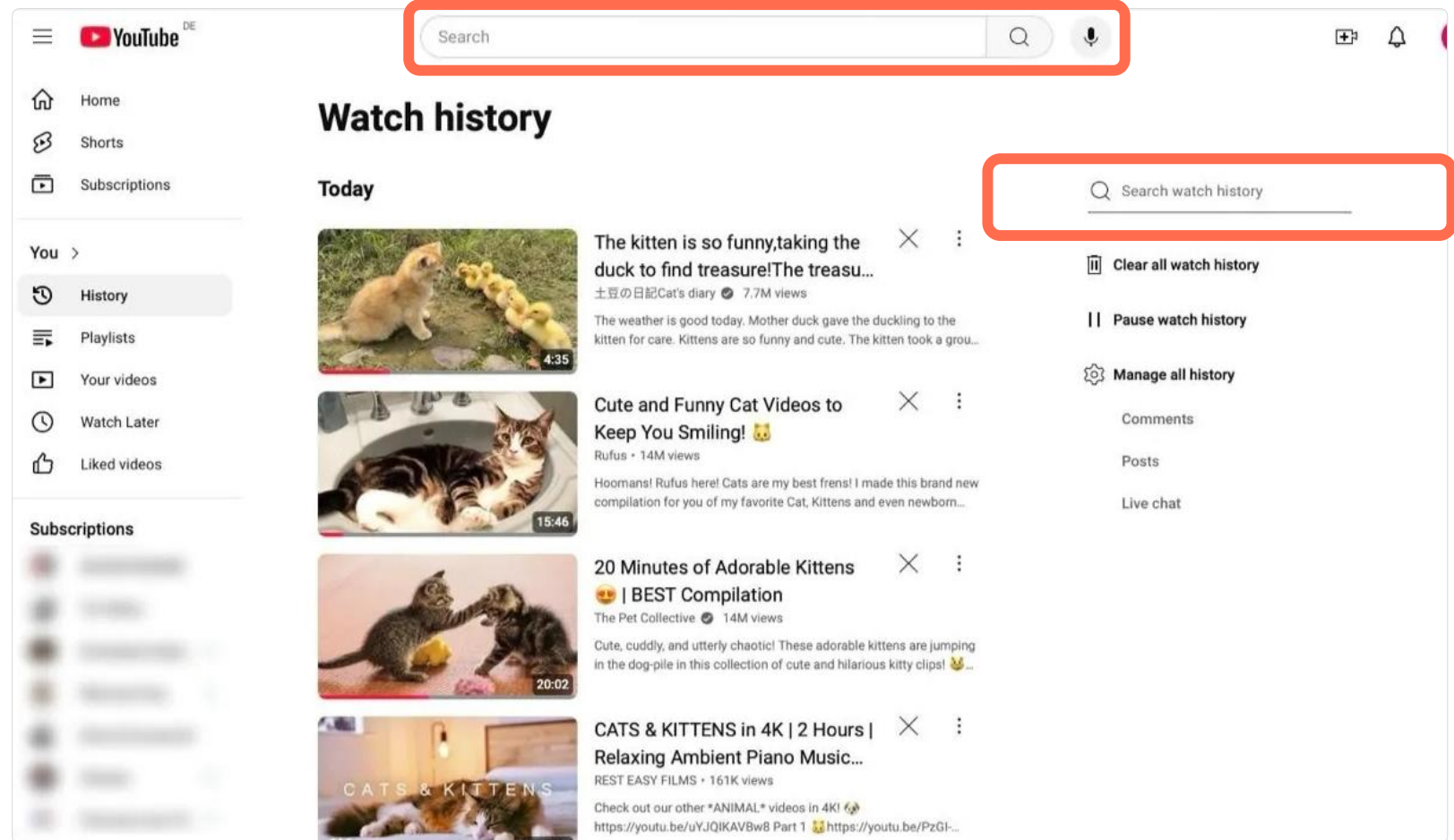
This type of problem can surface in any digital service, across a wide range of scenarios — from searching for account settings, to making payments. It is more common in mobile apps, where screen space is limited and visual shortcuts (icons, labels) carry greater weight in guiding user behavior.

# ← FIND PREVIOUSLY WATCHED VIDEO IN WATCH HISTORY

⊗ Problem

YouTube (desktop)

In the "History" section, there is a prominently displayed search bar at the top. It appears to be intended for searching within the user's watch history, but in reality, it searches the entire platform. The search bar for the list of watched videos is located on the right side and receives less user focus. Since the user's attention is drawn to the main search bar, they are likely to attempt searching for the watched video there, because of the proximity to the title "Watch history". The search bar "Search watch history" is not visually connected to "Watch history".

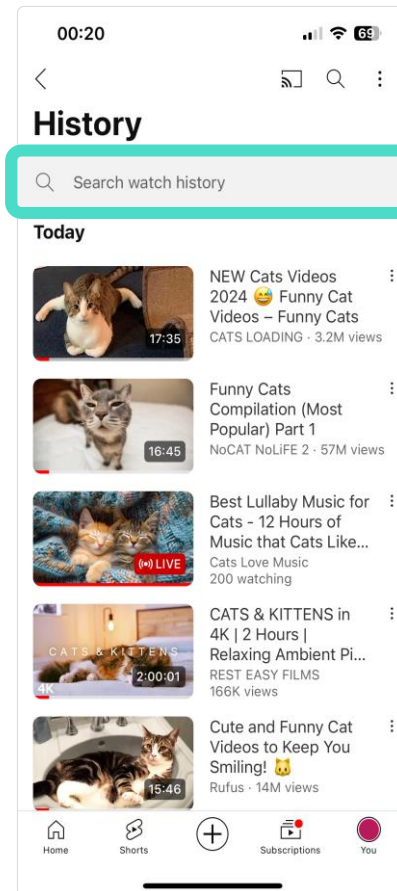


# ← FIND PREVIOUSLY WATCHED VIDEO IN WATCH HISTORY

♥ Best Practice

In the YouTube mobile app, the search bar for the "History" section is strategically positioned directly above the list of watched videos. This placement ensures a clear visual hierarchy, as the search bar is visually and contextually connected to the "Watch history" title. The design naturally guides the user's attention to the appropriate search function for finding previously watched content. At the same time, the global search remains accessible via a distinct icon in the top-right corner, maintaining clarity and avoiding confusion between local and global search functionalities.

## YouTube





## 8.3 THE SERVICE DOES NOT DISPLAY CLARIFYING INFORMATION OR INTERFACE ELEMENTS, WHICH LEADS TO USER MISTAKES AND INCORRECT INTERPRETATION OF THE INFORMATION

These problems occur in situations where the interface includes elements or terms whose meaning is unclear without additional context, and users expect the system to provide clarification.

This subclass includes cases where the absence of clarifying content, visual cues, or contextual explanations causes users to misunderstand what they are seeing or doing. The result is incorrect assumptions, errors, or decisions made on false premises.

This problem occurs across many types of digital services:

- **Financial services** – unclear field labels, missing explanations for fees or steps
- **E-commerce platforms** – hidden conditions, unclear forms

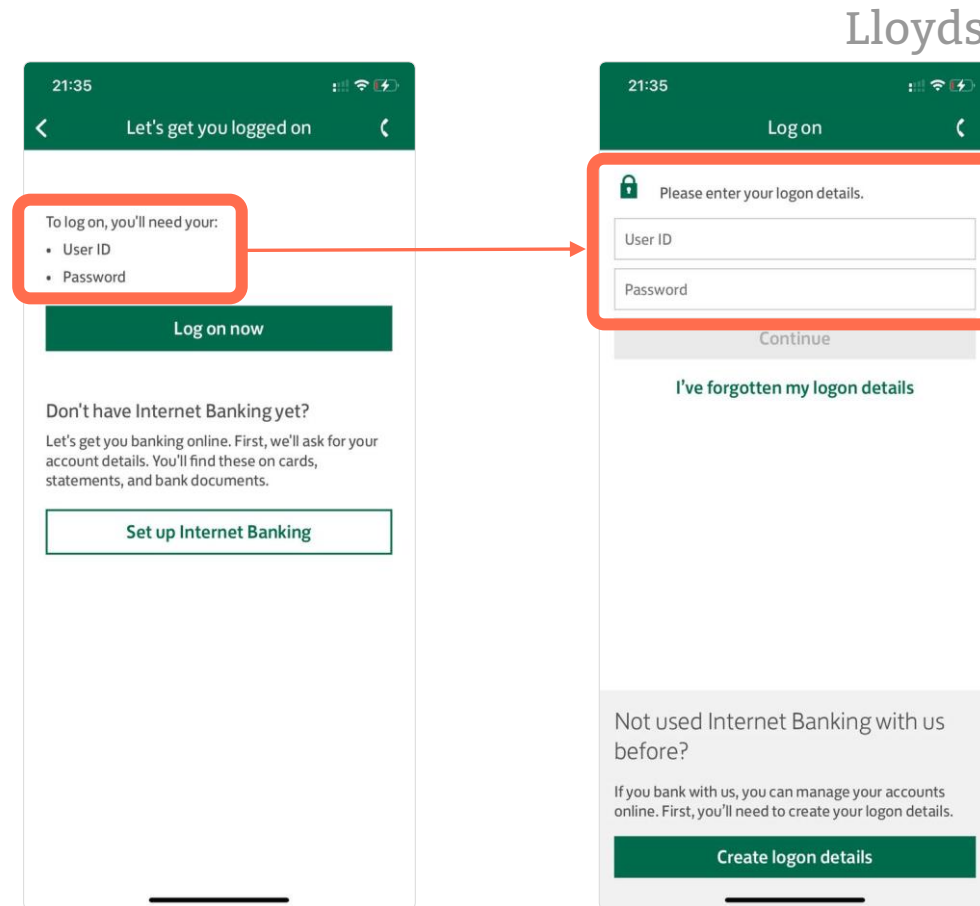
- **Travel and transportation** – unexplained price differences, confusing icons, hidden requirements
- **Educational services** – unclear course progress, similar course names
- **Communication and service ecosystems** – no information about timing or outcome of actions

In some cases, these omissions are unintentional, reflecting poor design or content prioritization. In others, they may constitute dark patterns – withholding clarity in order to nudge the user toward a less-informed decision.

# ← LOG IN TO THE BANK ACCOUNT TO CHECK ACCOUNT BALANCE

⊗ Problem

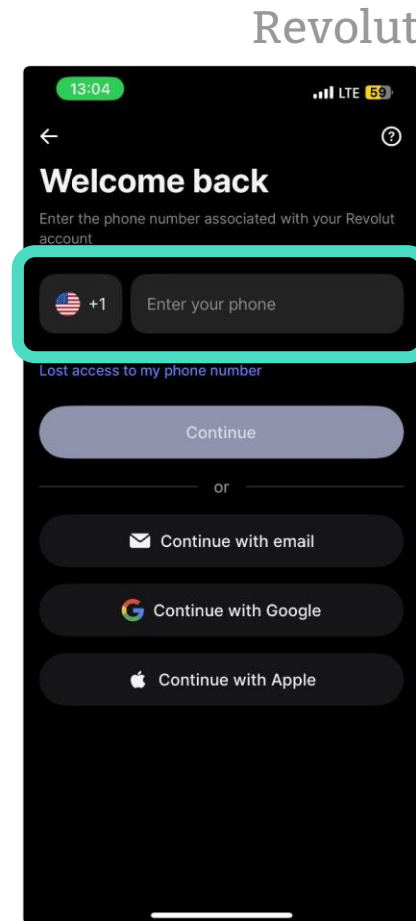
On the login page, the user is prompted to enter their User ID. At first glance, it appears that the bank is requesting a unique credential such as an ID number, username, or similar identifier. However, it turns out that the interface is actually requesting the user's phone number. Due to the lack of clear instructions or contextual guidance, it can be confusing and unclear for a newbie that the service is specifically requesting a phone number. This design oversight can cause delays in the login process or even user drop-off.



## ← LOG IN TO THE BANK ACCOUNT TO CHECK ACCOUNT BALANCE

♥ Best Practice

Revolut clearly indicates on its login page that users need to enter the phone number associated with their Revolut account. This straightforward approach helps users quickly understand the required input. By employing clear labeling and concise instructions, Revolut enhances usability and reduces cognitive load.





## 8.4 THE INTERFACE PROVIDES NO VISUAL OR TEXTUAL HINT ABOUT HIDDEN FEATURES OR INFORMATION

This subclass covers situations where important features or information are hidden behind interactive elements, but the interface provides no visual hints or signals that these elements can or should be interacted with.

Users expect the service to guide them, reveal its capabilities, and support discoverability. When this expectation is broken, users miss out on features simply because nothing in the UI provides hints they exist.

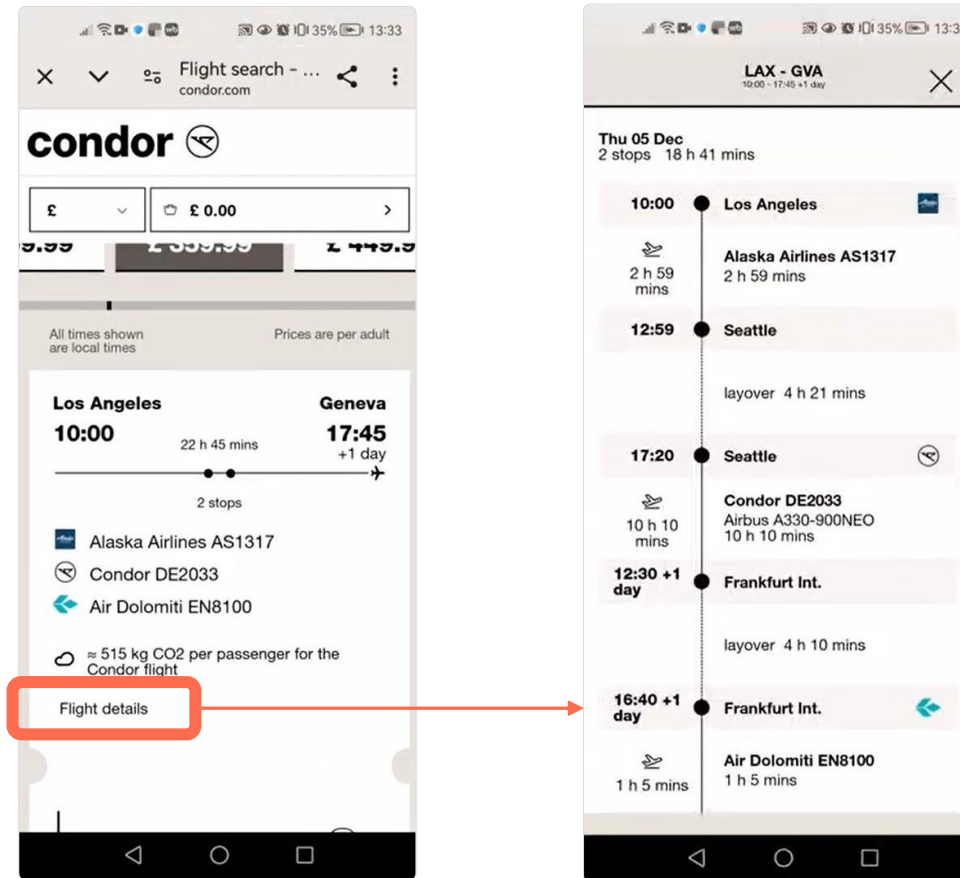
This issue is about the absence of **affordances**: cues in design that help users recognize where interaction is possible.

For example, in carousels or horizontal scroll menus, **partially cut-off elements** or subtle shadows help users realize there's more content. This can happen in any type of service or scenario.

# ← FIND CONNECTING FLIGHT WITH SUITABLE LAYOVER

⊗ Problem

The app's interface makes it unclear where to find detailed information about the flights. A small inscription labeled "Flight details" provides crucial information about connecting airports and layover durations, but it does not appear clickable or intuitive to the user. This is further exacerbated by its placement next to large, attention-grabbing radio buttons for tariff selection, which overshadow the importance of the "Flight details" link. As a result, users may overlook or struggle to access essential information needed to make informed decisions about their booking. This lack of clarity increases cognitive effort and risks frustrating users during the process.



The flight details do not appear clickable, making it difficult for users to assume they lead to full information

# ← FIND CONNECTING FLIGHT WITH SUITABLE LAYOVER

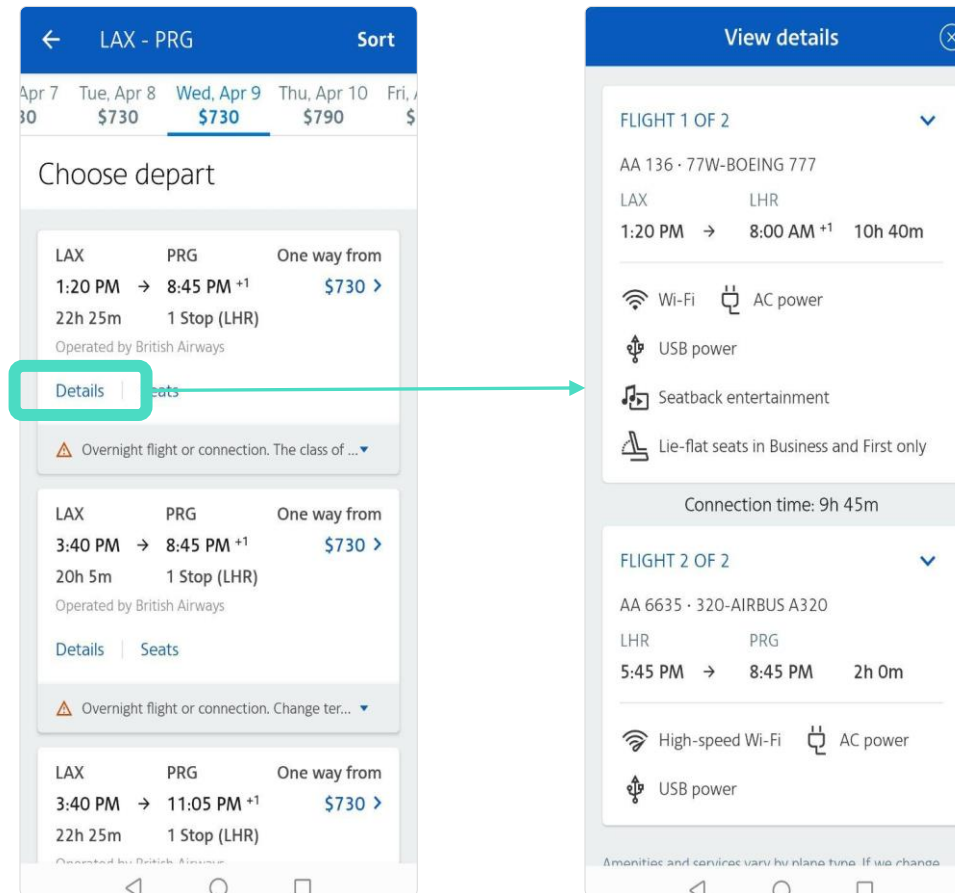
♥ Best Practice

The app provides a clear and intuitive approach to accessing additional flight information. On the search results page, each flight is displayed in a compact, well-structured layout with distinct boundaries, making it easy for users to visually differentiate between options.

For each flight, there is a prominently displayed “Details” button located directly below the essential flight information. This button is highlighted in a contrasting color, immediately signaling its interactivity to users. The minimalistic design ensures that additional elements, such as fare selection options, are reserved for the subsequent step, preventing unnecessary distraction and allowing users to focus on the task.

This clear and concise layout guides users through the booking process efficiently, making it easy for them to explore important flight details before proceeding further.

## American Airlines





## 9. I DO NOT FEEL INFORMED WHILE USING THE SERVICE

9.1 Important information is hard to find or not prominent.

9.2 Critical information is unavailable when needed.

9.3 Necessary information for the task completion is missing.

9.4 The service does not communicate expected waiting time for operations.



## 9.1 IMPORTANT INFORMATION IS HARD TO FIND OR NOT PROMINENT

Important information refers to any content that is essential for task completion or decision-making — for example, pricing details, luggage rules, or transaction statuses. **There are two common ways such information can become difficult for the user to find: through its placement and its visibility.**

Poor **placement** means important information is located in areas of the interface that users do not naturally look to during the task flow. This may include:

- Collapsing it into tooltips or expandable blocks users don't think to open
- Placing it out of the viewport or outside the primary content area
- Embedding it in UI elements that don't look interactive or important in this context (e.g. footer notes, icons with no labels)

From a **visibility** perspective, the problem arises when the information is present on the right screen but is visually de-emphasized. The problem lies in assigning insufficient visual weight to important information on a specific screen. This can happen, for instance, when information is:

- Displayed in a small or low-contrast font
- Truncated or abbreviated
- Surrounded by more visually dominant but less relevant content.

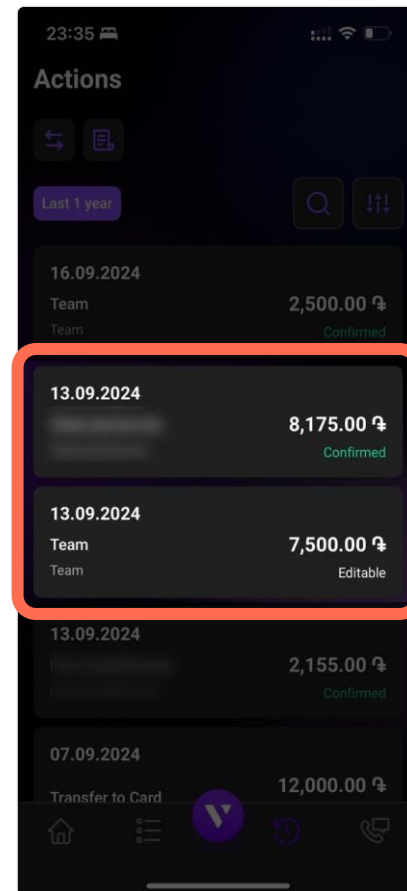
# ← REVIEW TRANSACTION HISTORY

⊗ Problem

Evoca Bank's transaction history lacks critical context, as it does not indicate whether a transaction was incoming or outgoing. This essential information is only accessible by opening the detailed view for each transaction, forcing users to perform extra steps for basic financial comprehension. Providing clear visual cues (like color coding or +/- symbols) for transaction type is a foundational UX pattern that shapes core user expectations for any financial history.

Without clear indicators for transaction direction at a glance, users are unable to quickly or accurately track their income and expenses, undermining the app's usability and effectiveness as a financial management tool.

## Evoca Bank

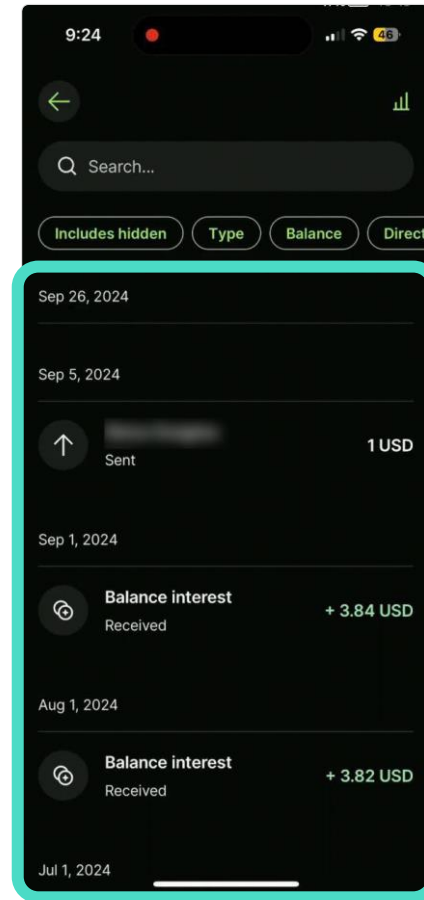


# ← REVIEW TRANSACTION HISTORY

♥ Best Practice

Wise sets an excellent standard for transaction history design in banking apps. Each entry prominently displays key details, such as the amount, transaction type, and status, accompanied by intuitive icons for better understanding. Positive and negative amounts are visually distinguished through color coding (e.g., green for received amounts), making it easier to identify inflows and outflows at a glance.

Wise





## 9.2 CRITICAL INFORMATION IS UNAVAILABLE WHEN NEEDED

This subclass refers to situations where users are already in the process of completing a task, but some essential piece of information is missing at the moment it's needed most.

Unlike 9.1, where the information is present but poorly placed or styled, in 9.2 the issue is that the system fails to surface critical data at the point of decision, forcing users to either guess, backtrack, or leave the task unfinished.

What makes a piece of information "critical"? It's critical if without it, the user cannot confidently or successfully complete their current task. This includes details like prices, limitations, availability, or any requirements directly linked to a decision.

This problem is frequently observed in:

- **Financial services**, where users can't find key transaction data, card details, or regional limitations;
- **Travel and transportation apps**, where rules about baggage, pets, pricing plans, or fare types are hidden in secondary content or FAQs;
- **Content and utility services**, where catalog details, pricing, or account features are not shown when making selections or managing access.

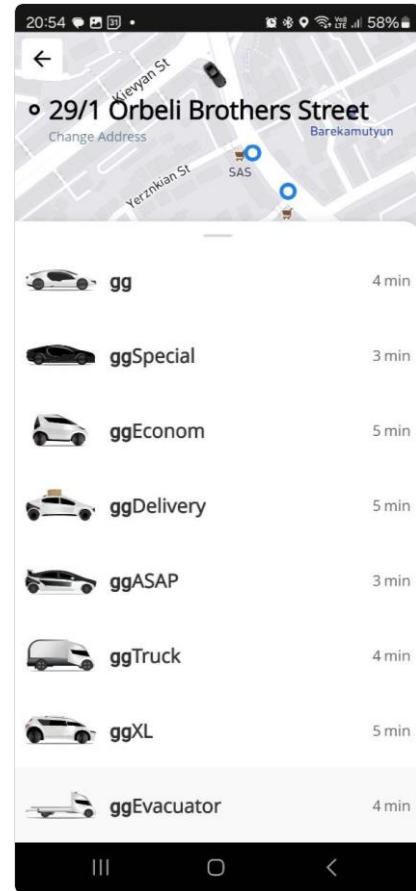
# ← ORDER TAXI AS BUDGET-CONSCIOUS USER

⊗ Problem

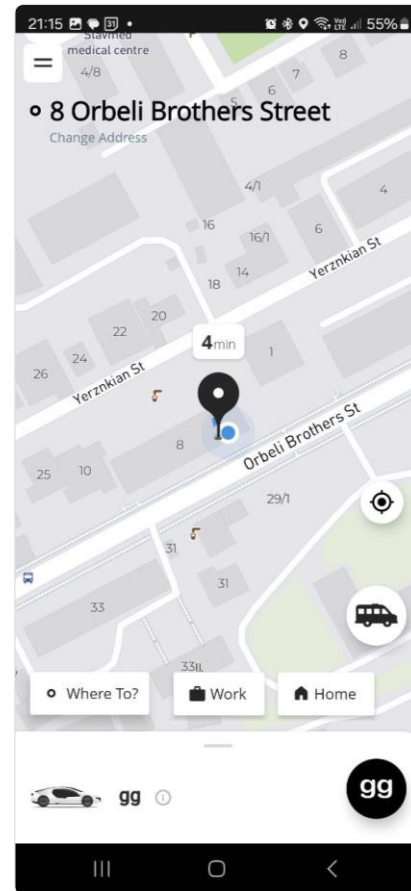
GG Taxi

GG Taxi's car selection process introduces cognitive friction, as users are unable to view essential details — such as price, driver information, or vehicle specifics — on the initial selection screen.

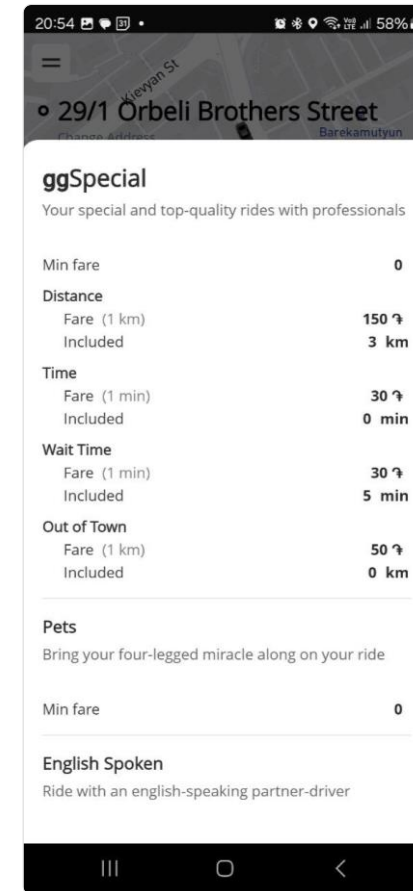
Users must choose car and route before seeing details and price. This unconventional action order disrupts the logical task flow, leaving users without critical information at key decision-making points. If users are dissatisfied with any aspect at this stage, they are forced to restart the entire booking flow, including re-entering route details. This lack of progressive disclosure undermines task efficiency, increases interaction cost, and creates a frustrating experience.



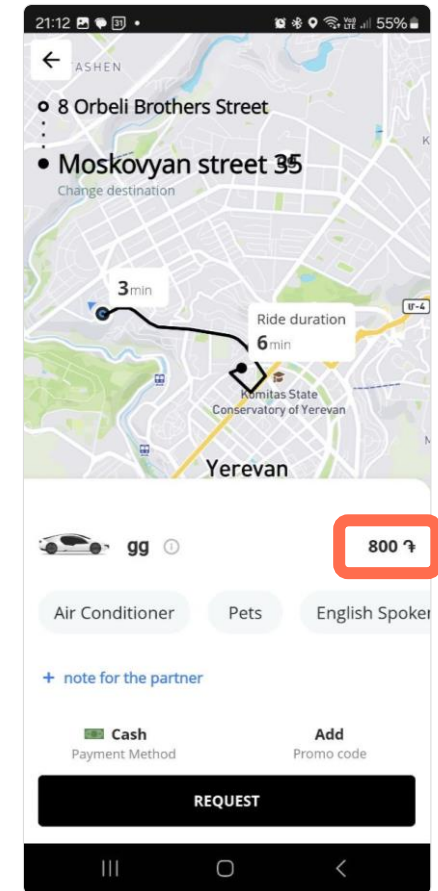
Step 1. Car choice



Step 2. Route clarification



Step 3. Car details



Step 4. Price

# ← ORDER TAXI AS BUDGET-CONSCIOUS USER

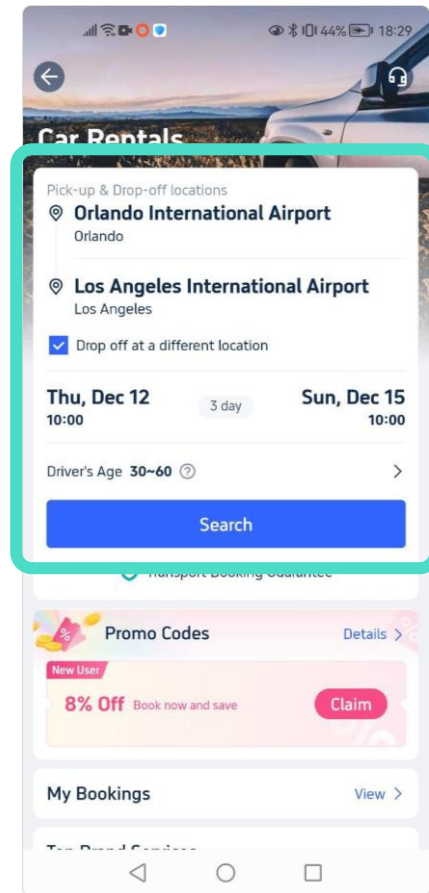
♥ Best Practice

Trip.com

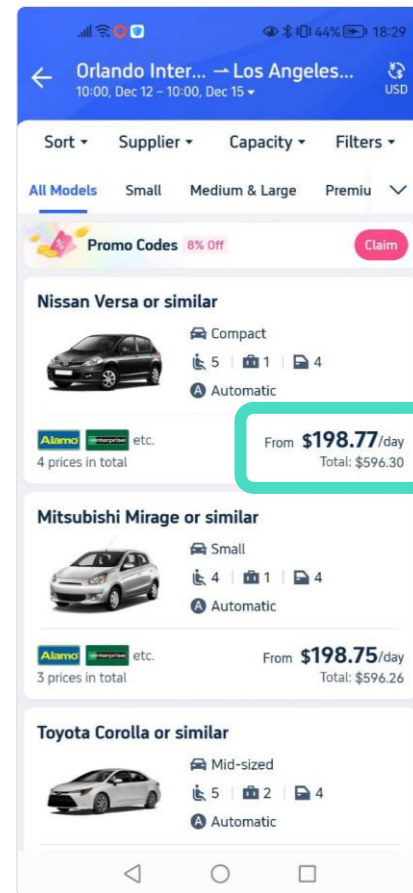
Trip.com demonstrates a flow that works well for both taxi bookings and car rentals. The app ensures users have access to essential trip details upfront, including pricing and car specifics, enabling informed decision-making.

The flow is designed to guide users logically through the process. In the first step, users select the starting and ending points of their trip. The second step provides detailed information about available cars and pricing. Subsequent steps involve entering the driver's details and completing the payment.

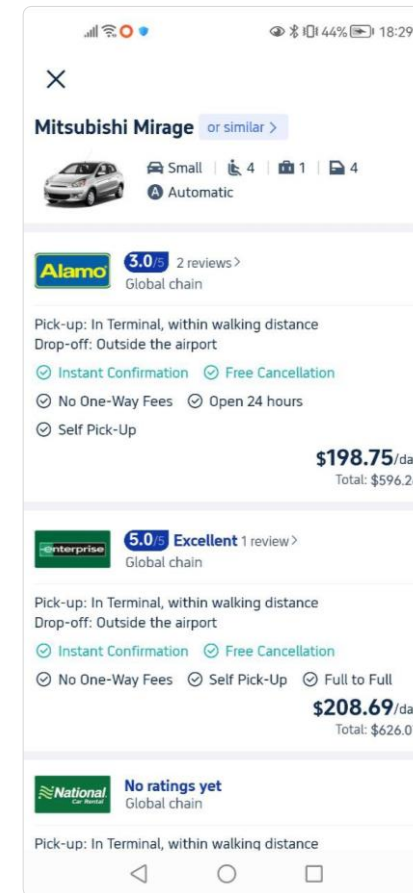
An important feature is the app's ability to let users move back one step at a time without going back to the very beginning.



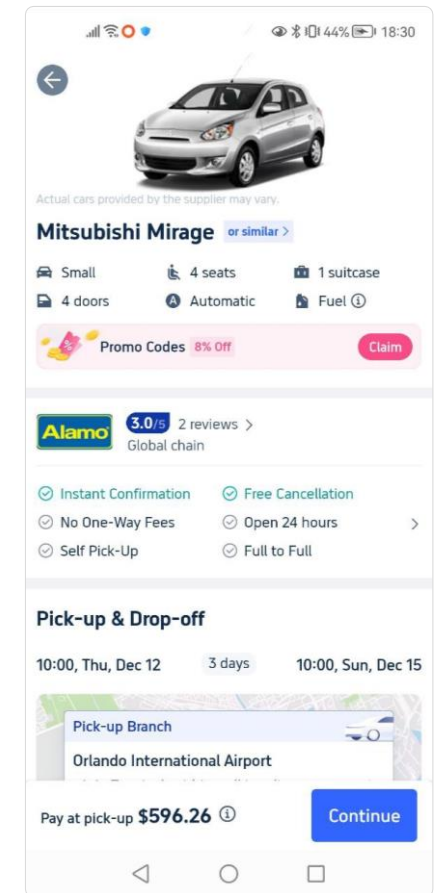
Step 1. User selects the route and dates



Step 2. User sees the list of cars with price and details



Step 3. Car card



Step 4. The choice of the car



## 9.3 NECESSARY INFORMATION FOR THE TASK COMPLETION IS MISSING

This subclass describes situations where the user cannot complete a task because essential information is entirely missing from the interface. It is not provided in context, not accessible through help sections, and not available anywhere else in the app. Unlike 1.1, where accessing the information is the user's primary goal, in 9.3 the information is secondary but necessary — its absence prevents successful task completion.

Users often reach a dead end: they may abandon the task, turn to external sources, or contact support. This creates frustration, distrust, and a sense that the system is unreliable or not designed for real-life needs.

This issue is frequently found in:

- **Financial services**, where users cannot complete payments, transfers, or investments due to missing data on fees, limits, or product content;
- **Travel platforms**, where essential conditions (e.g., luggage or pet rules) are absent during booking;
- **Online-education apps**, where users lack context about who they're connecting with or how to reconnect;
- **E-commerce services**, where technical constraints or regional restrictions are not disclosed at the point of action.

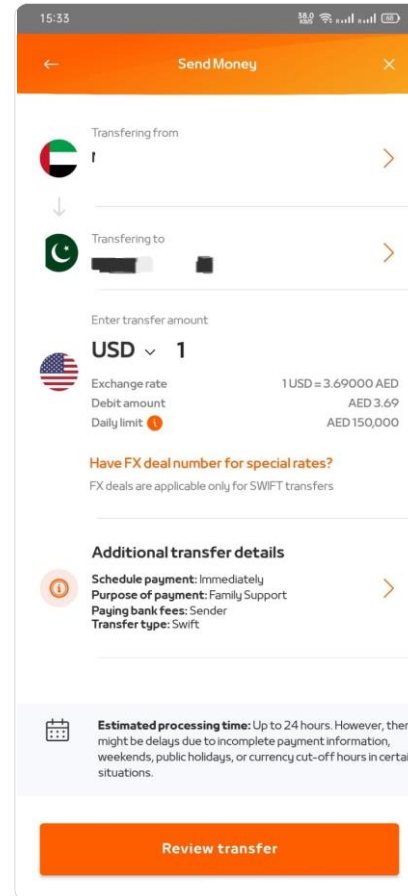
# ← MAKE AN INTERNATIONAL FUND TRANSFER

⊗ Problem

The transfer form fails to provide precise fee information at the point of decision-making. The commission is revealed only on the final confirmation screen, after the user has submitted the transfer for processing.

This lack of upfront transparency forces users to proceed with uncertainty or abandon the process. It prevents them from making informed financial decisions, creates a fear of unexpected charges, and systematically erodes trust in a service that is critical for users who depend on reliable and affordable international transfers.

## Mashreq



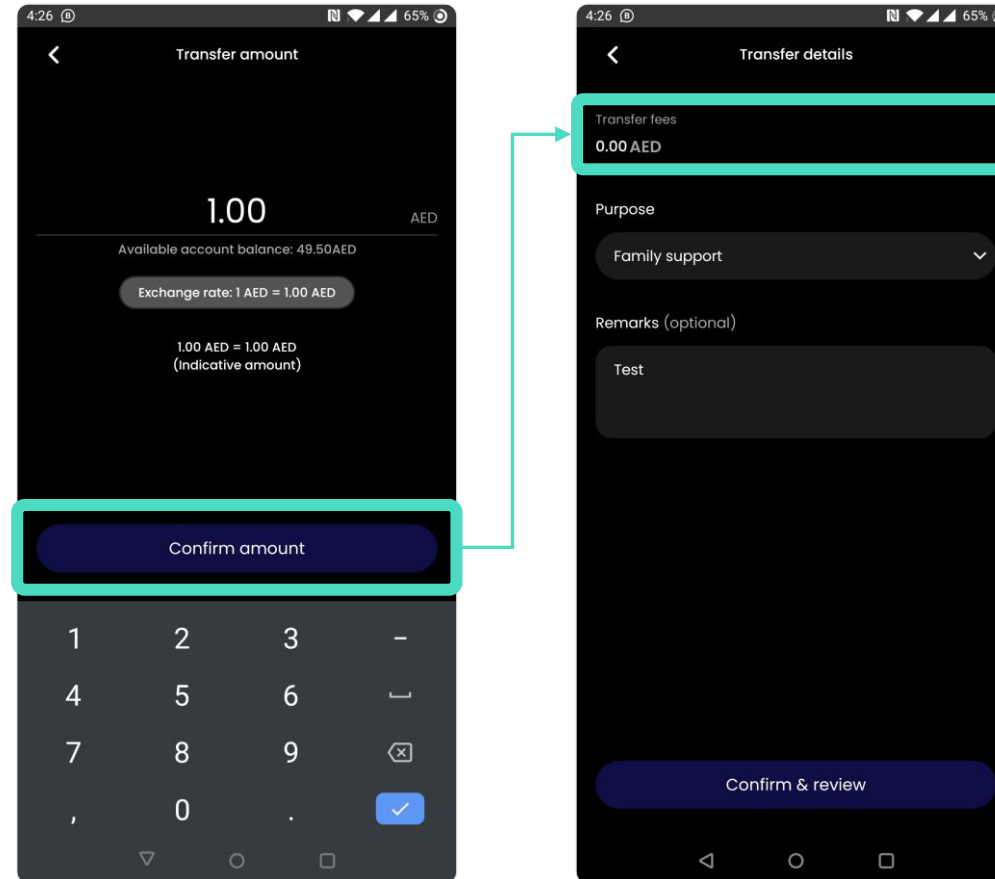
Fee amount is not displayed in transfer details form

# ← MAKE AN INTERNATIONAL FUND TRANSFER

♥ Best Practice

Al Hilal Bank effectively addresses a critical industry pain point — the late disclosure of fees — by displaying transaction costs immediately after the user enters the amount. This proactive transparency, which occurs well before the final confirmation screen, empowers users to make informed decisions and adjust their transactions early in the process.

Al Hilal Bank



Fee amount is shown right after confirming transfer amount



## 9.4 THE SERVICE DOES NOT COMMUNICATE EXPECTED WAITING TIME FOR OPERATIONS

If an operation is not immediate and takes time, users must be informed about waiting time — control and predictability are UX principles not to be violated. So the system task is to communicate expected waiting time before and after the action (e.g., in the payment form prior to transaction, and again on the success screen).

If this feedback is missing, users are left feeling uncertain:

- *“Now what? When will it be completed?”*
- *“Has it already been processed? Should I wait longer or contact support?”*

This issue typically arises in financial services, government and utility apps, and onboarding or verification flows, where operations like payments, document uploads, support requests, or approval processes may take minutes, hours, or even days; yet the system provides no feedback.

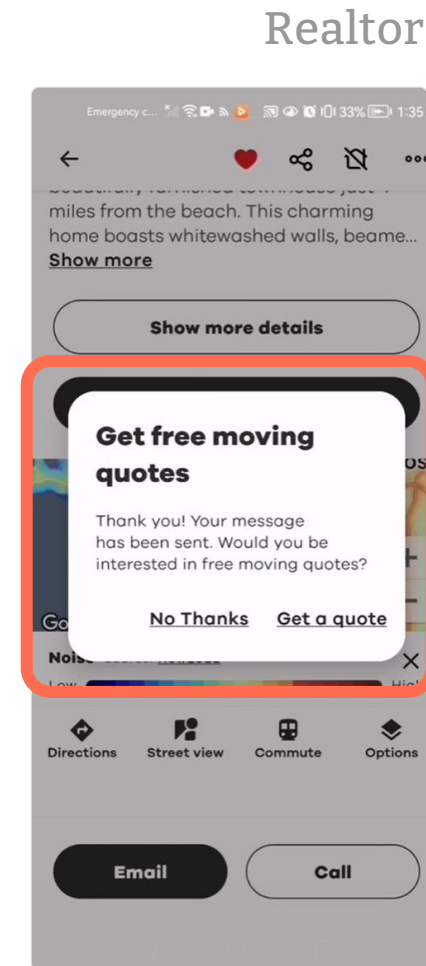
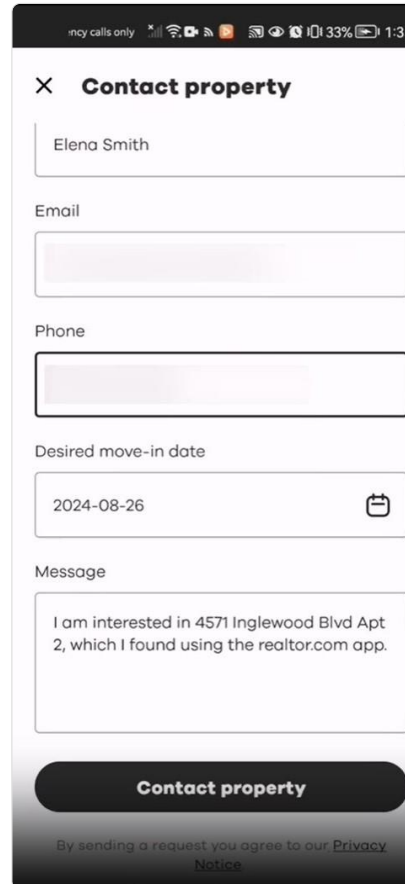
**Example:** After submitting a loan application, the user sees a success message but is not told how long the review will take or when they'll be notified.

## ← CONTACT PROPERTY OWNER VIA CONTACT FORM

⊗ Problem

After submitting the contact form, the user encounters with a success screen that lacks critical information, such as the expected waiting time for a response. Instead, the screen is used to promote additional features, like free moving quotes. While this offer might appeal to some, it does not address the user's immediate need for clarity, leaving them unable to plan their next steps effectively.

This lack of transparency increases the risk of missing out on the desired property. Furthermore, the app does not provide details on how the owner will respond (e.g., via email or phone), nor does it offer the option to communicate directly with the owner through the app, which could streamline the process and reduce user frustration.

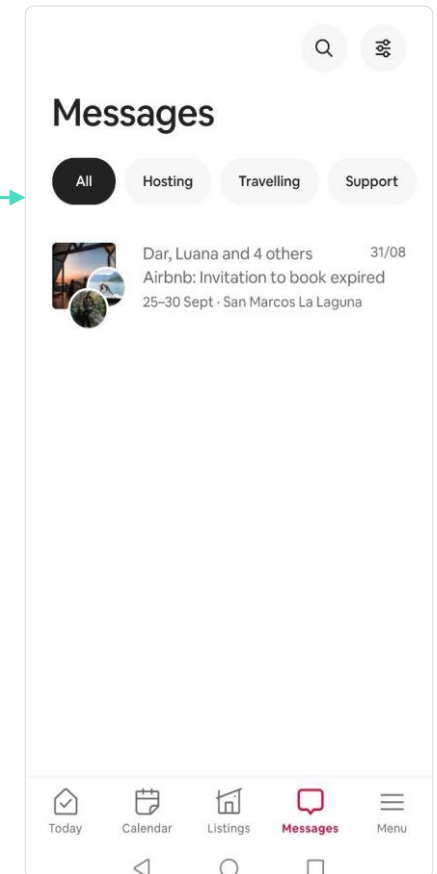
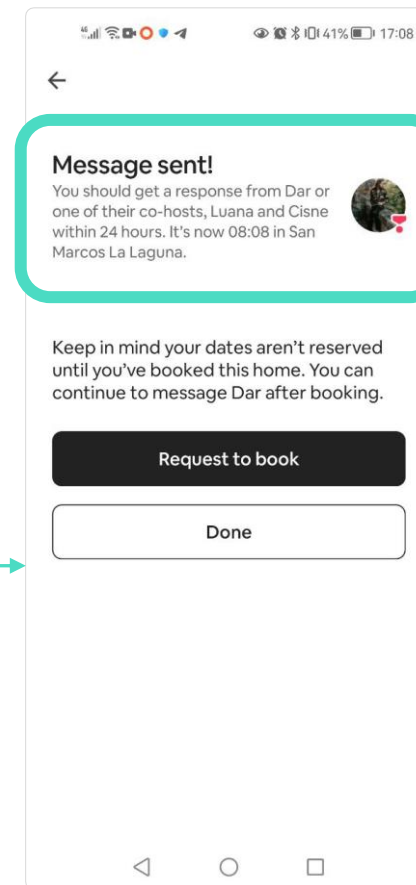
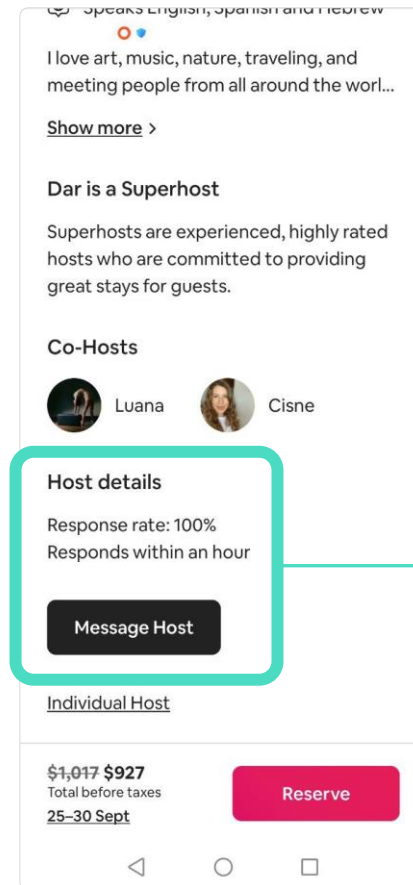


# ← CONTACT PROPERTY OWNER VIA CONTACT FORM

♥ Best Practice

Airbnb demonstrates best practice by providing clear communication expectations when users contact a host. The app indicates that the host will respond within 24 hours and displays the local time at the host's location, helping users anticipate when a reply is likely. Additionally, each property listing includes information on the host's typical response time, enabling users to plan accordingly.

The dialogue between renters and hosts takes place directly within the app, simplifying the process and ensuring that the communication channel is obvious. A dedicated **Messages** icon in the app's tab bar menu allows users to easily access all their conversations at any time, providing reassurance and a streamlined experience.



Airbnb



## 10. THE SERVICE FEELS UNFAMILIAR OR ILLOGICAL

10.1 Similar actions are performed differently in various parts of the service.

10.2 Unusual interface elements or actions are required.

10.3 Inconsistent feedback for similar actions.

10.4 The service behaves unexpectedly from the user's perspective.



## 10.1 SIMILAR ACTIONS ARE PERFORMED DIFFERENTLY IN VARIOUS PARTS OF THE SERVICE

This subclass includes situations where users encounter inconsistencies in how the same or similar actions are executed across different sections of the service.

This may include differences in layout, interaction patterns, available options, terminology, or control placement. Internal consistency violations force users to relearn interactions, causing cognitive strain.

This issue often results from design decisions made in isolation, where different sections are developed without shared guidelines or reuse of components. It particularly affects services with complex flows and multiple entry points, where the same action (e.g. sorting, editing, confirming) is accessible from different parts of the app or website.

This problem is frequently observed in:

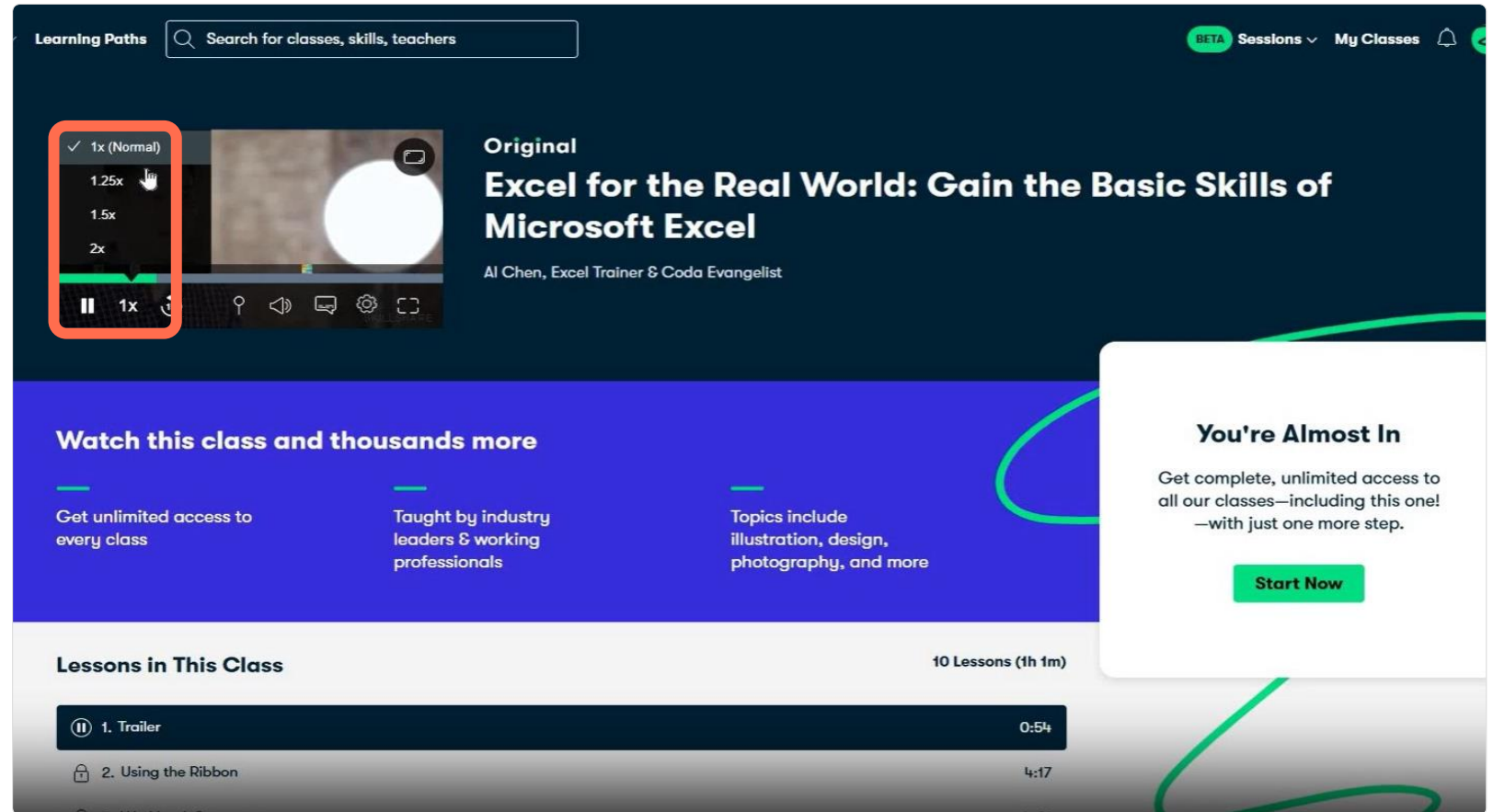
- **E-commerce and travel services**, where sorting or filtering works differently across sections;
- **Financial apps**, where topping up, withdrawing, or sending money uses inconsistent forms or terminology across sections;
- **Content-driven platforms**, where search or browsing behaves differently depending on the section (e.g. main catalog vs. profile);
- **Communication or utility apps**, where profile editing or login/logout actions follow different paths across tabs or settings areas.

# ← ADJUST VIDEO SPEED

⊗ Problem

SkillShare

If the user watches a video in preview mode, they see a drop up menu after pressing the speed button. But here is another problem: it's not possible to make video slower as this option is not visible in this mode.



A dropdown menu appears after pressing the speed button



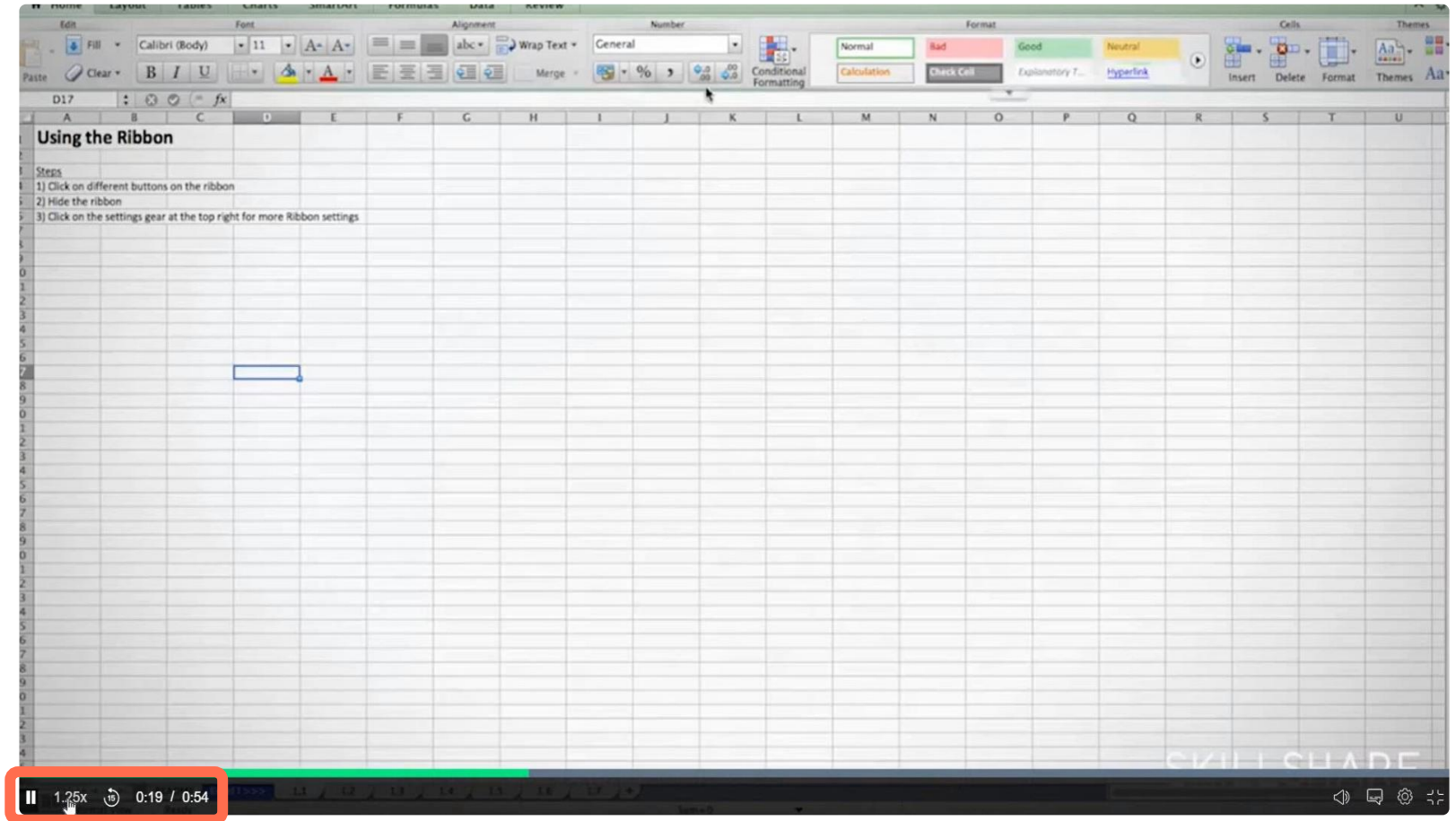
# ← ADJUST VIDEO SPEED

⊗ Problem

SkillShare

While watching a video in full screen mode, the user tries to change the speed of the video. Instead of a standard drop up menu, they see that the speed identifying digit changes after each click and switches the speed in an unusual way: first 3 clicks make the video faster, then next click makes the video slower than normal, and after the next click the speed becomes normal again.

Users are hardwired to expect that clicking on the speed will open a dropdown menu displaying all available speed modes. The interface lacks predictability, which in turn amplifies the cognitive load on users, making interactions more mentally demanding.



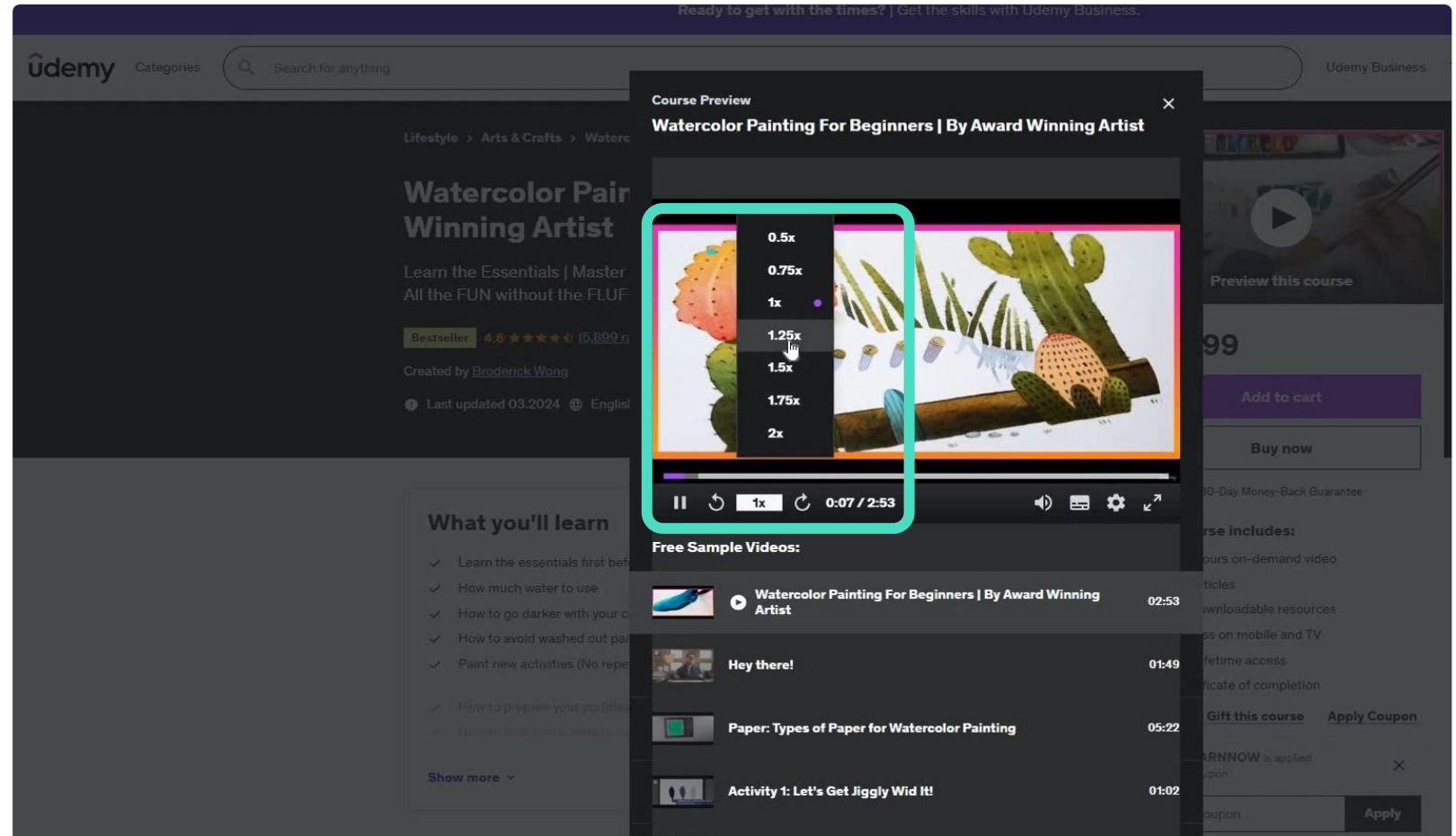
Instead of opening a menu, the speed simply switches to a faster mode when the speed button is pressed

# ← ADJUST VIDEO SPEED

♥ Best Practice

Udemy provides an exemplary implementation of video settings by allowing users to adjust playback speed both in full-screen mode and during video previews. The speed control buttons are consistently placed within the media player and function uniformly across all viewing modes. This consistency enables users to focus on their learning experience without wasting time navigating or adjusting settings.

Udemy



## ← ADJUST VIDEO SPEED

♥ Best Practice

Udemy

Udemy provides an exemplary implementation of video settings by allowing users to adjust playback speed both in full-screen mode and during video previews. The speed control buttons are consistently placed within the media player and function uniformly across all viewing modes. This consistency enables users to focus on their learning experience without wasting time navigating or adjusting settings.





## 10.2 UNUSUAL INTERFACE ELEMENTS OR ACTIONS ARE REQUIRED

This subclass includes situations where the service requires users to interact with nonstandard interface elements or perform unfamiliar actions, even though a well-established and more effective convention exists for the same task.

Users naturally expect that standard actions (e.g., selecting a quantity, deleting an item, confirming a step) work similarly across different services. When these expectations are violated without good reason, it creates confusion. The problem is not the innovation itself — it arises when a custom interaction replaces a familiar one but works worse, making the task harder, slower, or more error-prone.

This issue is commonly seen in:

- **Travel and e-commerce services**, where uncommon gestures are used for selection or deletion;
- **Educational or content platforms**, where navigation between content requires untypical gestures.

# ← BROWSE FOR 3-BEDROOM FLAT

⊗ Problem

The website uses a slider to select the number of bedrooms, which creates a mismatch between the control type and the task requirements. Sliders are typically suited for selecting a range, but in this case, the interface does not show clearly how to handle situations where the minimum and maximum values are equal or where users want to specify an exact number. The user feels puzzled because a standard task is implemented in a really unusual way. This poor control choice leads to inaccurate filters and adds cognitive load.

Rentola

The screenshot shows the Rentola website interface for searching properties in Munich. The search filters include Location (Munich), Type (All), Max. rent (Rent), and Bedrooms (1-8). The Bedrooms filter is highlighted with a red box, showing a slider set to 1 bedroom. Below the search filters, there are 8 property listings, each with a photo, title, size, bedrooms, type, and price per month. The listings include:

- 2 bed apartment to rent in Munich (60 m<sup>2</sup>, 2 Bedrooms, Apartment, 825 €/mo)
- Two bedroom apartment to rent in München (56 m<sup>2</sup>, 2 Bedrooms, Apartment, 394 €/mo)
- One bed apartment to rent in München (29 m<sup>2</sup>, 1 Bedroom, Apartment, 795 €/mo)
- Private 3 bedroom flat to rent in Munich (1 Bathroom, 3 Bedrooms, Apartment, 945 €/mo)
- 1 bed apartment to rent in München (41 m<sup>2</sup>, 1 Bedroom, Apartment, 683 €/mo)
- 3 bedroom apartment to rent in Munich (100 m<sup>2</sup>, 3 Bedrooms, Apartment, 1.350 €/mo)
- St. Vinzenz, (80636) (34 m<sup>2</sup>, 1 Bedroom, Apartment, 600 €/mo)
- 3 bedroom house for rent in Munich (70 m<sup>2</sup>, 3 Bedrooms, House, 1.017 €/mo)

# ← BROWSE FOR 3-BEDROOM FLAT

♥ Best Practice

Realtor, a U.S.-based real estate website, provides an intuitive and flexible filtering option for searching apartments by the number of bedrooms, implemented in the form of a dropdown menu. When users click on “Beds” in the filters, all options become visible, allowing them to specify both a minimum and maximum number of bedrooms, catering to those with precise requirements. Alternatively, users can search with only a minimum number or any number if the exact count is not a priority. When a minimum number is set, a "+" sign next to the number clearly indicates that the search results will include apartments with the chosen number of bedrooms or more.

Realtor

The screenshot shows the Realtor.com search interface. At the top, there are navigation links for 'Buy', 'Sell', 'Rent', 'Mortgage', 'Find Realtors', 'My Home', and 'News & Insights'. On the right, there are links for 'Manage rentals', 'Advertise', 'Log in', and 'Sign up'. The search bar contains 'Austin, TX' and a search icon. Below the search bar, there are filters for 'Price', 'Property type', '1+ bed', 'Baths', 'Move-in by', and 'More'. A 'Save search' button is also present. The main content area displays 'Austin, TX 1 or more bedroom apartments for rent' with 5,792 results. A dropdown menu for 'Bedrooms' is open, showing options: 'Any', '1+', '2+', '3+', '4+', and '5+'. The '3+' option is selected and highlighted in blue. Below the dropdown, there is a 'From' dropdown with options 'Studio', '1', '2', '3', '4', and '5'. The '3' option is selected. The main content area shows three apartment listings with photos, prices, and 'Contact Property' buttons. The first listing is for 'The Robinson on Melrose' with a price of \$1,270. The second listing is for 'Midtown Commons' with a price range of \$1,439 - \$2,146. The third listing is for 'The Quarters Sterling House' with a price range of \$635 - \$1,405.



## 10.3 INCONSISTENT FEEDBACK FOR SIMILAR ACTIONS

This subclass includes situations where the system gives different types or levels of feedback for similar actions in different parts of the interface. Users expect similar interactions to result in predictable and uniform responses, and when this consistency is broken, it undermines the user's understanding of how the system works.

Examples of inconsistent feedback include:

- Editing a field in one form shows real-time validation, but doing so in a similar form does not.
- Submitting two different types of forms (e.g., contact request vs. feedback) results in one confirmation and one silent redirect.
- An interface behaves differently across multiple sessions.

This inconsistency often makes users doubt the outcome of their action and question whether the system is functioning reliably.

This problem often appears in **financial services, account management, and content submission**, especially where the same type of action is spread across multiple flows or screens.

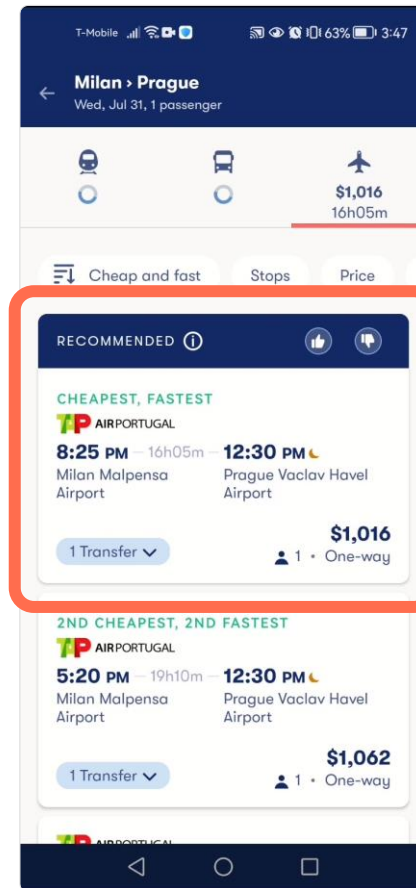
# ← ADJUST BAGGAGE SETTINGS DURING FLIGHT BOOKING

⊗ Problem

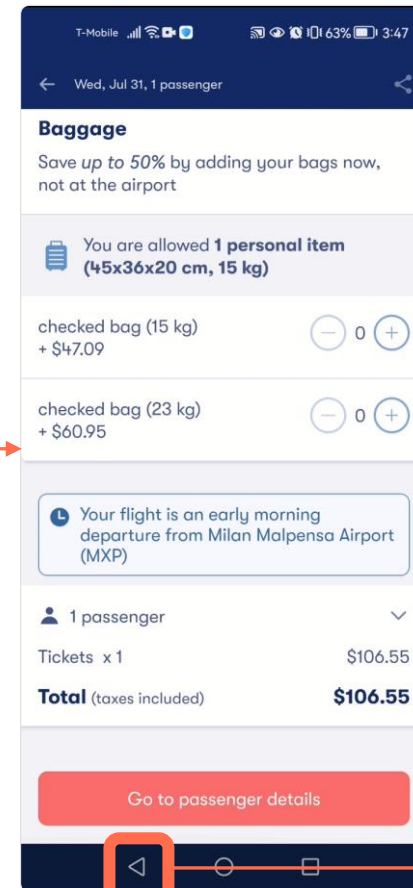
Omio

Instead of being taken to the previous step, the user is redirected to the beginning of the booking process, losing their progress entirely. To navigate back, the user tapped the standard Android "Back" button.

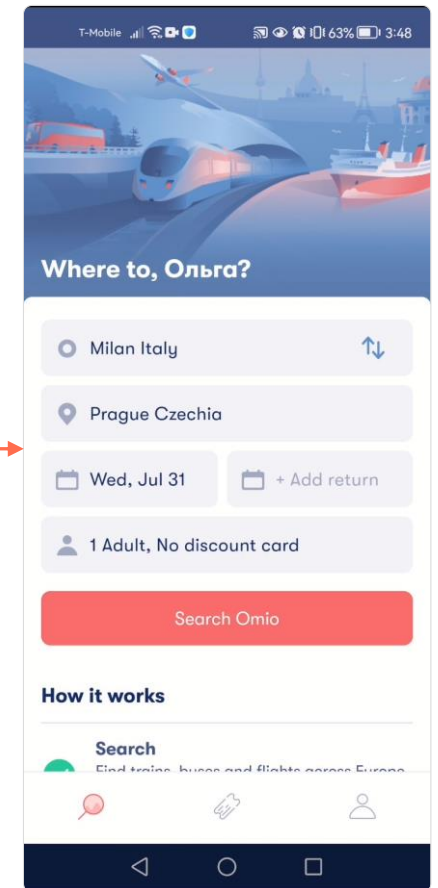
However, if the user had used the in-app "Back" button (displayed as an arrow in the top-left corner), they would have been able to move back just one step without losing their data. This inconsistency in behavior between two similar user actions creates confusion and frustration. It highlights a serious usability issue, as the app should respond uniformly to both navigation methods to provide a seamless and predictable user experience.



Before this step, the user has already selected the travel direction, date, and number of travelers



Instead of being taken to the previous step, the user is redirected to the beginning

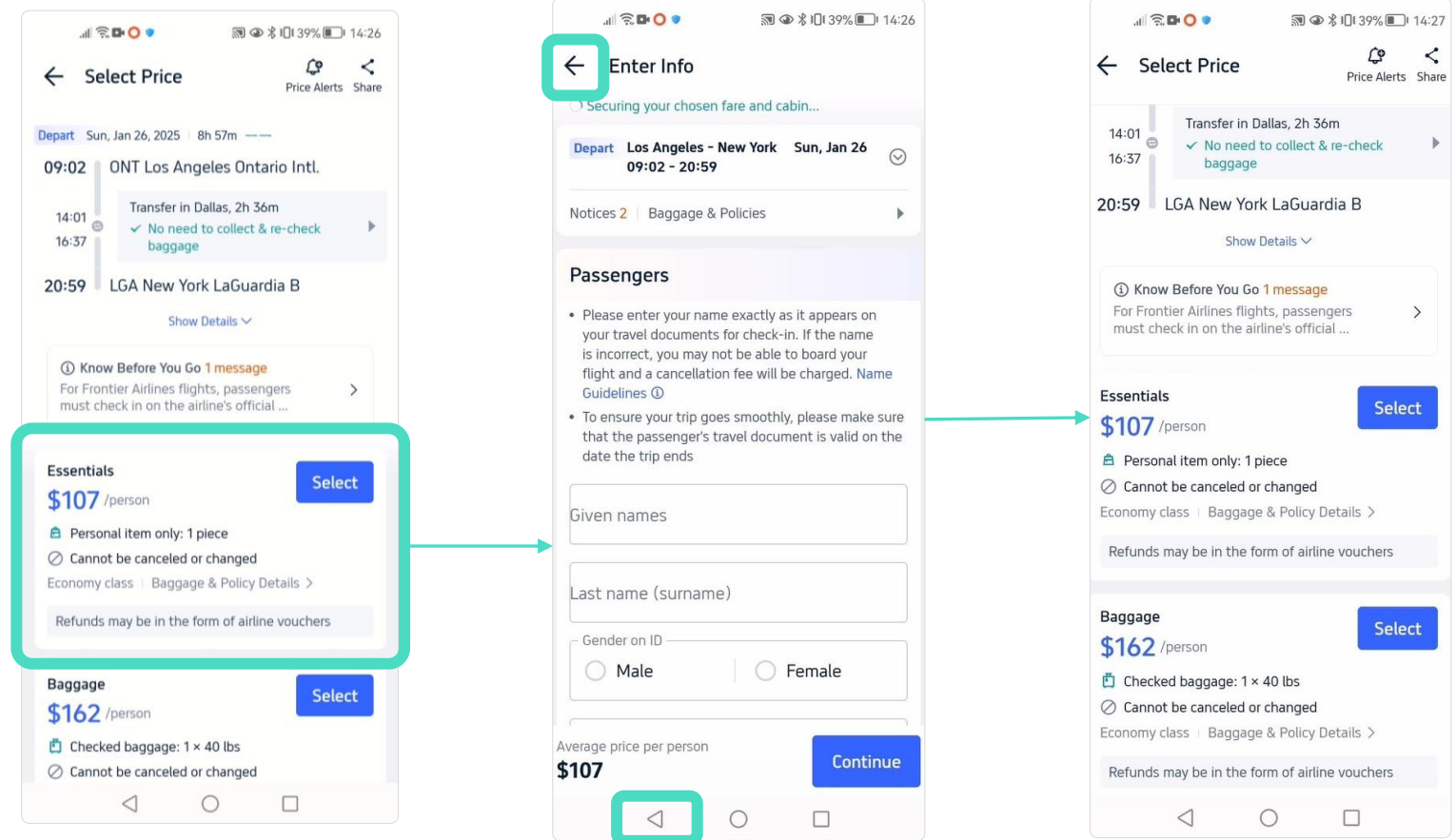


# ← ADJUST BAGGAGE SETTINGS DURING FLIGHT BOOKING

♥ Best Practice

Trip.com

Trip.com provides a reliable and well-designed booking process by ensuring consistent navigation behavior. Whether users use the standard Android "Back" button or the in-app "Back" button, they can move back just one step at a time rather than being redirected to the beginning of the process. This consistency enhances process predictability, allowing users to navigate confidently and efficiently through the booking flow.



Pressing the Back button takes users to the previous step



## 10.4 THE SERVICE BEHAVES UNEXPECTEDLY FROM THE USER'S PERSPECTIVE

This subclass covers situations where the system's behavior does not align with user expectations, even though the interface appears correct or familiar. The issue arises when user actions lead to illogical, inconsistent, or disproportionate outcomes, based on what users intended to do.

These expectations are shaped by standard patterns in digital services — users expect, for example, that a “Back” button returns them one step back.

Unexpected behavior often involves:

- **Navigation actions** that lead to the wrong screen (e.g., a “Back” button returns to the homepage instead of the previous step)

**Form submissions or buttons** that result in system states the user didn't anticipate (e.g., “Save” also exits a process without warning)

**State changes that aren't visible or explained**

These moments erode user trust, as people begin to doubt whether the interface will behave consistently, forcing them to second-guess actions.

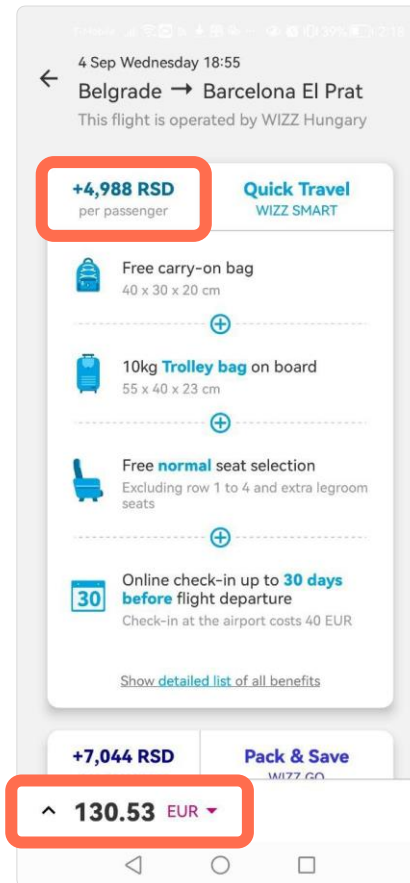
Errors described in subclass 11.1 most often occur due to a mismatch between the visual or textual form of an element and the actual logic in the system. This issue often arises in **financial apps, e-commerce, educational and booking services.**

# ← BOOK FLIGHT FROM BELGRADE TO BARCELONA

⊗ Problem

While booking a flight between countries using different currencies, the ticket price is shown automatically in the currency of the departure country – Serbian dinar. Although users may switch the currency to see the total price in their preferred currency (Euro in this case), the price of extra options such as luggage is still shown in the currency of the departure country. The user will have to either push each option to see how the total price changes or spend time checking the currency exchange rate somewhere else. Users are hardwired to expect the consistency in currency display.

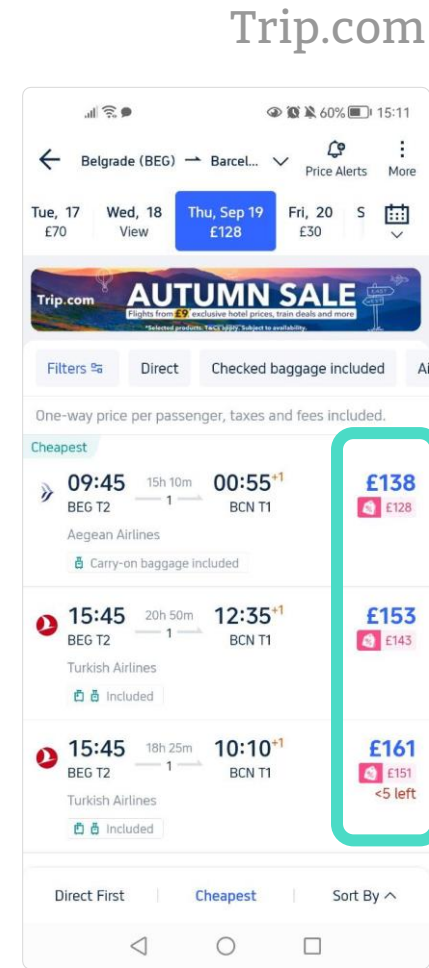
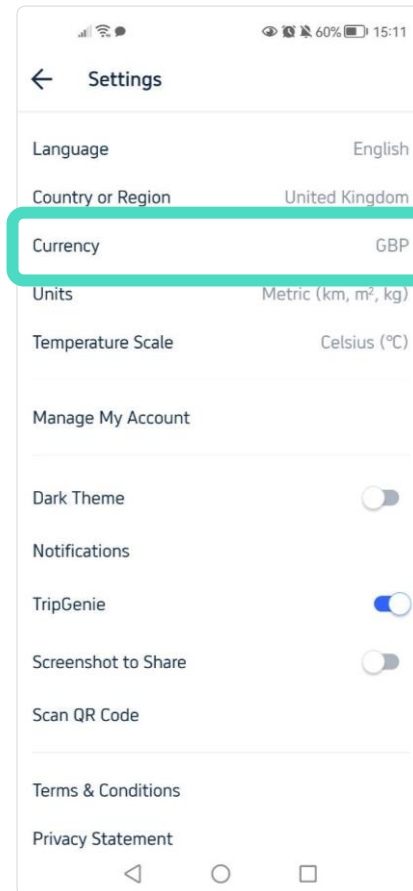
WizzAir



# ← BOOK FLIGHT FROM BELGRADE TO BARCELONA

♥ Best Practice

Trip.com offers a user-friendly experience by allowing users, even those who are not registered, to set their preferred currency. Once selected, all prices are consistently displayed in the chosen currency, regardless of the currencies used in the countries of travel destinations. This feature spares users from the hassle of converting between different currencies while traveling abroad, ensuring a more seamless and straightforward experience.





# 11. THE LANGUAGE AND INTERFACE ELEMENTS ARE DIFFICULT TO UNDERSTAND

11.1 Use of complex professional or technical terms.

11.2 Long and vague explanations.

11.3 Ambiguous words or phrases that allow multiple interpretations.

11.4 Interface parts in a foreign language.



## 11.1 USE OF COMPLEX PROFESSIONAL OR TECHNICAL TERMS

This subclass refers to situations where the interface relies on domain-specific or technical language that is difficult for the average user to understand. Such terminology may be familiar to professionals but can be confusing and completely opaque to general users.

Users typically expect services to communicate in clear, human, and accessible language. When that expectation is violated, it annoys users: *“Why are they talking to me like I have a finance degree?”*

This issue is particularly common in services that deal with **complex or regulated subject areas** — such as **finance, cryptocurrency, healthcare, or government platforms**.

Typical problems include:

- Use of financial or legal abbreviations without explanation
- Interface labels or options phrased in specialist terminology, where simpler language could improve comprehension.
- Instructions written in a bureaucratic or overly formal tone that hinders instruction understanding.

# ← DETERMINE IF THE USER CAN REQUEST AN INSTALLMENT AGREEMENT

⊗ Problem

IRS

The page provides complex explanations filled with technical and legal terminology, making it challenging for users to understand the application rules. For instance, the "Who Should Use This Form?" section contains references to other forms and the Affordable Care Act, which adds excessive cognitive load. The heavy use of technical labels detracts from usability, making it difficult for users to understand their eligibility for an Installment Agreement.

The Internal Revenue Service (IRS) is the revenue service for the United States federal government, which is responsible for collecting U.S. federal taxes

Installment Agreement on the IRS website refers to a payment plan that allows taxpayers to pay their tax debts in smaller, more manageable amounts over time, rather than paying the full balance all at once. This option is available for individuals or businesses who owe taxes but cannot afford to pay the full amount by the due date.

The screenshot shows the IRS website page for Installment Agreements. The navigation bar includes links for File, Pay, Refunds, Credits & Deductions, and Forms & Instructions. A search bar is present in the top right. The main content area is divided into sections:

- Left Column (List of Links):**
  - Guaranteed installment agreement.
  - Streamlined installment agreement.
  - Partial payment installment agreement (PPIA).
  - More on types of installment agreements and payment options.
  - Bankruptcy or offer in compromise.
  - How the Installment Agreement Works
    - After approving your request.
    - Installment agreement user fees.
    - Low-income taxpayer reduced installment agreement user fee.
    - Low-income taxpayer user fee waivers and reimbursements.
      - Definition of low-income taxpayer.
    - Other costs.
    - What happens if the taxpayer owes a shared responsibility payment (SRP)?
    - Payment methods.
    - Requests to modify or terminate an installment agreement.
  - What happens if the taxpayer doesn't comply with the terms of the installment agreement?
  - IRS collection process and taxpayer rights.
  - Taxpayer Advocate Service (TAS).
  - Where To File
- Reminders**
  - User fees for certain reinstated or restructured installment agreements.** The user fee is \$10 for installment agreements reinstated or restructured through an online payment agreement (OPA). You must have established the reinstatement or restructuring of the installment agreement through an OPA to qualify for the reduced user fee. Low-income taxpayers may be reimbursed this fee under certain conditions. See [Requests to modify or terminate an installment agreement](#), later.
  - Apply online at reduced fee.** If the total amount you owe isn't more than \$50,000 (including any amounts you owe from prior years), you may not need to file Form 9465; you can request an installment agreement online for a reduced fee. For more information, see [Applying online for an installment agreement and other payment plans](#), later.
  - Waiver and reimbursement of user fees for low-income taxpayers.** For installment agreements entered into by taxpayers with adjusted gross income, for the most recent tax year available, at or below 250% of the federal poverty guidelines, the IRS will waive or reimburse user fees if certain conditions are met. For details, see [Low-income taxpayer user fee waivers and reimbursements](#), later.
  - Financial statement may be required.** See [Line 11b](#), later, for more information about when a Form 433-F is required. A Form 433-F, Collection Information Statement, may be downloaded at [IRS.gov/Forms-Instructions](#).
- General Instructions**
  - Purpose of Form**

Use Form 9465 to request a monthly installment agreement (payment plan) if you can't pay the full amount you owe shown on your tax return (or on a notice we sent you). Most installment agreements meet our streamlined installment agreement criteria. See [Streamlined installment agreement](#), later, for more information. In certain circumstances, you can have longer to pay or you can establish an agreement for an amount that is less than the

# ← DETERMINE IF THE USER CAN REQUEST AN INSTALLMENT AGREEMENT

♥ Best Practice

GOV.UK

The GOV.UK website offers a more user-centered approach. When users need to set up a payment plan because they cannot pay their tax bill on time, the site presents clear and concise information.

The page is organized with well-structured sections containing simple bullet points that outline the necessary steps, utilizing plain language that avoids references to other forms or complex legal terminology. This straightforward presentation helps users easily understand their options and the actions they need to take.

**If you cannot pay your tax bill on time**

Contents

- Overview
- [Setting up a payment plan](#)
- [How much you'll pay](#)
- [If you do not contact HMRC or refuse to pay](#)
- [Help and advice](#)

---

**Overview**

Contact HM Revenue and Customs (HMRC) as soon as possible if you:

- have missed a tax deadline
- know you will not be able to pay a tax bill on time

This guide is also available [in Welsh \(Cymraeg\)](#).

If you cannot pay your tax bill in full, you may be able to [set up a payment plan](#) to pay it in instalments. This is called a 'Time to Pay' arrangement.

**Related content**

- [Get help from HMRC if you need extra support](#)
- [Options for dealing with your debts](#)
- [How to pay a debt to HMRC with a Time to Pay arrangement](#)
- [What will happen if you do not pay your tax bill](#)

Collection

- [COVID-19 financial support for businesses](#)
- [Self Assessment: detailed information](#)
- [Dealing with HMRC: detailed information](#)



## 11.2 LONG AND VAGUE EXPLANATIONS

This issue arises when the system attempts to clarify a process or element, but the explanation is so long and detail-unspecific that it becomes unhelpful.

Unlike ambiguous phrases (11.3), which are typically embedded in the core interface language, vague explanations in 11.2 usually appear as complementary content, such as tooltips, help text, or footnotes. They are meant to assist, but do not succeed in doing so.

These explanations often:

- Use **generic or abstract language** that fails to clarify the meaning of a subject
- Mix **multiple instructions or conditions** into one dense block of text, making them harder to act upon
- Are **long-winded**, requiring more effort to read than the value they provide.

These explanations fail to provide clear guidance and instead increase confusion and cognitive load for the user:

- *"I still don't know what I'm supposed to do."*
- *"Why is this so complicated? Just tell me what to do."*

# ← FIND OUT IF THE USER IS OBLIGED TO FILE A TAX RETURN AND HOW TO DO IT

⊗ Problem

Agencia Tributaria

The user finds an article that promises to explain how to determine their filing obligations and how to submit a tax return. However, the article fails to provide clear guidance: it only instructs the user to “take into account” the source and amount of each income earned in the previous year, without explicitly outlining the conditions that determine whether a tax return is required. As a result, the user spends time reading the article without gaining any actionable information, and the eligibility requirements remain unclear. In the next paragraph, the service states: “To process and file your income tax return, you have a help service, Renta WEB,” mentioning an external service without clarifying what it is and how to find it. Consequently, the user is left confused and unsure of what to do next.

The screenshot shows the Agencia Tributaria website interface. The main content area is titled "How do I know if I should file my tax return, and how can I do it?". The text on the page is as follows:

**How do I know if I should file my tax return, and how can I do it?**

*Find out whether or not you are obliged to file Income Tax returns*

To find out whether or not you are obliged to file a tax return, you must take into account the source of each income (income from work, income from movable or real estate capital, capital gains, economic activities) and the amount of each income you have obtained in the financial year for which you are filing the return.

To process and file your income tax return, you have a help service, Renta WEB.

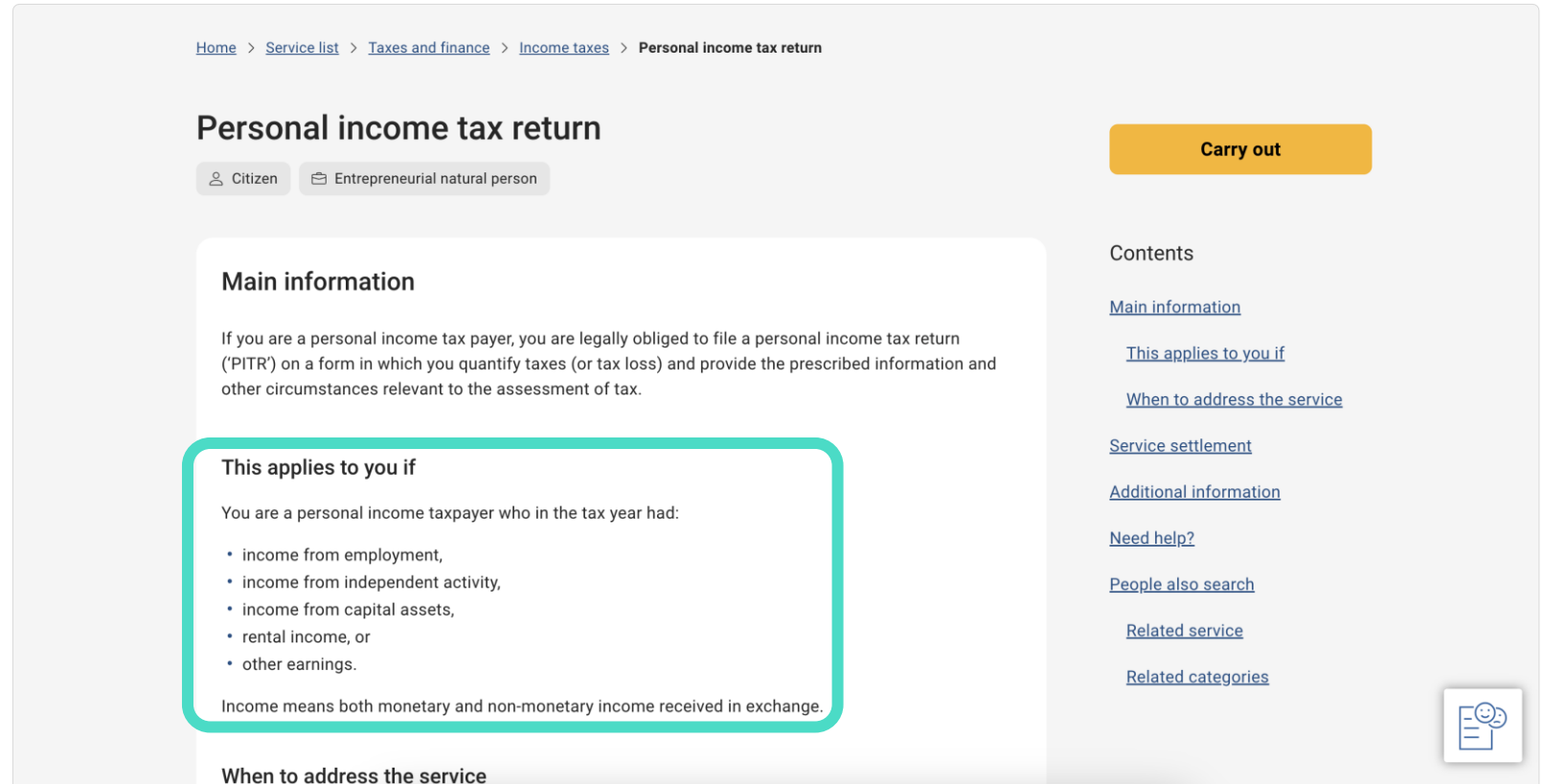
Before any formality, you must identify yourself. Once you have identified yourself, you can consult your tax details online, which will allow you to acquire the draft tax return generated through the Renta WEB service.

When you file your income tax return with Renta WEB, most of the data will be entered automatically. You can subsequently modify it and/or add new data if necessary. In the case of joint taxation, you must include the tax information of all members of the family unit.

The page also features a search bar, navigation menu, and footer with various links and a "¿Dudas?" (Questions?) button.

# ← FIND OUT IF THE USER IS OBLIGED TO FILE A TAX RETURN AND HOW TO DO IT

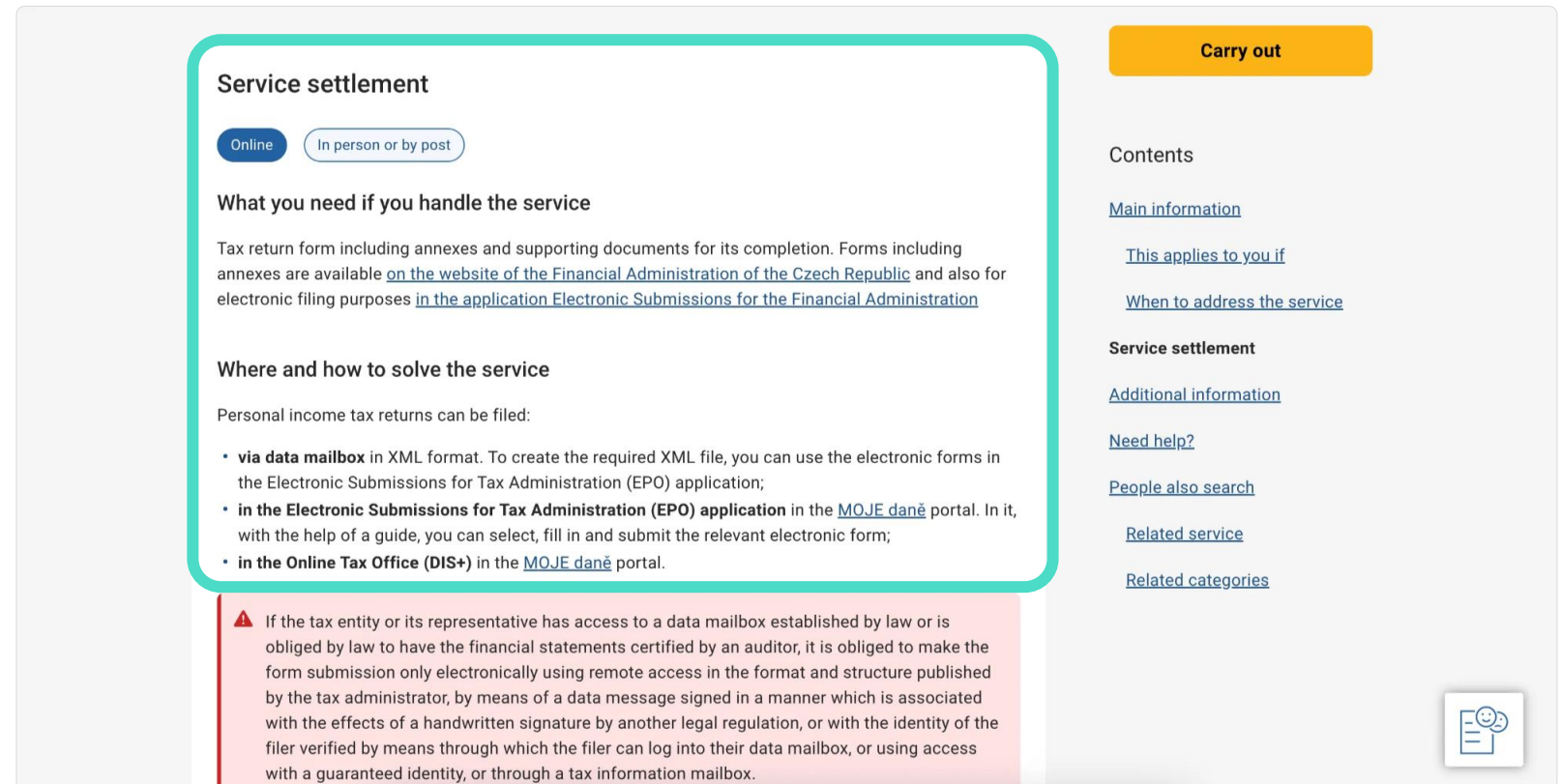
On the Czech government portal, [gov.cz](https://gov.cz), users can access an article about personal income tax returns that presents the information in a clear and structured way. It outlines, in concise bullet points, the specific conditions under which individuals are required to file a tax return (e.g., having income from employment or rental activities during the tax year). The article then provides details on filing deadlines and clearly lists all available submission methods – both online and offline.



The screenshot shows the 'Personal income tax return' page on gov.cz. The breadcrumb trail is: Home > Service list > Taxes and finance > Income taxes > Personal income tax return. The page title is 'Personal income tax return'. There are two tabs: 'Citizen' (selected) and 'Entrepreneurial natural person'. A prominent orange button labeled 'Carry out' is in the top right. The main content area has a section titled 'Main information' with the text: 'If you are a personal income tax payer, you are legally obliged to file a personal income tax return ('PITR') on a form in which you quantify taxes (or tax loss) and provide the prescribed information and other circumstances relevant to the assessment of tax.' Below this is a highlighted box titled 'This applies to you if' containing the text: 'You are a personal income taxpayer who in the tax year had:' followed by a bulleted list: 'income from employment, income from independent activity, income from capital assets, rental income, or other earnings.' Below the list is the text: 'Income means both monetary and non-monetary income received in exchange.' At the bottom of the main content area is the section 'When to address the service'. On the right side, there is a 'Contents' section with links: 'Main information', 'This applies to you if', 'When to address the service', 'Service settlement', 'Additional information', 'Need help?', 'People also search', 'Related service', and 'Related categories'. A help icon is in the bottom right corner.

# ← FIND OUT IF THE USER IS OBLIGED TO FILE A TAX RETURN AND HOW TO DO IT

On the Czech government portal, [gov.cz](https://gov.cz), users can access an article about personal income tax returns that presents the information in a clear and structured way. It outlines, in concise bullet points, the specific conditions under which individuals are required to file a tax return (e.g., having income from employment or rental activities during the tax year). The article then provides details on filing deadlines and clearly lists all available submission methods – both online and offline.



**Service settlement**

Online In person or by post

**What you need if you handle the service**

Tax return form including annexes and supporting documents for its completion. Forms including annexes are available [on the website of the Financial Administration of the Czech Republic](#) and also for electronic filing purposes [in the application Electronic Submissions for the Financial Administration](#)

**Where and how to solve the service**

Personal income tax returns can be filed:

- **via data mailbox** in XML format. To create the required XML file, you can use the electronic forms in the Electronic Submissions for Tax Administration (EPO) application;
- **in the Electronic Submissions for Tax Administration (EPO) application** in the [MOJE daně](#) portal. In it, with the help of a guide, you can select, fill in and submit the relevant electronic form;
- **in the Online Tax Office (DIS+)** in the [MOJE daně](#) portal.

**Carry out**

**Contents**

[Main information](#)

[This applies to you if](#)

[When to address the service](#)

**Service settlement**

[Additional information](#)

[Need help?](#)

[People also search](#)

[Related service](#)

[Related categories](#)

**⚠** If the tax entity or its representative has access to a data mailbox established by law or is obliged by law to have the financial statements certified by an auditor, it is obliged to make the form submission only electronically using remote access in the format and structure published by the tax administrator, by means of a data message signed in a manner which is associated with the effects of a handwritten signature by another legal regulation, or with the identity of the filer verified by means through which the filer can log into their data mailbox, or using access with a guaranteed identity, or through a tax information mailbox.



## 11.3 AMBIGUOUS WORDS OR PHRASES THAT ALLOW MULTIPLE INTERPRETATIONS

This subclass covers cases where the wording of UI elements, usually labels, can be interpreted in multiple ways.

Unlike 11.2, in subclass 11.3 the language can appear short and clear, but the meaning is not specific enough, and may change depending on user assumptions or context.

These issues often arise from:

- Too broad labels without explanations (“Featured” filter)
- Terminology that differs from real-world expectations

Users expect clear and predictable language that reflects real-world concepts. When this is missing, they may make incorrect assumptions.

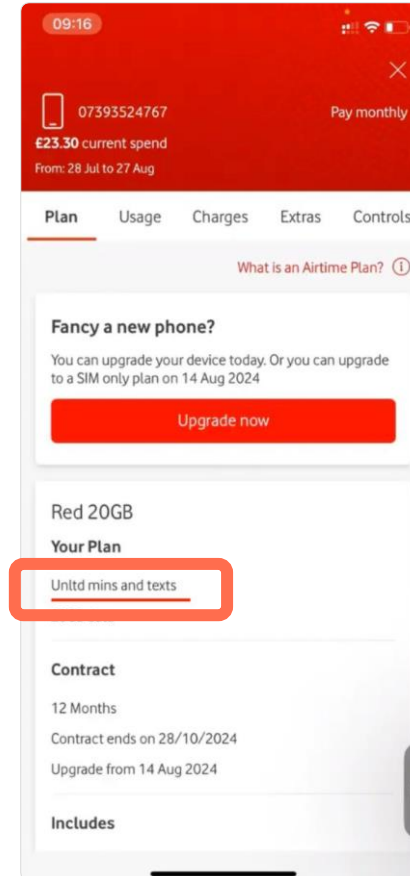
This problem is commonly observed in financial services, where vague terminology can lead to mistaken decisions or task failure.

# ← REVIEW DETAILS OF MONTHLY MOBILE PLAN

⊗ Problem

The information is not easily accessible, as there is no visual emphasis on key details despite their importance to users. Basic plan information, such as minutes and texts, is displayed in a small font with unclear abbreviations like “Unlmtd mins and texts” instead of the more explicit “Unlimited minutes and texts”. Additionally, the absence of a visual representation of data usage prevents users from quickly identifying how much of their allowance is left, forcing them to navigate elsewhere to find these essential details.

## Vodafone

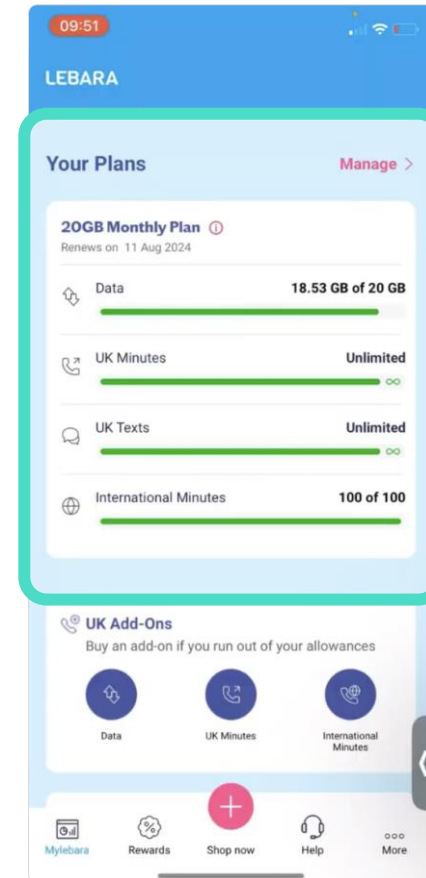


# ← REVIEW DETAILS OF MONTHLY MOBILE PLAN

♥ Best Practice

On the Lebara app, plan limits are presented in a clear and concise manner. Minutes and texts are organized into separate fields, making it easy for users to quickly locate the information they need. Each field is clearly labeled with “unlimited”. Additionally, a progress bar is included to provide a visual representation of usage, allowing users to effortlessly gauge their remaining limits at a glance. This thoughtful design ensures that users can easily monitor their plan usage without any issues.

## Lebara





## 11.4 INTERFACE PARTS IN A FOREIGN LANGUAGE

This subclass refers to situations where individual words, phrases, buttons, or entire interface sections appear in a language different from the one selected by the user.

A key design failure behind this problem is insufficient globalization or localization:

- **In locally developed services**, this happens when internationalization is not prioritized and interface gets only partly translated to English, leaving foreign visitors or non-native residents unable to complete tasks.
- **In imported or global apps**, this occurs when localization for the target region is inconsistent, resulting in a mix of original and translated content.

Issues are especially problematic in:

- Global e-commerce and travel platforms, where content comes from multiple sources or third-party providers.
- Financial services, where untranslated legal or transactional content raises security concerns

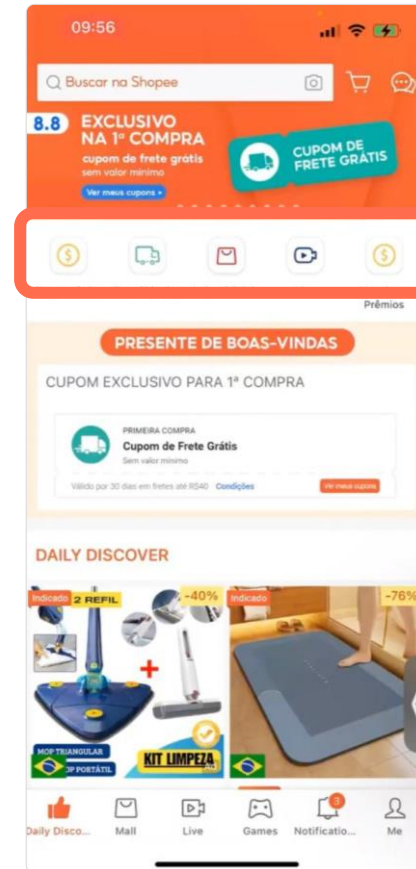
Users expect a seamless and fully localized experience once their preferred language is selected. When even isolated parts appear in another language, the service feels unfinished, careless, or untrustworthy.

## ← USE APP IN ENGLISH

⊗ Problem

Although the user set English as the app language, some of the inscriptions on the buttons are still in Portuguese. This is a barrier to use the product if the user knows only English.

### Shopee

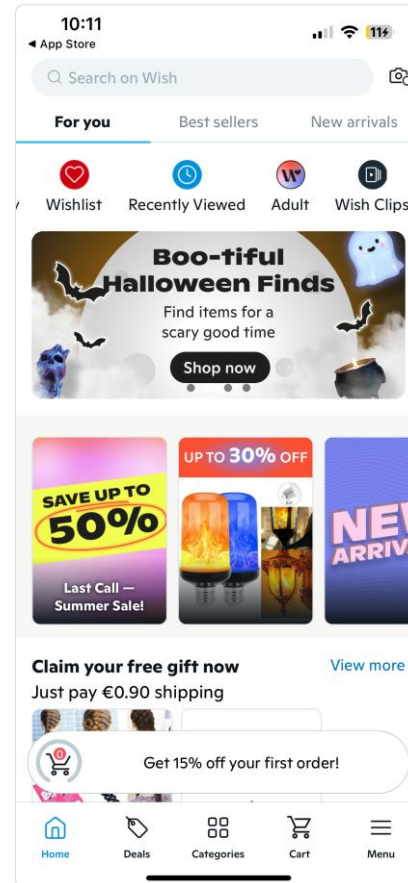


## ← USE APP IN ENGLISH

♥ Best Practice

On the Wish app, when the user selects Brazil as the region and chooses English as the app's language, all menu options are translated to English. This enhances the user experience, making the app accessible to a broader audience. Users can seamlessly shop online in Brazil even if they are not fluent in Portuguese.

### Wish





## 12. MY EYES GET TIRED QUICKLY WHILE USING THE SERVICE

12.1 Information and interface elements are too small or lack contrast.

12.2 The interface is too bright or colorful.

12.3 The interface is cluttered with too many elements.

12.4 The interface lacks visual cues and accents for a quick information retrieval.



## **12.1 INFORMATION AND INTERFACE ELEMENTS ARE TOO SMALL OR LACK CONTRAST**

This subclass includes situations where text, icons, or functional elements are too small to be comfortably seen or tapped, or where the contrast between foreground and background elements is too low.

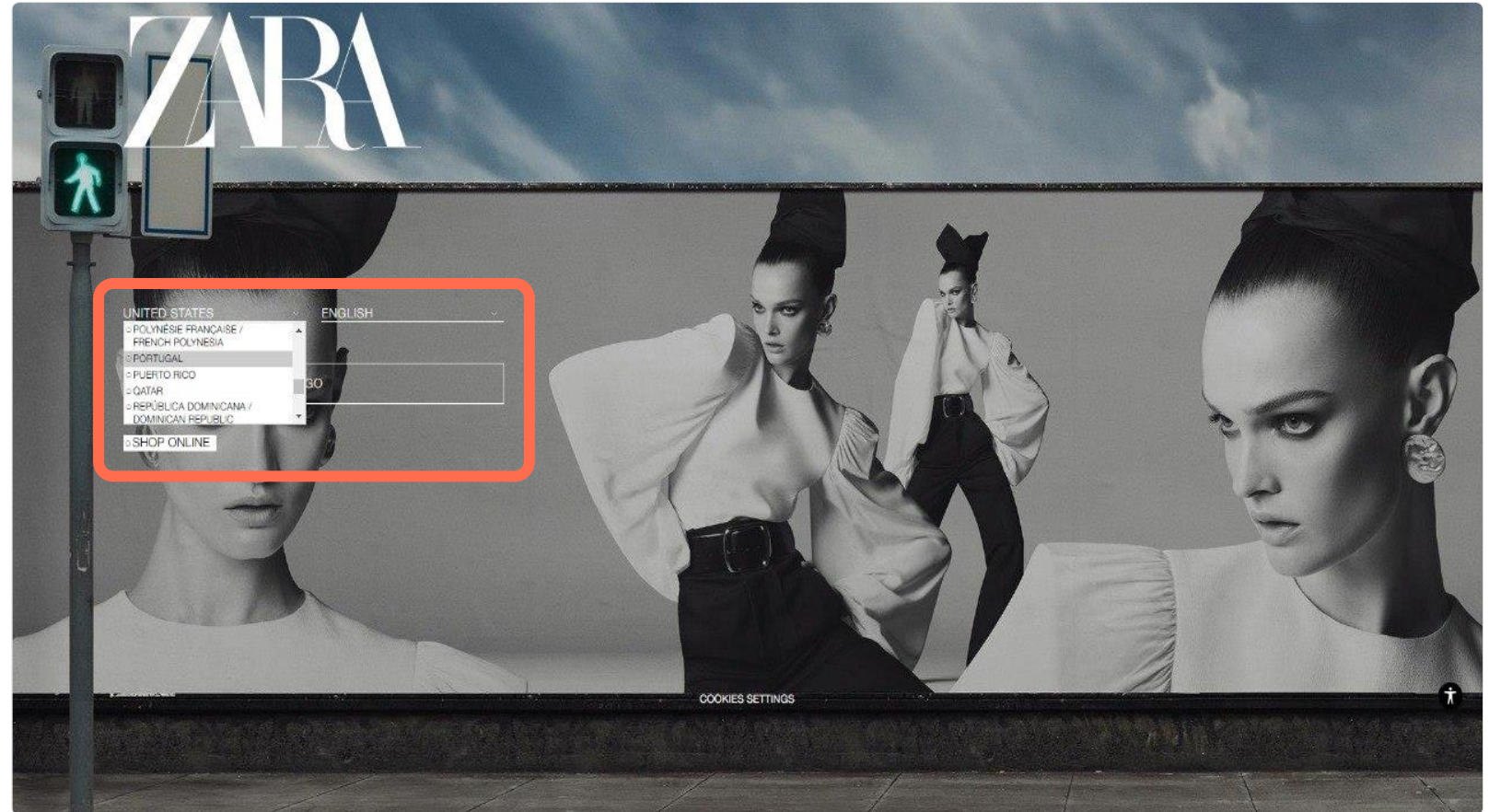
These issues are especially problematic on mobile devices where screen space is limited.

## ← SHOP FOR CLOTHES

⊗ Problem

Zara

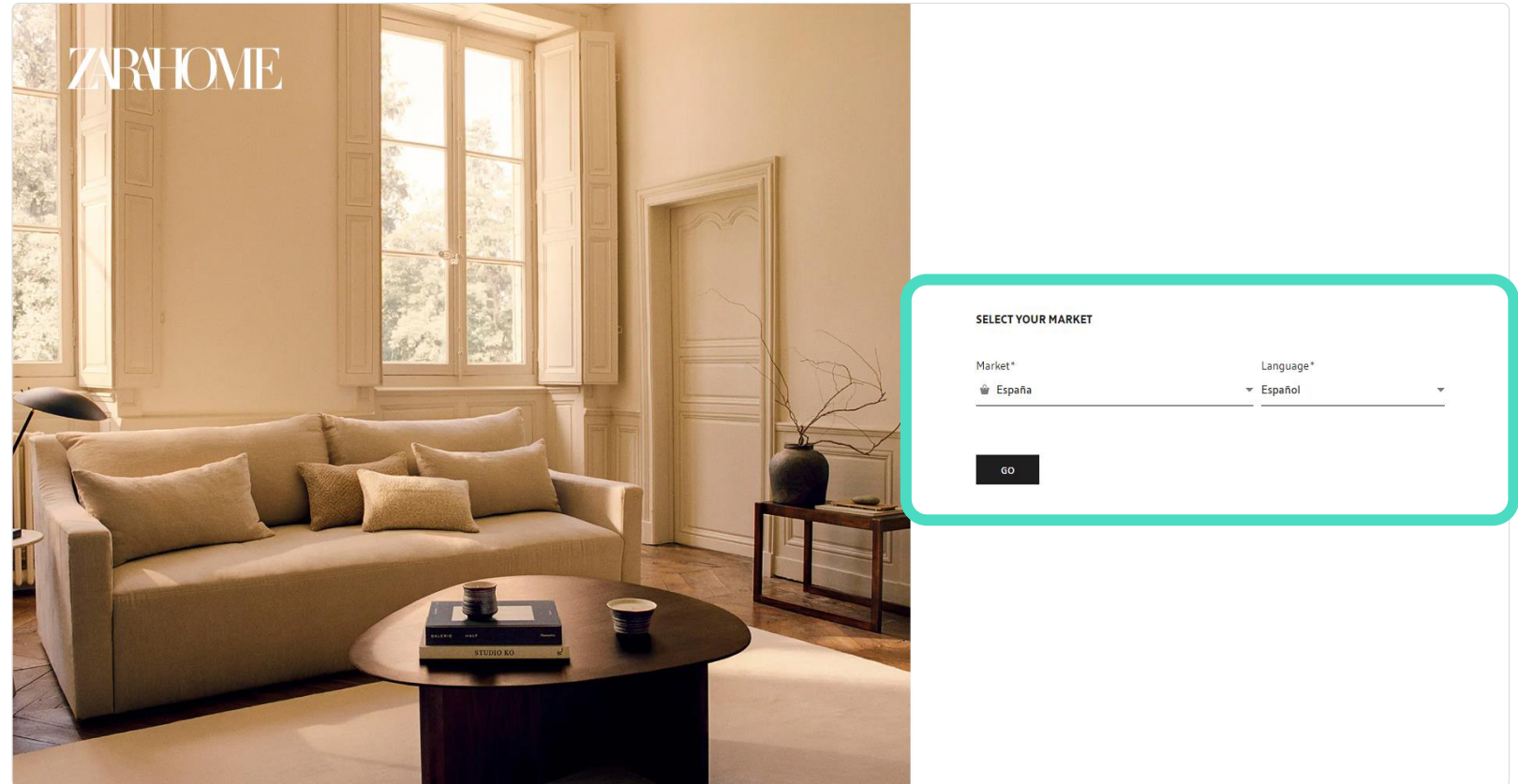
Upon entering the website, the user is prompted to select a language and country. However, the design of this screen presents significant usability challenges. The text for selecting the language and country is displayed in white on a gray background, resulting in poor contrast that makes it difficult to locate the input fields. Additionally, the background is not solid but features large photos of models, which naturally draw more attention due to their size and visual prominence. This combination of low-contrast text and distracting imagery can confuse users and create unnecessary friction at the very first step of their shopping journey.



## ← SHOP FOR CLOTHES

♥ Best Practice

On the Zara Home website, users are prompted to select their country and language in a well-designed interface. The selection fields are placed on a white background, creating strong contrast that ensures the input areas and action buttons are easy to locate and interact with. The generous use of white space balances the vibrant, colorful image on the left side, preventing visual overwhelm and maintaining a clean, focused layout. This page successfully blends aesthetic appeal with usability, offering a visually engaging yet intuitive experience.



Zara Home



## **12.2 THE INTERFACE IS TOO BRIGHT OR COLORFUL**

This subclass refers to excessively saturated colors, bright backgrounds, or overuse of vivid accents that create a visually aggressive experience.

Bright or overly stimulating interfaces can cause fatigue or discomfort, especially when used for extended periods or in low-light environments.

# ← LEARN ABOUT APPLICATION REQUIREMENTS AND UPCOMING EXHIBITIONS AT YALE SCHOOL OF ART

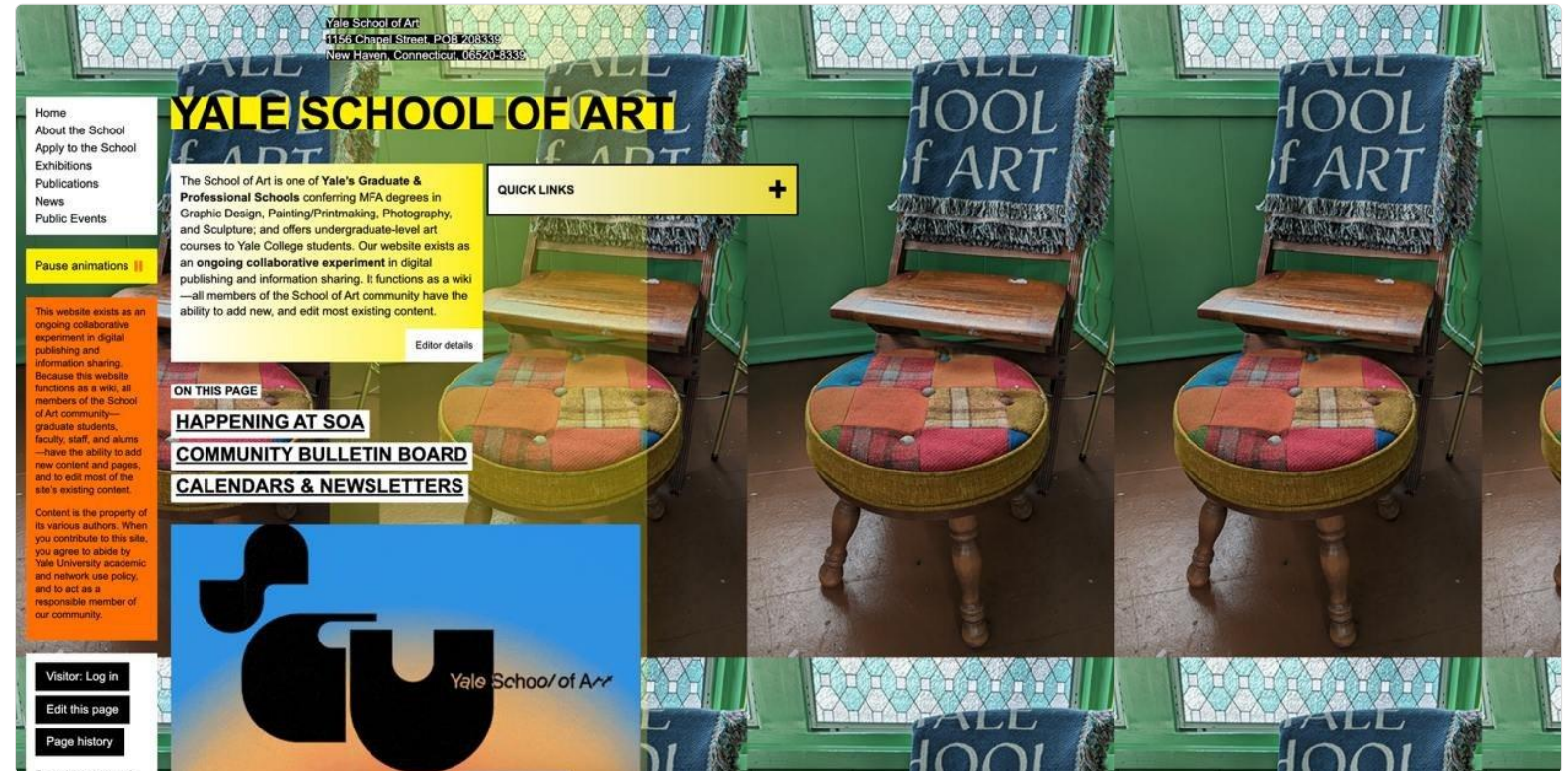
⊗ Problem

Yale School of Art

The website's visually expressive design aligns with its artistic theme but creates significant usability challenges:

- **Background interference:** The brightly colored and highly detailed background image distracts the user and makes reading text difficult.
- **Low text readability:** Some sections lack sufficient contrast between text and background, such as white text on black background.
- **Navigation issues:** The navigation menu is placed on the left side but is not clearly distinguished.
- **Visual overload:** The page is overcrowded with text, images, making it hard to focus on important content.
- **Lack of structure:** There is no clear hierarchy or visual prioritization, leaving users unsure where to start or how to proceed.

The result is a frustrating experience where the user struggles to find the necessary information and navigate through the site effectively.



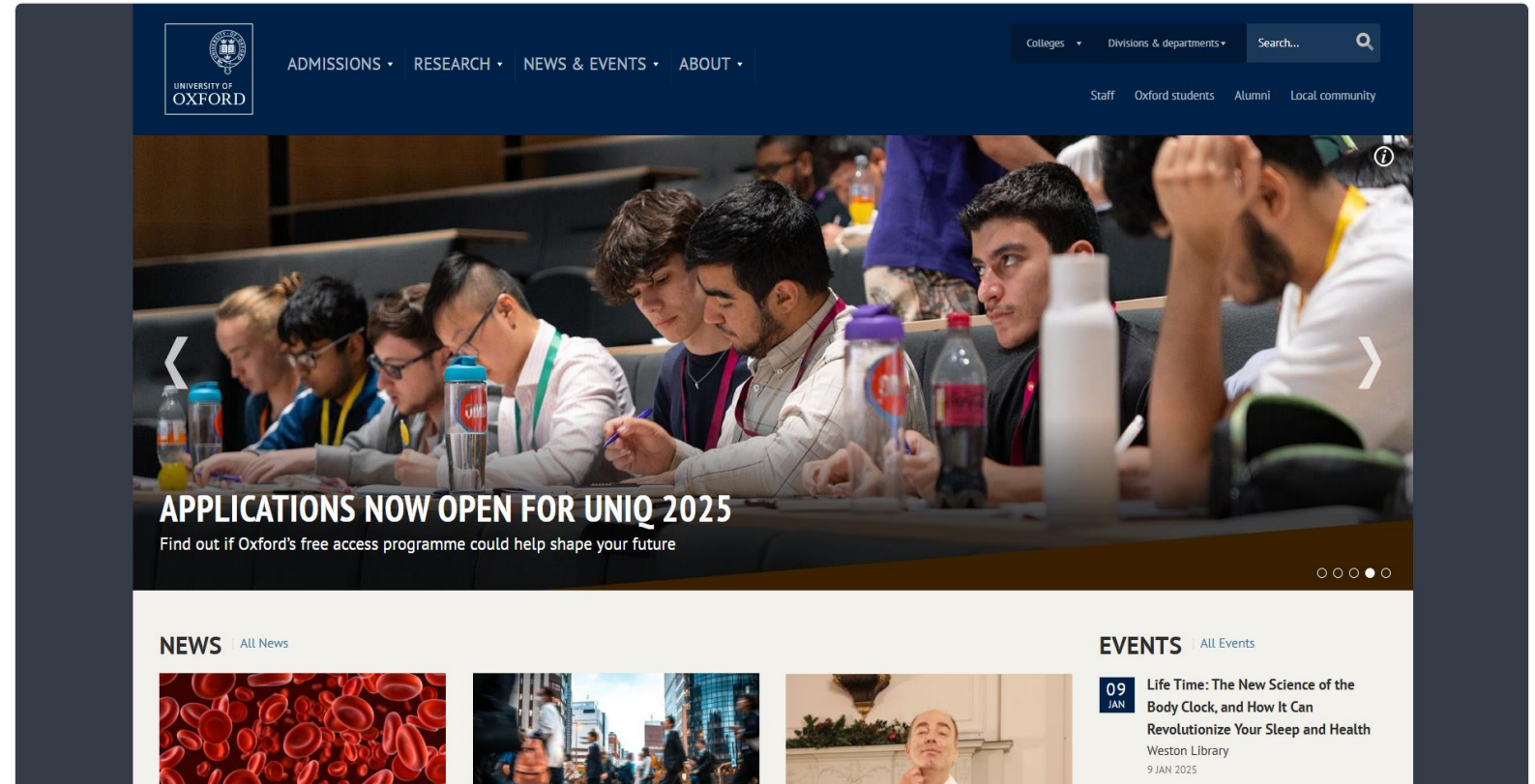
# ← LEARN ABOUT APPLICATION REQUIREMENTS

♥ Best Practice

The University of Oxford

The University of Oxford website exemplifies a best practice for academic institutions by seamlessly combining a professional aesthetic with user-centric functionality. The website employs a modest and refined color scheme that enhances readability and keeps the user's focus on the content, rather than being distracted by excessive visual elements.

The menu is thoughtfully structured, enabling users to quickly locate information without confusion. Clear categorization and logical hierarchies ensure seamless navigation. The layout avoids excessive white space, optimizing the screen real estate while maintaining a clean and professional appearance. This balance ensures that content is presented effectively without feeling cluttered.





## 12.3 THE INTERFACE IS CLUTTERED WITH TOO MANY ELEMENTS

This subclass describes interfaces that overload the user with information, controls, and visual elements at once, making it difficult to focus or scan efficiently.

Common causes include:

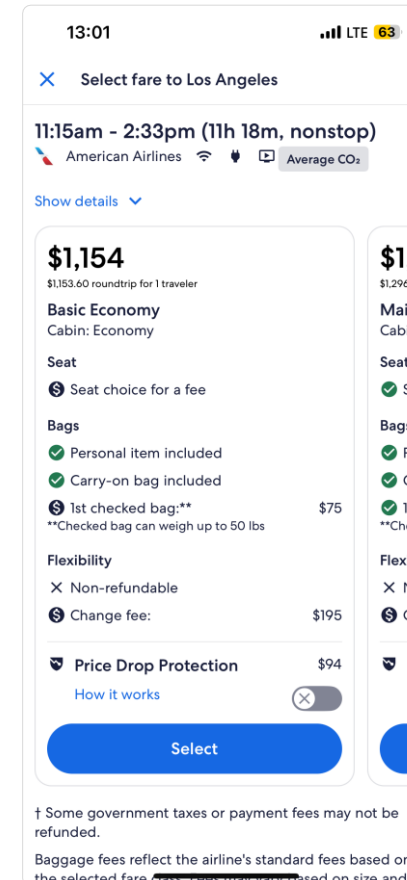
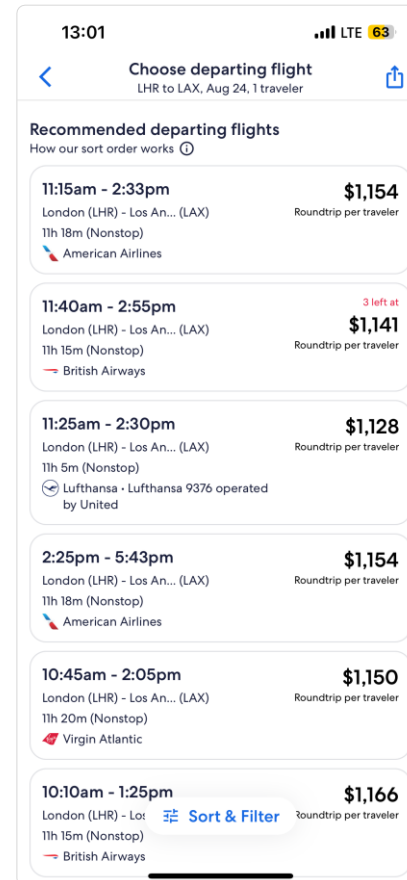
- Too many options or buttons on one screen
- Dense text with little white space
- Overuse of tooltips, pop-ups, or banners

# ← FIND PLANE TICKET FROM LONDON TO LOS ANGELES

⊗ Problem

After entering the flight details, the user is directed to the departure flight selection screen, which is cluttered with numerous similar-looking text boxes. Without visual cues to highlight key parameters, users struggle to identify the most suitable flights. After choosing a flight, the user arrives at the fare selection screen, also overloaded with small text and multiple elements. Fare selection screen has too many tiny indicators, making it hard to analyse information on the screen. This cluttered interface leads to cognitive overload and eye strain.

Expedia

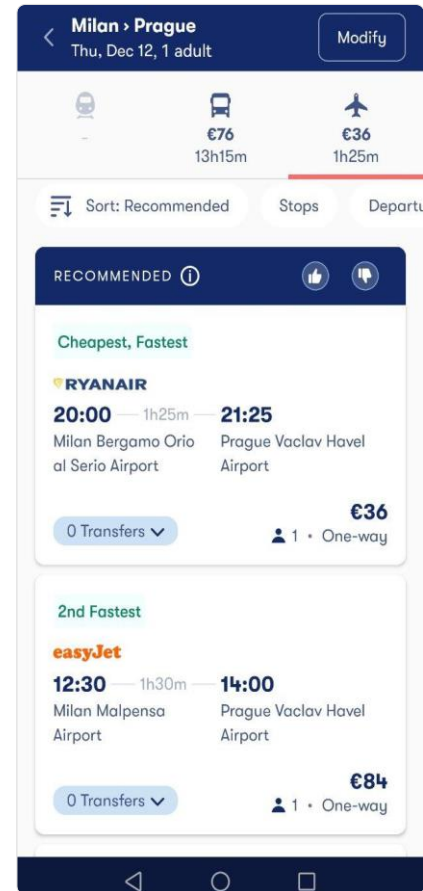


# ← FIND PLANE TICKET FROM LONDON TO LOS ANGELES

♥ Best Practice

Omio's plane booking form is well-designed, using visual cues and accents to help users navigate and quickly grasp essential information. Despite the app's modest color palette, the contrast between blue and white establishes clear boundaries, enhancing readability, and a legible font guarantees eye comfort while using the app. The colorful airline logos add visual interest and brand recognition, while elements with greater visual weight — such as bright inscriptions like “2nd Cheapest” or “Fastest” — draw attention to the most suitable tickets, helping users quickly identify the best options.

Omio





## 12.4 THE INTERFACE LACKS VISUAL CUES AND ACCENTS FOR A QUICK INFORMATION RETRIEVAL

This subclass applies when users cannot quickly locate key data or actionable elements because the interface lacks distinctive visual markers, grouping, or emphasis.

Without visual guidance, users must scan the entire screen, which slows them down and strains their attention. Unlike 9.1 – where a single important element is poorly styled or positioned – here the problem lies in the absence of a coherent visual hierarchy across the whole interface.

Users are not searching for one specific item, but rather trying to **make sense of the screen as a whole**, and the lack of visual cues forces them to scan everything with extra effort: *“I can’t tell what’s important here – it all looks the same.”*

Common problems include:

- Uniform typography with no emphasis (e.g., bold, color differentiation)
- No grouping or separation between content sections
- Absence of visual anchors like icons, headings, or highlights

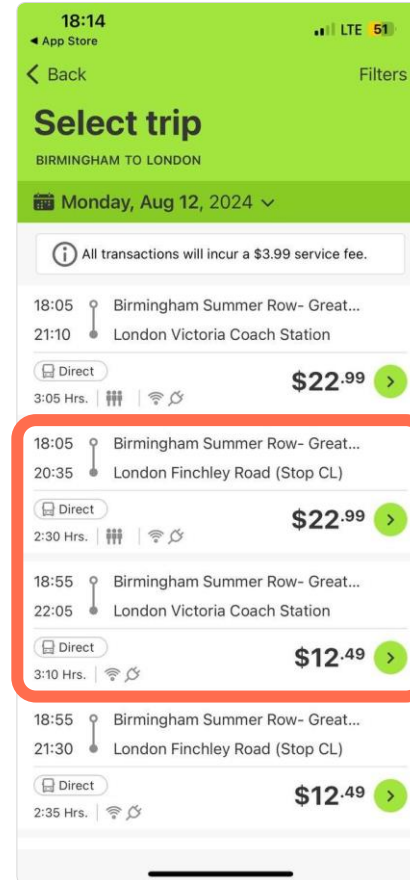
The issue is often rooted in poor design system foundations – either because no visual hierarchy was defined, or because the service relies on a generic UI template not adapted to the content.

# ← BROWSE FOR FASTEST BUS TICKET

⊗ Problem

## Flixbus

The interface lacks visual cues and accents in the ticket list, causing user confusion. The divider used to separate distinct tickets is similar to the one used to organize details within a single ticket. This forces users to actively decipher the layout rather than scanning it intuitively, creating unnecessary cognitive load and increasing the risk of selection errors during the purchase journey.



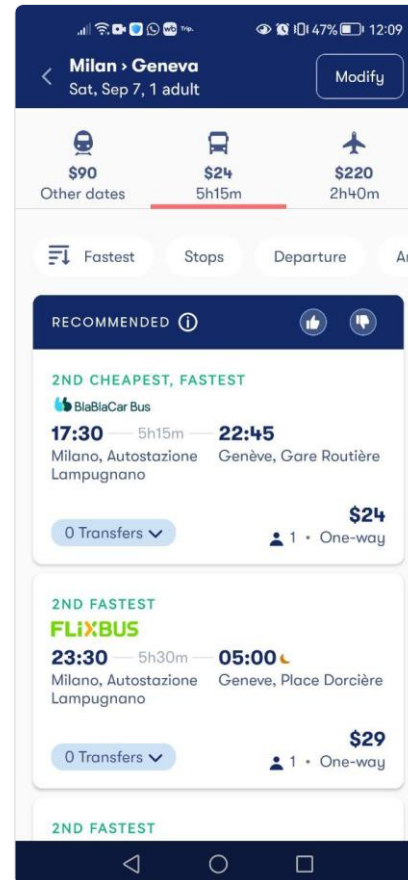
# ← BROWSE FOR FASTEST BUS TICKET

♥ Best Practice

Omio's bus booking form is well-designed, using visual cues and accents to help users navigate and quickly grasp essential information. Despite the app's modest color palette, the contrast between blue and white establishes clear boundaries, enhancing readability.

The colorful bus company logos add visual interest and brand recognition, while elements with greater visual weight — such as bright inscriptions like “2nd Cheapest” or “Fastest” — draw attention to the most suitable tickets, helping users quickly identify the best options. The search results can also be sorted by “Fastest”, further simplifying the process of finding the most convenient tickets.

Omio





# RESEARCH METHODOLOGY

## ← SELECTION OF DIGITAL SERVICES

We conducted an in-depth analysis of **89 digital interfaces**, including mobile apps (Android and iOS), and websites.

To uncover UX challenges and identify reference solutions, our research spanned a broad spectrum of local and international services with English-language interfaces. The scope included the following categories:

- **Financial Services:** Mobile banking apps, investment platforms, and cryptocurrency wallets
- **E-commerce:** Food and grocery delivery services, online marketplaces, rental and retail platforms.
- **Travel and Transportation:** Airlines, taxi services, and public transport systems.
- **Educational Platforms:** Digital learning environments.

- **Content-Driven Services:** Music and E-books.
- **Public Services and Utilities:** Government portals, medical centers, utility providers.
- **Social and Communication Ecosystems:** Telecom providers, social communication platforms.

This diversity helped to identify common UX problems that span across various types of digital products.

Giant tech companies (e.g., Google, Amazon, Netflix, Apple), small local services and the gaming industry were excluded from the research. We excluded the video game industry because it fundamentally differs from other digital services: while others strive to make interactions as efficient as possible, video games encourage prolonged interaction.

## ← STEPS FOR SOURCE ANALYSIS

We believe that scenarios provide a structured way to understand how users interact with the service in real-world situations. That's why for each service we defined scenarios based on user needs:

for example, ordering a food delivery or making a money transfer. These workflows were executed step-by-step within the respective interfaces, with all observed UX problems meticulously documented.

After finding problems, we tagged and categorized each of them along these dimensions:

- **Class and Cluster**
- **Service Category**
- **Severity Level**
- **User Scenario Type**
- **UI Components**

Multiple UI components could be involved in a single UX problem. To reflect this, a multi-tagging approach was used. Calculating UI component frequency involved dividing total tags by UX issues, resulting in percentages over 100%.

This structured approach enabled us to compile a robust database of over **350 UX problems**, derived from more than **100 user tasks** across a wide range of digital services.

In the final stages of the research we **selected 84 exemplary UX problem cases from the database that serve as illustrations for each class of issues** in our typology. They were chosen by experts, meaning they are not backed by UX testing or quantitative measurements.

The database offers actionable insights into the distribution and frequency of UX issues across classes, service types, and UI components. While foundational, its scope limits representativeness without additional validation. As such, the insights should be viewed as indicative rather than fully representative of the broader landscape of digital services.



# STATISTICAL ANALYSIS OF UX PROBLEMS

UX problems were found in 81 of the 89 digital services studied (91%). In total, 363 UX issues were identified.

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## ← KEY INSIGHTS

Our research shows that **91% of the services** we examined **have UX issues**. Fintech, Education, and Travel & Transportation stand out as the most problematic categories, with frequent and high-severity issues observed across various scenarios. Notably, Registration and Login Forms are the most problematic UI components, as users encounter excessive steps, confusing layouts, and technical errors during account creation and authentication. Additionally, Search and Sorting mechanisms have emerged as a high-priority area for improvement.

### Financial Services

**Primary UX Challenges:** Users face difficulties during transactions and payments due to unclear financial information and unfriendly language, as well as during signup and login, where rigid forms and ambiguous field labels impede progress. The need to re-enter information unnecessarily further frustrates users.

**Additional Pain Points:** Challenges include locating support easily, dealing with mislabeled tabs, and managing incomplete transaction histories.

### Education

**Primary UX Challenges:** Users struggle with sorting and filtering functionalities, and malfunctioning media controls disrupt content consumption.

**Additional Pain Points:** The requirement to switch from the app to a browser to manage subscriptions creates an inconsistent experience.

# ← KEY INSIGHTS

## Travel and Transportation

**Primary UX Challenges:** Navigation is poorly adapted to the non-linear booking process, with mobile-unfriendly layouts and flight details that are either hidden or not clearly highlighted.

**Additional Pain Points:** Inconvenient data entry and the absence of modern payment methods further complicate the user experience.

## E-commerce

**Primary UX Challenges:** Users experience issues with confusing or missing filters, unpredictable search results, and difficult cart management, which hinder product discovery and purchase completion.

**Additional Pain Points:** Overloaded screens, pricing transparency issues, and a lack of customization options for user preferences also contribute to a suboptimal experience.

## Social and Communication Ecosystems

**Primary UX Challenges:** Difficulty with basic tasks like logging out or changing language settings, compounded by crowded layouts and small fonts.

## Content-Driven Services

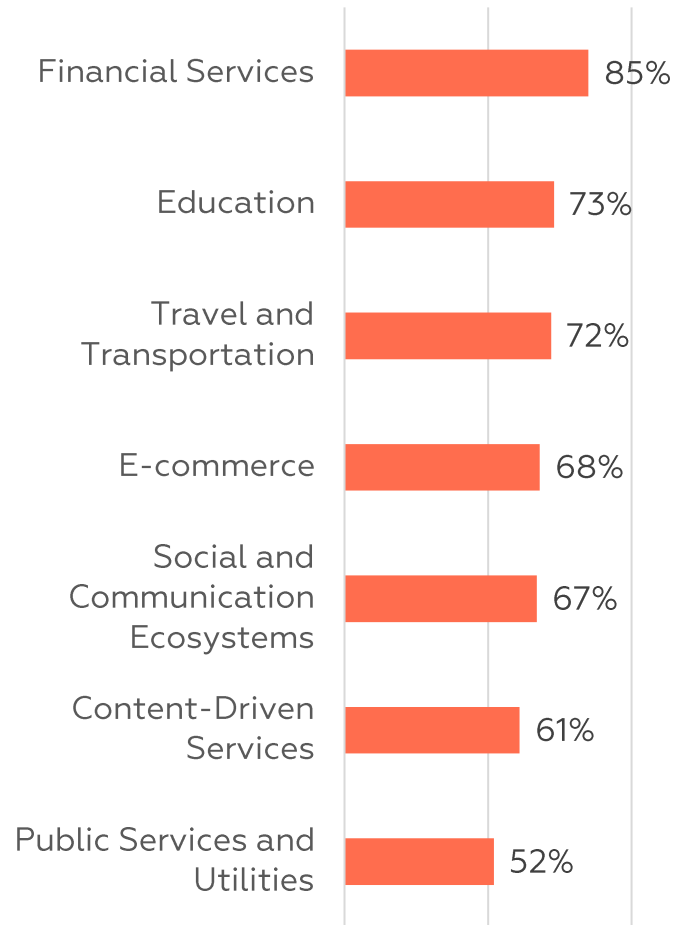
**Primary UX Challenges:** Non-standard login flows, unclear subscription management, and limited customization options, such as theme changes.

## Public Services and Utilities:

**Primary Challenges:** Users encounter unclear payment status updates and overly complex navigation for tasks like bill payments, although these issues are generally less severe compared to other categories.



# ← FREQUENCY OF UX PROBLEMS BY SERVICE CATEGORY



The chart shows the relative frequency of UX problems across service categories, measured as the proportion of identified problems compared to the total number of testing scenarios in this category.

**Financial Services:** The most challenging service category, with users struggling against high complexity and overloaded workflows. Common issues include unresponsive screens, cryptic error messages, and unclear labeling. Streamlined design and reduced friction in high-stakes interactions are critical here.

**Education:** Frustrations stem from inefficient workflows in search and sorting, media controls friction. Users also experience problems when performing actions such as canceling subscriptions or managing their account, as these actions require switching between the app and a browser.

**Travel and Transportation:** Poor navigation and disorganized information create hurdles during registration, booking, and fare searches.

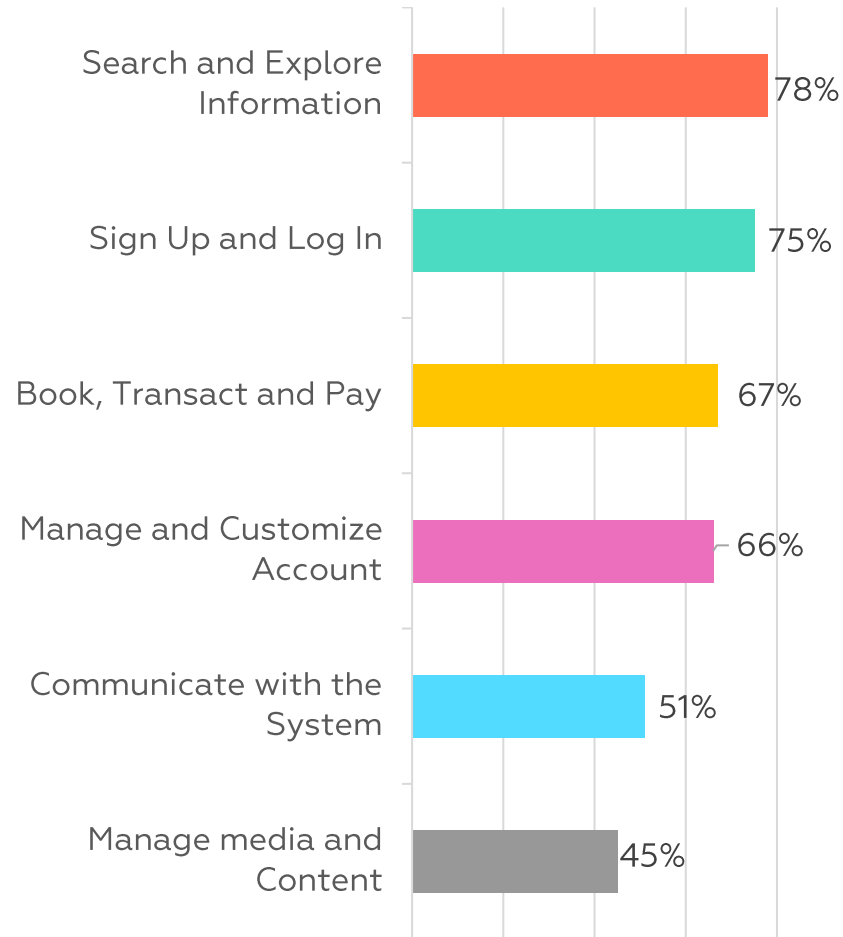
**E-commerce:** UX problems stem from difficulties in app navigation due to confusing or missing filters, inability to edit or delete information easily, and problematic item handling in carts.

**Social and Communication Ecosystems :** Ambiguity in content presentation (crowded layouts, small fonts) and unintuitive workflows for core tasks like logging out or changing language settings disrupt user interactions.

**Content-Driven Services:** Issues like non-standard login flows, unclear subscription management, and limited customization options, such as theme change, impact user experience.

**Public Services and Utilities:** While generally less problematic, issues such as unclear payment status updates and overly complex navigation for key tasks like bill payments remain areas for improvement.

# ← FREQUENCY OF UX PROBLEMS BY USER SCENARIO



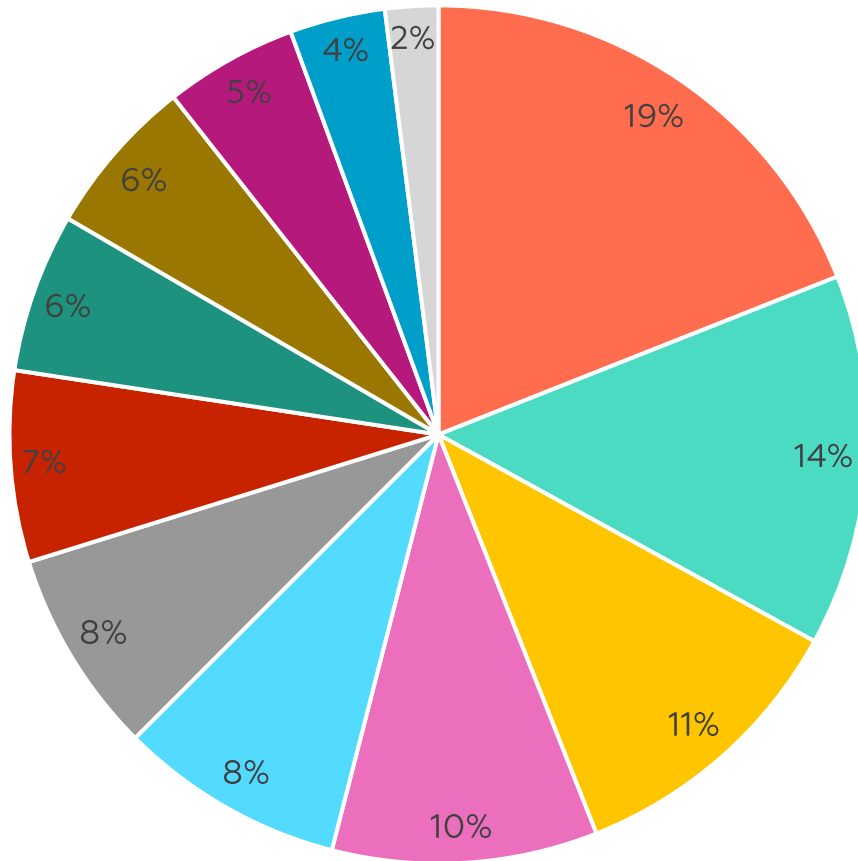
The chart illustrates the relative frequency of UX problems across service categories, measured as the proportion of problems identified in each cluster compared to the total number of UX problems found.

The most problematic scenario, **Search and Explore Information**, involves significant challenges with navigation, overloaded interfaces, ambiguous filters, and poorly structured catalogs. These issues make it difficult for users to efficiently retrieve essential content. The growing volume of information in services calls for a specialized design approach focused on intuitive navigation and streamlined access to large content streams.

The **Sign Up and Log In** scenario presents UX problems in 75% of cases. Users frequently encounter complex, multi-step registration processes without clear progress indicators, unclear form elements, or technical issues that block account creation or login. Overlapping UI components, such as keyboards covering input fields, further frustrate users. These issues create significant friction at a critical stage, often resulting in user drop-offs before they can access the service, ultimately impacting conversion rates.

Conversely, tasks related to **Manage Media and Content** show fewer issues. These scenarios, often tied to lifestyle services, benefit from smoother workflows and a more polished user experience compared to other use cases.

# ← FREQUENCY OF UX PROBLEMS BY CLUSTER



- 1. The Service is Not Adapted to My Task
- 3. I Have to Perform Too Many Actions
- 10. The Service Feels Unfamiliar or Illogical
- 2. The Service Doesn't Provide a Clear Path to the Needed Function
- 9. I Do Not Feel Informed While Using the Service
- 8. The Service Misleads Me
- 5. I Don't Understand What the Service Wants from Me
- 7. I Find It Difficult to Perform Actions Without Mistakes
- 11. The Language and Interface Elements Are Difficult to Understand
- 12. My Eyes Get Tired Quickly While Using the Service
- 6. I Don't Know Where I Am
- 4. I Have to Wait Too Long for the Results

The pie illustrates the relative frequency of UX problems across UX problems clusters, measured as the proportion of problems found in a cluster compared to the total number of problems found.



# ← FREQUENCY OF UX PROBLEMS BY CLUSTER

The most frequent cluster, **“The Service is Not Adapted to My Task”**, reflects insufficient flexibility for varying user needs. This creates frustration when services fail to accommodate diverse tasks.

The second most common cluster, **“I Have to Perform Too Many Actions”**, highlights inefficiencies in user journeys, with unnecessary steps and unclear processes hindering task completion.

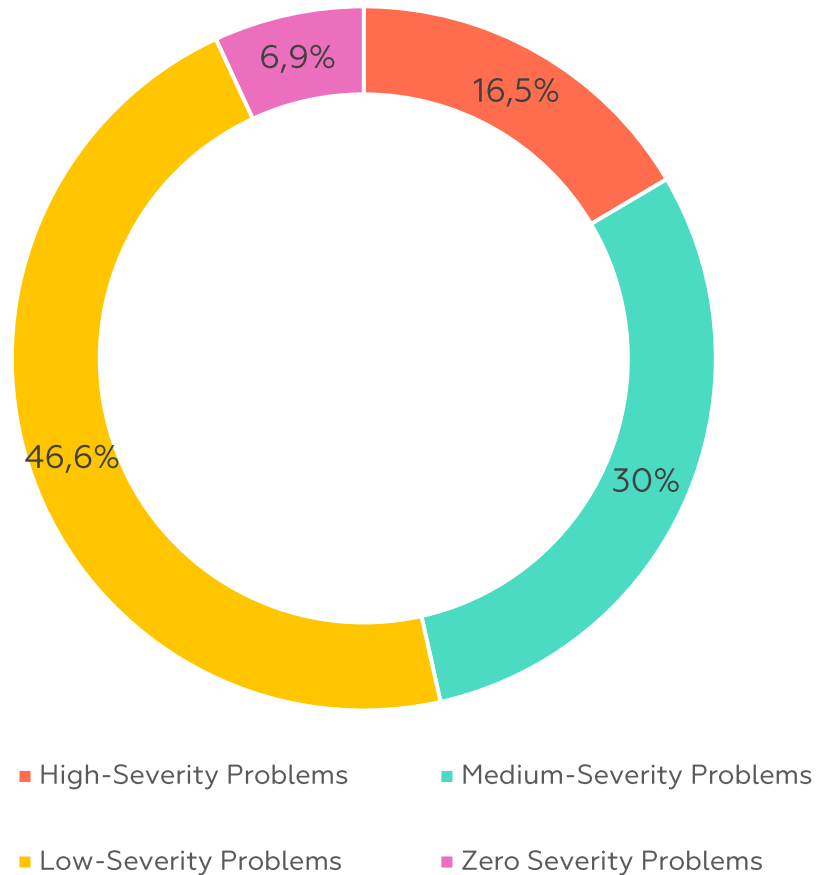
The third cluster, **“The Service Feels Unfamiliar or Illogical”**, shows how unconventional or inconsistent design choices break user expectations, forcing them to adapt to unfamiliar interfaces.

A slightly less frequent cluster, **“The Service Does Not Provide a Clear Path to the Needed Function or Information”**, emphasizes the importance of clear hierarchies and navigation structures to help users efficiently access key functions.

The rarest cluster of UX problems is **“I Have to Wait Too Long for the Results”**, which suggests that high performance is increasingly a standard feature of most services.

Similarly, **“I Don’t Know Where I Am”** and **“My Eyes Get Tired Quickly While Using the Service”** indicate that services are generally good at maintaining clarity in user position and using visually comfortable designs.

# ← DISTRIBUTION OF UX PROBLEMS BY SEVERITY LEVEL



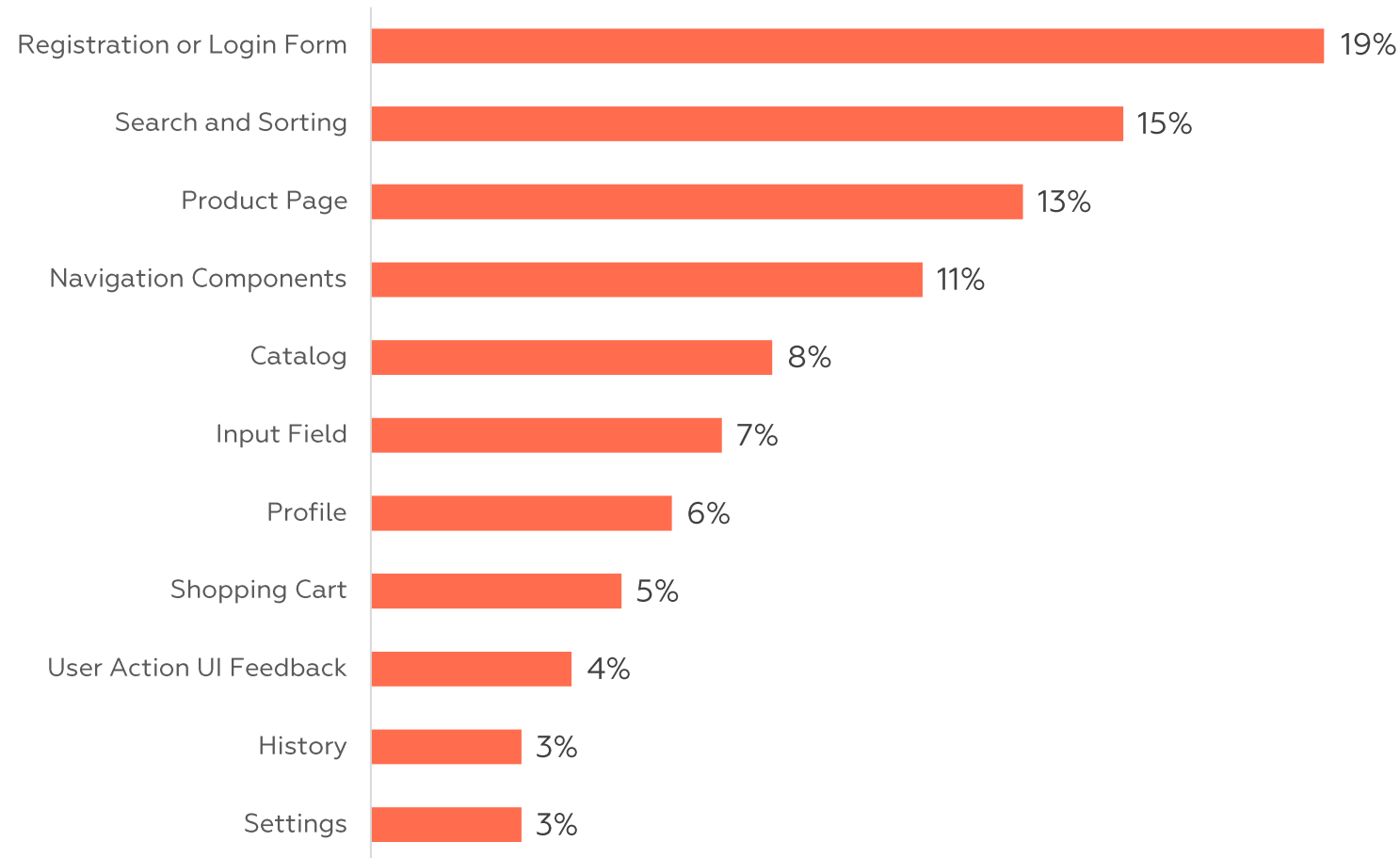
The analysis reveals that **46.6%** of UX problems are low-severity, **30%** are medium-severity, **16.5%** are high-severity, and **6.9%** are zero-severity (representing opportunities for improvement).

**High-Severity Problems:** Critical errors are most common in payment processes, where users encounter unexplained failures or when they get redirected to external browsers for actions like subscription cancellations. Other high-impact issues include unclear communication of essential details, such as service costs, or the absence of crucial features like receipts or language options. These problems significantly increase the likelihood of task abandonment.

**Medium-Severity Problems:** Poor navigation flows, missing essential functionality, and inadequate feedback during key interactions frequently disrupt the user experience. Users often struggle to locate critical actions, such as accessing billing details or completing purchases, and spend excessive time searching for basic options like reordering products or adjusting account preferences. Without clear feedback, users may repeat actions or abandon tasks out of confusion.

**Low-Severity Problems:** Common issues include unclear user feedback, missing progress indicators during processes such as order placement or account setup, and a lack of error prevention or guidance for complex workflows.

# ← FREQUENCY OF UX PROBLEMS BY UI COMPONENTS



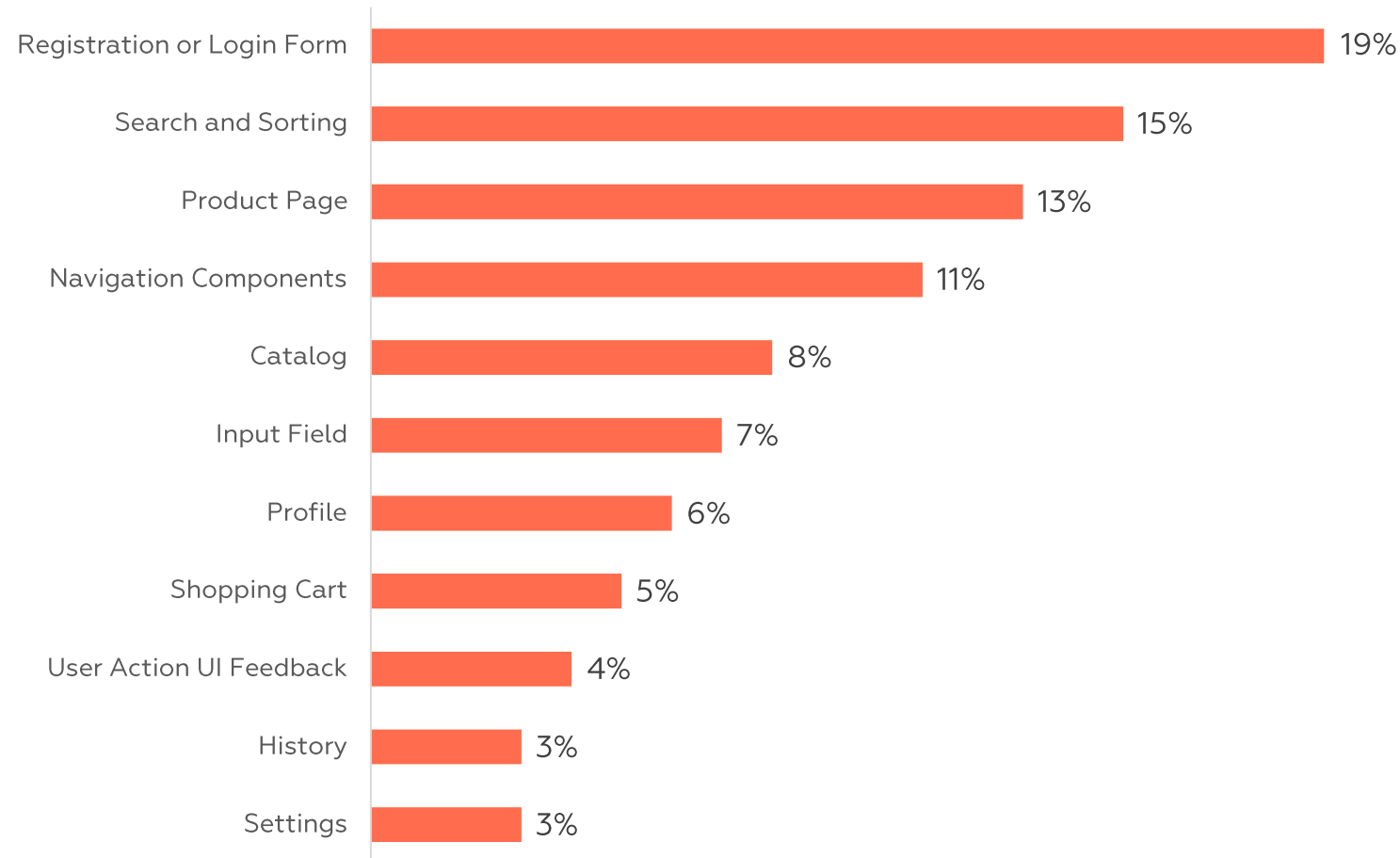
The chart illustrates the relative frequency of UX problems across UI components, measured as the proportion of problems identified in each component compared to the total number of problems found.. Components accounting for 2% or less are not shown.

The analysis of UX error shows that the majority of UX problems is concentrated in **Registration and Login forms, Search and Sorting, and Product Pages**. This indicates the need for prioritizing improvements in these components, as they are key interaction points for users engaging with the service.

Within **Registration and Login Forms** UX problems include broken flows like freezing, repeated data entry, unclear instructions, and inadequate error feedback. Users experience difficulty completing tasks such as linking bank accounts, completing registration, or confirming emails due to lack of guidance or unnecessary steps.

On **Product Pages** users often struggle to locate necessary details, such as pet transportation options, due to restricted functionality or lack of guidance. In some cases, users experience confusion when key elements, like seat pricing, being not updated or explained adequately.

# ← FREQUENCY OF UX PROBLEMS BY UI COMPONENTS



The chart illustrates the relative frequency of UX problems across UI components, measured as the proportion of problems identified in each component compared to the total number of problems found.. Components accounting for 2% or less are not shown.

In **Search and Sorting** components users struggle with sorting and filtering options, such as unclear sorting criteria for flights, the absence of useful filters like "lactose-free" for menu, or the inability to easily identify the cheapest or available options. The lack of intuitive and accessible interactions, such as the confusion caused by toggles, filters that don't update properly, or poorly labeled buttons, further complicates the experience.

As for **Navigation Components**, UX problems stem from unintuitive navigation paths that leave users struggling to find key features. Support sections are hard to locate, settings are hidden, and important functionalities like autopay management, withdrawals, and subscription cancellations are scattered across multiple sections.

Fewer issues were found in Support and help UI, Cross-Platform Connectivity, Notifications, Modal windows, Media Player, Map, Loading screen, and Checkout.

# ← FREQUENCY OF UX PROBLEMS BY SERVICE CATEGORY AND USER SCENARIO

**Financial Services** hinder users the most during Transacting and Paying and Signing Up and Logging In. When making transactions, users face frozen screens during critical actions like accepting PayPal transfer, difficulty locating key features like autopay settings or account top-ups, and visual design shortcomings, such as small icons, low contrast, and disappearing pop-ups. During Signup and Login, system freezes, vague error messages, and inconsistent input validation make the onboarding process unnecessarily complex.

**E-commerce platforms** face notable challenges in Exploring information. Problems arise with filtering and sorting systems, where filters reset after applying new options or display inconsistent results. Overloaded screens with promotional banners or irrelevant information often bury essential elements like menus or filters. Search functionalities also lack clarity, with vague sorting criteria like "Featured" or "Recommended", which fail to explain the logic behind the ordering.

| Service category          | Book, Transact, and Pay | Search and Explore Information | Sign Up and Log In | Manage and Customize Account | Communicate and Receive Feedback | Manage Media and Content |
|---------------------------|-------------------------|--------------------------------|--------------------|------------------------------|----------------------------------|--------------------------|
| E-commerce                | 28.6%                   | 42%                            | 23.5%              | 3.4%                         | 0.8%                             | 1.7%                     |
| Education                 | 0%                      | 30%                            | 12.5%              | 10%                          | 27.5%                            | 20%                      |
| Financial Services        | 44.6%                   | 1.8%                           | 37.5%              | 10.7%                        | 5.4%                             | 0%                       |
| Travel and Transportation | 36%                     | 31%                            | 29%                | 2%                           | 2%                               | 0%                       |
| Grand Total               | 28.7%                   | 28.1%                          | 25.9%              | 8.5%                         | 4.7%                             | 4.1%                     |

Color filling indicates relative frequency within this table – red = high, pink = medium. Categories with fewer than 30 total observations are not shown.



# ← FREQUENCY OF UX PROBLEMS BY SERVICE CATEGORY AND USER SCENARIO

In the Travel and Transportation sector, booking processes often frustrate users due to hindered navigation with mobile-unfriendly layouts and back buttons frequently resetting progress. Critical details — such as flight rules, pet or luggage restrictions, and seat pricing — are often hidden or poorly communicated, leaving users without essential information. Additional issues include small fonts, untranslated interface elements, and the lack of modern conveniences like autofill or payment integrations with platforms such as Google Pay, further disrupting the user experience.

| Service category          | Book, Transact, and Pay | Search and Explore Information | Sign Up and Log In | Manage and Customize Account | Communicate and Receive Feedback | Manage Media and Content |
|---------------------------|-------------------------|--------------------------------|--------------------|------------------------------|----------------------------------|--------------------------|
| E-commerce                | 28.6%                   | 42%                            | 23.5%              | 3.4%                         | 0.8%                             | 1.7%                     |
| Education                 | 0%                      | 30%                            | 12.5%              | 10%                          | 27.5%                            | 20%                      |
| Financial Services        | 44.6%                   | 1.8%                           | 37.5%              | 10.7%                        | 5.4%                             | 0%                       |
| Travel and Transportation | 36%                     | 31%                            | 29%                | 2%                           | 2%                               | 0%                       |
| Grand Total               | 28.7%                   | 28.1%                          | 25.9%              | 8.5%                         | 4.7%                             | 4.1%                     |

Color filling indicates relative frequency within this table — red = high, pink = medium. Categories with fewer than 30 total observations are not shown.



# ← FREQUENCY OF UX PROBLEMS BY CLUSTER AND USER SCENARIO

|                                | 1. The Service is Not Adapted to My Task | 3. I Have to Perform Too Many Actions | 10. The Service Feels Unfamiliar or Illogical | 2. The Service Does Not Provide a Clear Path to the Needed Function | 9. I Do Not Feel Informed While Using the Service | 8. The Service Misleads Me | 5. I Don't Understand What the Service Wants from Me | 7. I Find It Difficult to Perform Without Mistakes | 11. The Language and Interface Elements Are Difficult to Understand | 12. My Eyes Get Tired Quickly While Using the Service |
|--------------------------------|--|---------------------------------------|---|---|---|----------------------------|--|--|---|---|
| Book, Transact, and Pay        | 13%                                      | 15%                                   | 10%   | 14%   | 13%   | 7%                         | 3%   | 4%   | 5%  | 8%  |
| Manage and Customize Account   | 25.8%                                    | 9.7%                                  | 0%  | 16%   | 6.5%  | 9.7%                       | 12.9%  | 3.2%   | 6.5%  | 3.2%  |
| Search and Explore Information | 23.5%                                    | 11.8%                                 | 14.7%   | 6.9%  | 9.8%  | 8.8%                       | 3.9%   | 2.9%   | 8.8%  | 6.9%  |
| Sign Up and Log In             | 12.8%                                    | 21.3%                                 | 14.9%   | 5.3%  | 0%  | 5.3%                       | 14.9%  | 11.7%  | 4.3%  | 1.1%  |
| Grand Total                    | 18.7%                                    | 14%                                   | 11.3%   | 10.2%   | 8.5%  | 7.7%                       | 7.2%   | 6.1%   | 5.8%  | 4.7%  |

User scenarios with fewer than 30 total observations are not shown. Clusters where UX problem percentages did not exceed 8% in any scenario were excluded from the chart. These were: "6. I Don't Know Where I Am" and "4. I Have to Wait Too Long for the Results". Color filling indicates relative frequency within this table — red = high, pink = medium.



# ← FREQUENCY OF UX PROBLEMS BY CLUSTER AND USER SCENARIO

**Book, Transact, and Pay** scenarios exhibit a balanced distribution of UX issues across multiple clusters. Users are required to perform excessive manual input due to the absence of autofill and poorly optimized forms, which increases cognitive load and the risk of errors. Additionally, unclear navigation paths hinder access to essential functions such as support options, top-up features, notifications, and bill payments. Service non-adaptability further impedes the booking, transacting, and paying processes. Menus often lack essential filters and sorting options, and payment methods are limited. Furthermore, users are insufficiently informed about available payment and top-up methods. They lack clarity during the booking process and receive unclear instructions for modifying booking details. Moreover, services lack transparency regarding fund management, transfer limits, and delivery options, preventing users from making informed decisions.

**Manage and Customize Account** scenarios primarily frustrate users due to a lack of adaptability to their tasks. Subscription cancellations often require switching to a browser and logging in again, creating unnecessary friction. Users face difficulties editing existing addresses, disconnecting services, or modifying plans, as inactive buttons and missing functionalities force them to rely on offline support.

**Search and Explore Information** scenarios exhibit significant shortcomings in task adaptability. Users struggle with missing sorting and filtering options for flights, courses, jobs, and deliveries, forcing them to manually sift through irrelevant results. Additionally, the lack of clear feedback — such as unavailable flights being indistinguishable from technical errors — creates confusion. Poor usability is evident in restrictive interactions, like the inability to save flights or manage multiple restaurant carts.

Furthermore, broken or non-intuitive elements, such as unclickable icons or repeated data entry, increase user friction.

**Sign up and Login** scenarios compel users to perform redundant actions, such as repeatedly entering the same information or logging in again after registration. Inefficient data entry methods, like excessive scrolling for date selection or the inability to auto-fill fields, slow down interactions and degrade the user experience.

# ← FREQUENCY OF UX PROBLEMS BY USER SCENARIO AND UI COMPONENTS

|                                | Registration or Login Form | Search and Sorting | Product Page | Navigation Components | Catalog | Input Field | Profile | Shopping Cart | User Action UI Feedback | History | Settings |
|--------------------------------|----------------------------|--------------------|--------------|-----------------------|---------|-------------|---------|---------------|-------------------------|---------|----------|
| Book, Transact, and Pay        | 4%                         | 5%                 | 16%          | 16%                   | 10%     | 10%         | 1%      | 14%           | 3%                      | 8%      | 2%       |
| Manage and Customize Account   | 3%                         | 3%                 | 19%          | 10%                   | 10%     | 3%          | 23%     | 0%            | 0%                      | 3%      | 16%      |
| Search and Explore Information | 0%                         | 43%                | 17%          | 13%                   | 17%     | 2%          | 4%      | 4%            | 3%                      | 0%      | 2%       |
| Sign Up and Log In             | 69%                        | 1%                 | 0%           | 5%                    | 0%      | 13%         | 10%     | 0%            | 9%                      | 0%      | 2%       |
| Grand Total                    | 19%                        | 15%                | 13%          | 11%                   | 8%      | 7%          | 6%      | 5%            | 4%                      | 3%      | 3%       |

User scenarios with fewer than 30 total observations are not shown. UI Components where UX problem percentages did not exceed 8% in any scenario were excluded from the chart. These were: Notifications, Support UI, Cross-Platform Connectivity, Modal Windows, Media Player, Map, Loading Screen, Checkout.. Color filling indicates relative frequency within this table – red = high, pink = medium.



# ← FREQUENCY OF UX PROBLEMS BY USER SCENARIO AND UI COMPONENTS

**Navigation Components:** UX issues with navigation are pervasive across nearly all scenarios. Poorly structured hierarchies and unclear pathways disrupt user journeys, making navigation a critical area for improvement.

**Search and Sorting:** Problems in this components are concentrated within the Exploring Information scenario. Interfaces often lack robust filtering and sorting tools, forcing users to scroll through large amounts of content without clear options for narrowing their search. This creates friction in accessing relevant information.

**Input Fields:** Problems are common when users Book, Transact and Pay, and Sign Up or Log In. Users frequently encounter unclear error messages when entering incorrect data, such as emails or passwords. Data entry workflows, like splitting phone numbers into separate fields or omitting autofill, add unnecessary complexity.

**Loading Screens:** While not widespread, issues

arise during Sign Up or Log In or Managing and Customizing Account, where freezing screens and delayed loading indicators interrupt task flows, leaving users uncertain about progress.

**Catalog:** UX issues are prevalent in Search and Explore Information scenario and extend to Book, Transact and Pay and Manage and Customize Account scenarios. Common problems include poorly organized content layouts and unresponsive elements that hinder efficient browsing.

**Product Pages:** Problems occur across all scenarios except Sign Up and Log In. Common challenges include incomplete product descriptions, missing imagery, or unclear calls-to-action, impacting decision-making during tasks like purchasing or exploring products.

**Shopping Cart:** Significant issues arise during Booking, Transacting and Paying, with carts disappearing after app minimization or account

registration. Users often struggle to adjust quantities or delete items intuitively, disrupting their purchase experience.

**Checkout:** Checkout components showed no UX problems, which we connect with its high business Impact. As checkout directly affects conversion rates and revenue, services prioritize ensuring a smooth checkout process.

**Registration or Login Form:** These are the most problematic UI components and naturally appear during Sign Up and Log In. Cases include unclear error messages that fail to provide explanation or suggest solutions, such as when errors persist during email entry or password reset without hints to guide the user. Other common cases include redundant steps like re-entering previously submitted information and forms lacking immediate validation.

# ← FREQUENCY OF UX PROBLEMS BY USER SCENARIO AND UI COMPONENTS

**Profile:** UX problems are likely to be encountered during Manage and Customize Account tasks. Critical functions like managing subscriptions often require external apps or desktop access. Essential actions like canceling services or unlinking payment methods are unavailable, forcing users to use offline support channels.

**History:** Problems are rare but occur during Communicate and Receive Feedback tasks. For instance, in apps like Open Talk, users cannot reconnect with previous contacts from call history, reducing the efficiency of the interaction.

**Settings:** Problems arise during Managing an Account, where users struggle to customize key features such as themes or language settings.

**Notifications:** While infrequent, problems appear in all scenarios except Communicate and Receive Feedback and Manage Media and Content. In revealed cases notifications provide unclear information to the user. For example, when the user logs into the internet speed testing app, they

are immediately shown a notification stating that the connection status is unavailable, making an impression that it is not possible perform the internet speed test. However, in fact, after tapping the speed test button the app performs the test without any problems.

**Support UI:** Issues are logically concentrated in the scenario of Communicating with the System or Other User, where users face difficulty finding support content or navigating poorly structured help sections. Inefficient layouts and unclear articles fail to meet user needs.

**Modal Windows:** Challenges arise during Searching and Exploring Information, Booking, Transacting and Paying, and Signing Up and Logging In. Issues include modal pop-ups with insufficient information, like the small transfer success notification that disappears too quickly or unclear error messages, such as "Please try again" without any hints on resolving issues.

**Cross-Platform Connectivity:** Problems during Booking, Transacting and Paying, Managing and Customizing Account, and Signing Up and Logging In are tied to a lack of quick login options, adding friction to the user journey.

**User Action UI Feedback:** Issues frequently appear during Signing Up and Logging In and Communicating with the System or Other User. For example, after successfully resetting a password, users may be required to re-login unnecessarily, creating a disjointed experience.

**Media Player:** Although uncommon, problems during Managing Media and Content include inconsistency in applying settings, such as playback options, frustrating users during leisure tasks.

**Map:** Issues in Searching and Exploring Information, Booking, Transacting and Paying, and Signing Up and Logging In scenarios include maps appearing too small or overly zoomed in, obstructing users from properly viewing locations or navigating to desired destinations.

# ← FREQUENCY OF UX PROBLEMS BY SERVICE CATEGORY AND CLUSTER

|                           | 1. The Service is Not Adapted to My Task | 3. I Have to Perform Too Many Actions | 10. The Service Feels Unfamiliar or Illogical | 2. The Service Does Not Provide a Clear Path to the Needed Function | 9. I Do Not Feel Informed While Using the Service | 8. The Service Misleads Me | 5. I Don't Understand What the Service Wants from Me | 7. I Find It Difficult to Perform Without Mistakes | 11. The Language and Interface Elements Are Difficult to Understand | 12. My Eyes Get Tired Quickly While Using the Service |
|---------------------------|--|---------------------------------------|---|---|---|----------------------------|--|--|---|---|
| E-commerce                | 21%                                      | 18%                                   | 6%  | 19.3%   | 3.6%  | 6.7%                       | 5%   | 4.2%   | 8.4%  | 4.2%  |
| Education                 | 32.5%                                    | 2.5%                                  | 12.5%   | 10%   | 10%   | 15%                        | 5%   | 5%   | 3%  | 0%  |
| Financial Services        | 5%                                       | 16%                                   | 16%   | 7%  | 18%   | 9%                         | 5%   | 4%   | 9%  | 5%  |
| Travel and Transportation | 18.4%                                    | 17.5%                                 | 4.9%  | 7.8%  | 9.7%  | 5.8%                       | 7.8%   | 8.7%   | 3.9%  | 7.8%  |
| Grand Total               | 19%                                      | 14%                                   | 10%   | 11%   | 9%  | 8%                         | 7%   | 6%   | 6%  | 5%  |

Categories with fewer than 30 total observations are not shown. Clusters where UX problem percentages did not exceed 8% in any scenario were excluded from the chart. These were: "6. I Don't Know Where I Am" and "4. I Have to Wait Too Long for the Results". Color filling indicates relative frequency within this table – red = high, pink = medium.



# ← FREQUENCY OF UX PROBLEMS BY SERVICE CATEGORY AND CLUSTER

In the E-commerce domain users also suffer from lack of task-specific customization and flexibility in key functionalities. Issues include poor order history management tools, such as the inability to sort previous orders by date or understand the quantity of items in a previous order. Other cases include inflexible registration and sign-in processes due to absence of social login options, and personalization being hindered by limited options to specify preferences like cutlery quantity in tableware set.

In E-commerce users also are faced with unfamiliarity and illogicality of the service. Examples include filters resetting sorting options unexpectedly, search results behaving unpredictably due to unclear sorting logic, and cart behaviors like deleting items or emptying after registration without warning.

Finally, in the E-commerce sector users are also forced to perform too many actions. Services offer overly time-consuming interactions, such as increasing item quantities via dropdowns instead of simpler "+" or "-" buttons, lack of streamlined input options, such as multi-photo uploads or searchable dropdowns.

**Education** services tend to lack adaptivity to users tasks. For instance, users face issues with functionalities like subscription cancellation, where they need to switch from the app to a browser, requiring additional login steps. This disrupts the continuity of the task. While watching a lecture subtitles controls fail to work correctly; errors occur when users attempt to filter courses by multiple categories or languages, limiting their ability to browse content efficiently.

# ← FREQUENCY OF UX PROBLEMS BY SERVICE CATEGORY AND CLUSTER

In **Financial Services** users often face confusion due to insufficient information. Insufficiency reveals at transaction success being vague or hidden in small pop-ups, leading to uncertainty about whether the operation was completed. Transaction histories lack explanations, leaving users to speculate why certain entries are missing or unclear. Users are also unable to retrieve necessary documentation, such as payment receipts. Interfaces, especially in crypto wallets, lack tooltips and explanations for complex terms and entities.

In **Financial Services**, users also often have to perform too many actions such as being asked to re-enter information already provided earlier, like SSN, address, without clear reasons. There are also extra actions required when attempting to link a bank card or set up autopay, as they are unexpectedly redirected or required to make extra selections, such as manually toggling payment options or entering redundant details like

date of birth without helpful formatting.

**Travel and Transportation** sector lacks adaptation to various user tasks. For example, flight search results cannot be sorted by key criteria such as price or departure time, or options for selection of time zone, language, and currency are inflexible. Users are also limited by payment options, as services only accept bank cards or bank transfers, excluding modern methods like Google Pay or PayPal.

**Travel and Transportation** services also force users to perform too many actions. Users often face unnecessary complexity when entering data, such as having to scroll through long lists to select options like countries or years of birth. Additionally, tasks like selecting a flight or ticket require multiple steps or navigating back and forth between screens.



# ← FREQUENCY OF UX PROBLEMS BY USER SCENARIO AND SEVERITY LEVEL



Scenarios with fewer than 30 total observations are not shown.

**Book, Transact, and Pay** scenarios present significant high-severity issues. Users often struggle to locate essential features, such as topping up their balance or adding extras like sports equipment to a flight booking. This challenge is compounded by the inability to resume unfinished actions after session timeouts or app closures, forcing users to restart the process from the beginning.

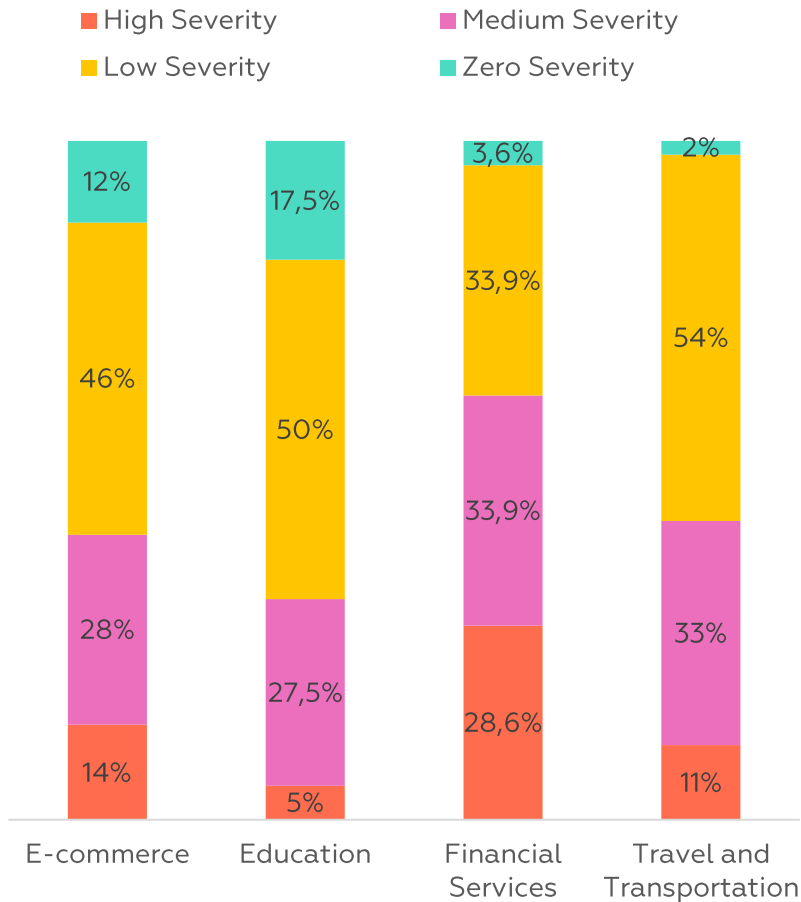
In **Manage and Customize Account** scenario, users encounter severe friction when managing subscriptions. Tasks such as canceling a plan often require switching to a browser, disrupting the expectation of seamless in-app functionality. Non-interactive tabs create confusion by failing to clearly indicate available actions. Basic customization tasks, such as changing the app's language, frequently rely on unintuitive processes (e.g., accessing settings via non-standard UI elements), deviating from established design conventions and increasing cognitive effort.

**Sign Up and Log In** scenarios suffer from unclear error messaging, lack of guidance, and rigid system constraints. Users struggle with vague or misleading error messages that do not explain the cause of an issue or how to resolve it, such as incorrect password criteria or unsupported locations. Poor labeling and terminology create confusion, and irreversible actions, such as automatic account deletion due to email verification failure, lead to user frustration and decreased trust in the service.

Low-severity issues dominate most scenarios, indicating general usability inconsistencies that cause minor friction but rarely disrupt task completion.

However, high-severity issues are frequent in Managing and Customizing Account, Book, Transact and Pay, and Sign Up and Log In scenarios, where friction impacts critical user journeys.

# ← FREQUENCY OF UX PROBLEMS BY SERVICE CATEGORY AND SEVERITY LEVEL



Categories with fewer than 30 total observations are not shown.

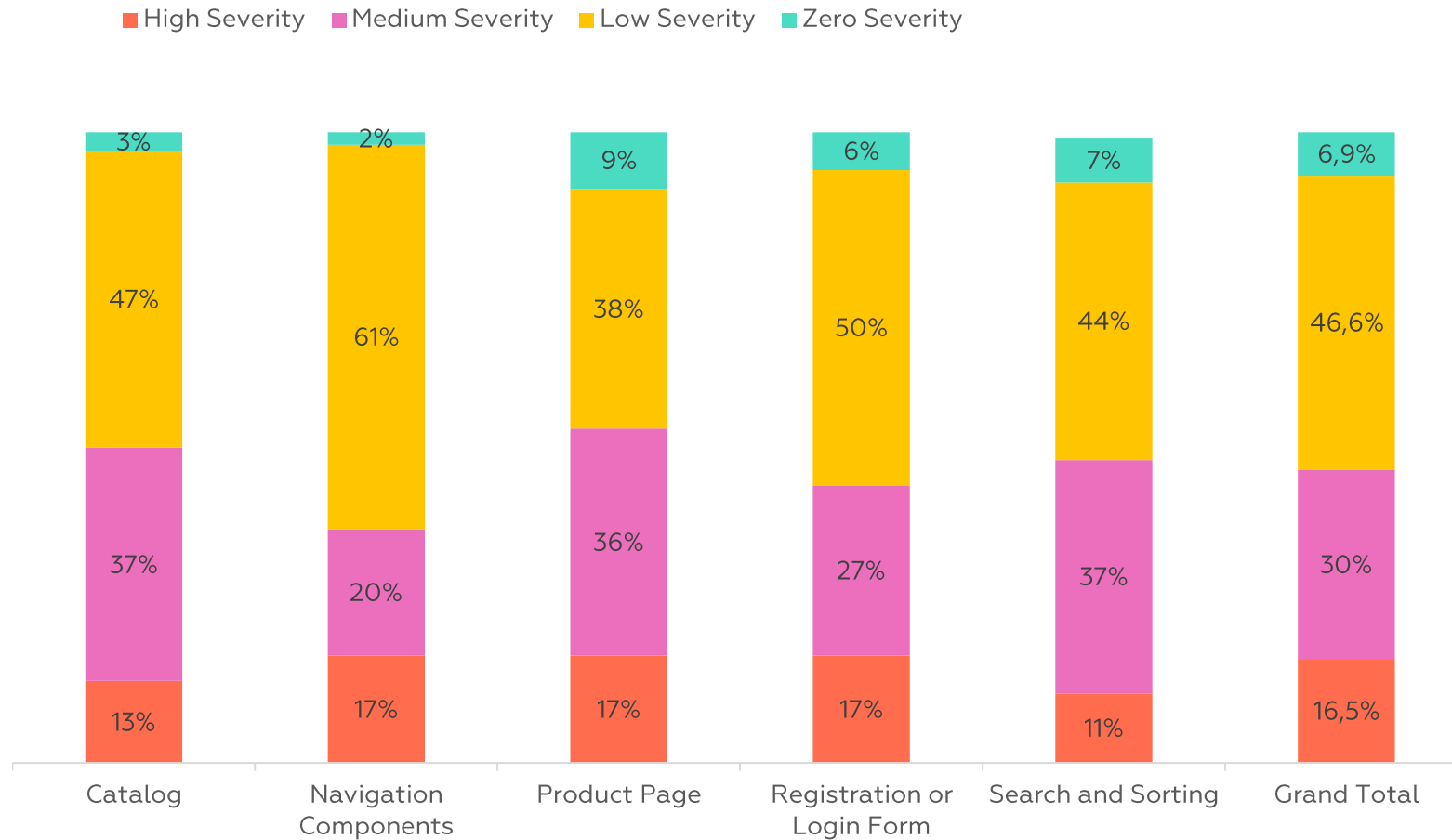
**E-commerce** predominantly experiences low-severity issues, but high-severity problems are also present. High-severity issues manifest through unintuitive cart management, including the erasure of selected items, disappearing carts without warning, and carts being unavailable across different screens. Additionally, mixed languages and the lack of essential features like delivery time filtering or multiple filter choices significantly hinder user experience and satisfaction.

**Financial Services** demonstrate an almost equal distribution across all severity levels. High-severity issues include poorly labeled or hidden functionalities and unclear presentation of critical information, such as trader success rates. Errors during account verification disrupt key user journeys, and functional gaps like the inability to retrieve transaction receipts post-payment further reduce usability and trust in the service.

**Education** faces mostly low-severity problems, with only a few high-severity UX issues identified. While minor usability inconsistencies are prevalent, the impact on critical user tasks remains limited, allowing for targeted improvements without widespread disruption.

**Travel and Transportation** users encounter high-severity problems related to incomplete or hidden information, such as luggage and sports equipment policies, which only become apparent late in the booking process. Frequent disruptions, like disappearing bookings or expired sessions, necessitate unnecessary repetition of tasks. Poor feedback mechanisms, including unclear error messages and unresponsive calendar interfaces, increase user confusion and frustration.

# ← FREQUENCY OF UX PROBLEMS BY UI COMPONENTS AND SEVERITY LEVEL



**Catalog:** While low-severity problems are most frequent, high-severity issues also occur. UX challenges stem from unclear or misleading information, poor visibility of critical data, and confusing navigation. For instance, important trading metrics are displayed in small, pale text without context, making them difficult to interpret. Furthermore, price inconsistencies in rental services frustrate users by revealing additional charges only at later stages of the process.

**Navigation Components:** These components primarily exhibit low-severity issues, with occasional medium and high-severity problems. High-severity issues include redirecting users from the app to a browser and obscuring essential functions such as logging out or accessing P2P transfers under unclear labels. These navigation challenges hinder users' ability to locate key features like the shopping cart or premium upgrade options, potentially impacting user satisfaction and conversion rates.

# ← FREQUENCY OF UX PROBLEMS BY UI COMPONENTS AND SEVERITY LEVEL

**Search and Sorting:** Most issues in this area are low-severity, but some are highly severe. For example, when users make typographical errors, the system fails to suggest corrections or alternative results. Additionally, the absence of essential filters, such as delivery time or the ability to apply multiple filters simultaneously, obstructs task completion and diminishes the overall user experience.

**Product Page:** Issues on product pages are mostly medium and low severity, with some high-severity problems. High-severity issues include hidden limitations, such as the inability to add luggage or sports equipment only becoming apparent at the payment stage. Interfaces often lack explanatory hints, making user actions ambiguous – for example, misleading download buttons that do not indicate the necessity of a paid subscription.

**Registration and Login Forms:** The majority of issues in this components are low-severity, though medium and high-severity problems are present. High-severity issues include error messages that lack clarity and fail to provide guidance on resolving problems. Ambiguous terminology, such as referring to a phone number as a "User ID," adds to user confusion and complicates the registration and login processes.

# ← FREQUENCY OF UX PROBLEMS BY SERVICE CATEGORY AND UI COMPONENTS

|                           | Registration or Login Form | Search and Sorting | Product Page | Navigation Components | Catalog | Input Field | Profile | Shopping Cart | User Action UI Feedback | History | Settings | Media Player |
|---------------------------|----------------------------|--------------------|--------------|-----------------------|---------|-------------|---------|---------------|-------------------------|---------|----------|--------------|
| E-commerce                | 15%                        | 23%                | 8%           | 10%                   | 6%      | 5%          | 4%      | 13%           | 2%                      | 3%      | 3%       | 0%           |
| Education                 | 8%                         | 18%                | 10%          | 10%                   | 13%     | 0%          | 8%      | 0%            | 3%                      | 5%      | 0%       | 13%          |
| Financial Services        | 29%                        | 2%                 | 14%          | 14%                   | 5%      | 11%         | 4%      | 0%            | 13%                     | 9%      | 9%       | 0%           |
| Travel and Transportation | 23%                        | 16%                | 16%          | 9%                    | 11%     | 12%         | 4%      | 3%            | 5%                      | 1%      | 1%       | 0%           |
| Grand Total               | 19%                        | 15%                | 13%          | 11%                   | 8%      | 7%          | 6%      | 5%            | 4%                      | 3%      | 3%       | 2%           |

Categories with fewer than 30 total observations are not shown. UI Components where UX problem percentages did not exceed 8% in any scenario were excluded from the chart. These were: Notifications, Support UI, Cross-Platform Connectivity, Modal Windows, Map, Loading Screen, Checkout.. Color filling indicates relative frequency within this table — red = high, pink = medium.



# ← FREQUENCY OF UX PROBLEMS BY SERVICE CATEGORY AND UI COMPONENTS

E-commerce experiences significant UX issues within Search and Sorting components. Users struggle with sorting options that reset when filters are applied and vague or unexplained sorting categories. Filtering options often lack clarity and logic, such as sliders for precise number input or ambiguous field labels like "Household size." The inability to apply multiple filters, or the absence of certain filters, forces users to scroll unnecessarily through catalogs.

**Education** also encounter problems in Search and Sorting components. These issues hinder users from finding relevant courses or content. Challenges include missing or non-functional filtering options, such as selecting multiple categories or languages simultaneously, which prevents effective narrowing of results. Sometimes search results fail to appear due to rigid input requirements, such as requiring exact matches or no typos. Additionally, search results may lack meaningful distinctions, such as identifying completed versus new courses.

**Financial Services** and **Travel Services** face frequent issues in Registration and Login Forms.

- In Financial Services, users encounter technical problems like freezing screens during email confirmation or account linking. Ambiguous error messages and unclear input requirements, such as labeling "Login ID" instead of "Phone Number" or "Memorable Information" instead of "Password," add to user confusion.
- In Travel Services, registration and login forms often exhibit poor form validation and provide uninformative error messages.

**Content-Driven Services** and **Public Services and Utilities** experience fewer overall issues, with most problems concentrated in components like Registration and Login Forms and Navigation Components.



# ← FREQUENCY OF UX PROBLEMS BY UI COMPONENTS AND CLUSTERS

|                            | 1. The Service is Not Adapted to My Task | 3. I Have to Perform Too Many Actions | 10. The Service Feels Unfamiliar or Illogical | 2. The Service Does Not Provide a Clear Path to the Needed Function | 9. I Do Not Feel Informed While Using the Service | 8. The Service Misleads Me | 5. I Don't Understand What the Service Wants from Me | 7. I Find It Difficult to Perform Without Mistakes | 11. The Language and Interface Elements Are Difficult to Understand | 12. My Eyes Get Tired Quickly While Using the Service | 6. I Don't Know Where I Am |
|----------------------------|--|---------------------------------------|---|---|---|----------------------------|--|--|---|---|----------------------------|
| Catalog                    | 20%                                      | 10%                                   | 0%  | 10%   | 7%  | 10%                        | 3%   | 7%   | 7%  | 23%   | 0%                         |
| Navigation Components      | 10%                                      | 12%                                   | 10%   | 41%   | 0%  | 2%                         | 5%   | 2%   | 7%  | 7%  | 0%                         |
| Product Page               | 13%                                      | 6%                                    | 15%   | 6%  | 17%   | 15%                        | 6%   | 4%   | 9%  | 4%  | 2%                         |
| Registration or Login Form | 13%                                      | 21%                                   | 13%   | 3%  | 0%  | 6%                         | 17%  | 13%  | 4%  | 0%  | 9%                         |
| Search and Sorting         | 28%                                      | 11%                                   | 17%   | 9%  | 9%  | 7%                         | 2%   | 4%   | 6%  | 6%  | 0%                         |
| Grand Total                | 19%                                      | 14%                                   | 11%   | 10%   | 9%  | 8%                         | 7%   | 6%   | 6%  | 5%  | 4%                         |

Categories with fewer than 30 total observations are not shown. Clusters where UX problem percentages did not exceed 8% in any scenario were excluded from the chart. It was: "4. I Have to Wait Too Long for the Results". Color filling indicates relative frequency within this table — red = high, pink = medium.



# ← FREQUENCY OF UX PROBLEMS BY UI COMPONENTS AND CLUSTERS

**Navigation components:** Many services fail to provide a clear path to needed functions or information by not offering straightforward access to key features like support, account settings, and payment functions. For example, misnamed tabs — such as a 'Search' tab that directs users to FAQs — create confusion, while overly complex navigation flows force users to take multiple, unexpected steps to complete tasks like topping up balances, withdrawing funds, or scheduling appointments. This disruption in navigation can lead to user abandonment and lower conversion rates.

**Search and Sorting:** The service is frequently not adapted to user tasks, primarily due to the lack of essential and customizable filters and unclear sorting options. Users face challenges such as the inability to sort search results by relevant criteria like price or delivery time, forcing them to manually sift through data to find the most

appropriate options. Furthermore, the absence of multiple filter applications limits users' ability to refine their searches effectively, diminishing the overall user experience and making it harder for users to find what they need quickly.

**Input Fields:** Users are required to perform excessive manual input, which could be streamlined through predictive text, autofill features, or drop-down suggestions. The lack of these conveniences increases cognitive load and the risk of input errors, making data entry tedious and time-consuming.

**Loading Screens:** Users experience significant inefficiency due to prolonged wait times and a lack of clear indicators of progress. Delays in system responsiveness leave users uncertain about the status of their actions, leading to confusion and potential abandonment of tasks.

**History:** The service is not adequately adapted to user tasks within the History interface. Users lack the ability to sort order history by date or view the total quantity of items in past orders, limiting their ability to review and manage previous transactions effectively. Additionally, the "Reorder" button appears inconsistently across orders without clear reasoning, leaving users uncertain about why certain orders are not eligible for reordering.

# ← FREQUENCY OF UX PROBLEMS BY UI COMPONENTS AND CLUSTERS

**Support UI:** Users do not feel adequately informed while using the service due to buried or inaccessible support information. Key details, such as pet transport restrictions or transfer limits, are often hidden within FAQs, unavailable in the app, or require redirection to external websites. This fragmentation forces users to navigate multiple sections or exit the app entirely to find critical data, increasing frustration and diminishing the overall support experience.

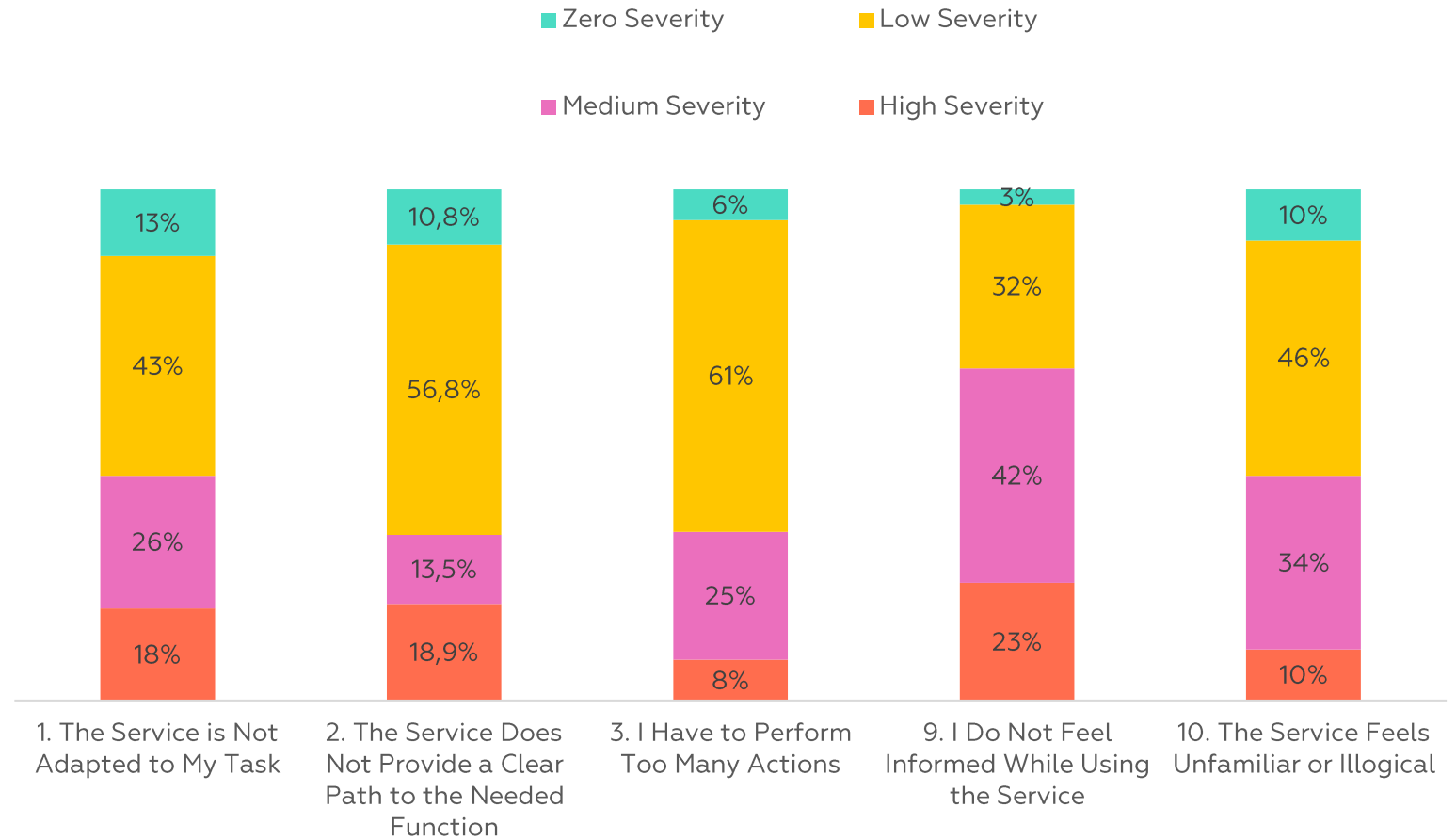
**Modal Windows:** Users struggle to understand the intentions behind modal windows, as they often display confusing or unhelpful messages like “Please try again.” These vague prompts do not provide guidance on how to resolve issues, leaving users unsure of the next steps to take.

**Cross-Platform Connectivity:** The service lacks quick login and signup options via social platforms, such as Google or Facebook. This limitation forces users to create new accounts or remember multiple credentials, creating unnecessary friction and reducing the likelihood of user retention.

**Media Player:** The media player lacks adaptability to user needs, particularly regarding subtitle functionality and playback continuity. Issues include incorrect subtitle display, failure to update subtitles, and unresponsive settings in full-screen mode. Additionally, the service does not remember users' progress in videos, restarting playback from the beginning instead of resuming where they left off.

# ← FREQUENCY OF UX PROBLEMS BY CLUSTERS AND SEVERITY LEVELS

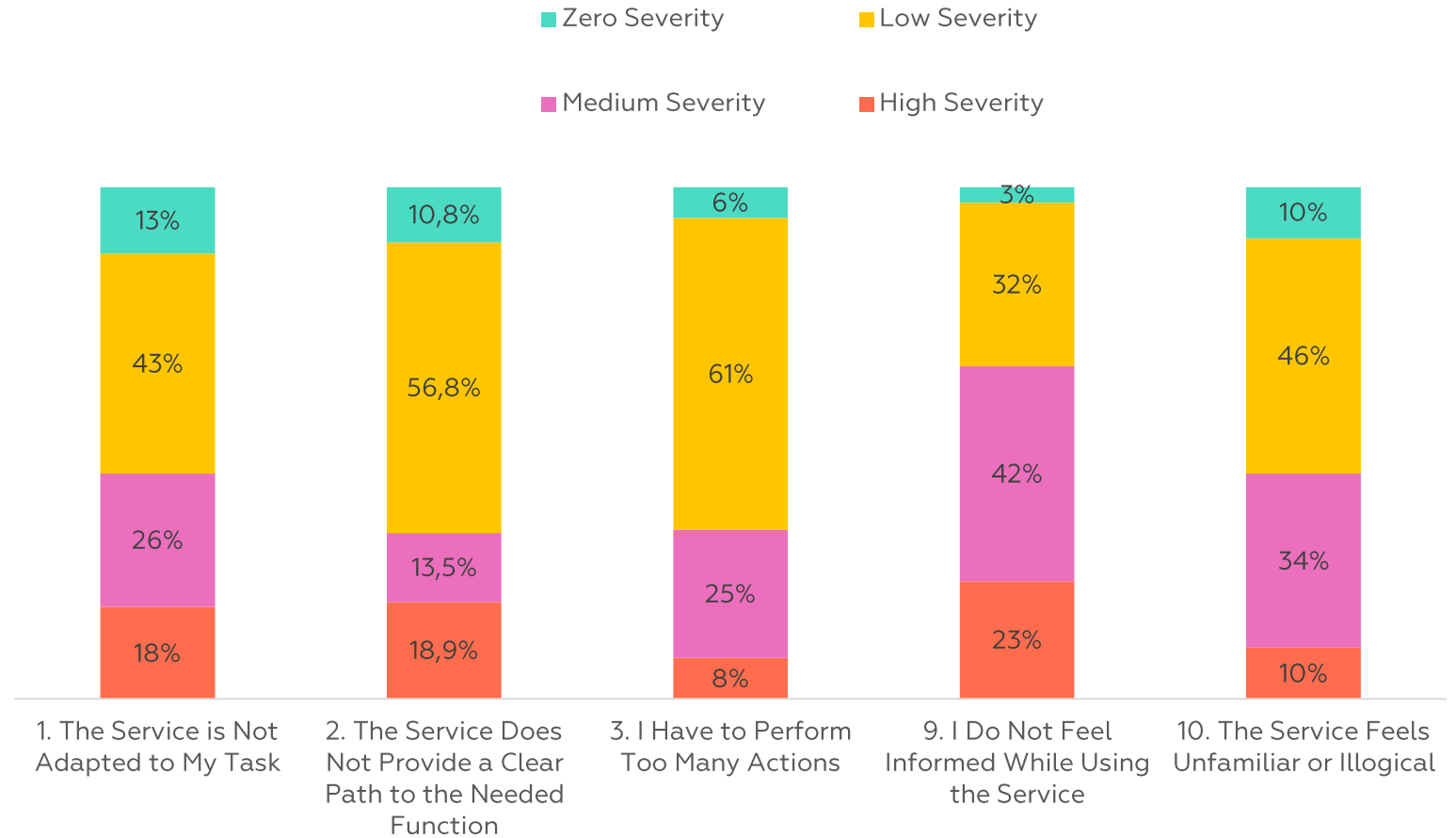
**I Do Not Feel Informed While Using the Service** accounts for a significant portion of high-severity problems. Critical issues include insufficient information about service limitations and key functionalities, which often become apparent only during /after task initiation. Thus, users may encounter unexpected restrictions or discover unavailable features late in processes such as booking or completing transactions. Additionally, the lack of comprehensive transaction histories and the inability to retrieve essential documentation, create substantial inconvenience, undermining user trust and satisfaction.



# ← FREQUENCY OF UX PROBLEMS BY CLUSTERS AND SEVERITY LEVELS

**The Service is Not Adapted to My Task** identifies high-severity UX problems that hinder users from completing critical tasks efficiently. Key issues include the necessity to switch between different platforms to finalize actions like subscription cancellations, technical errors during essential interactions such as account verification or media playback, and the absence of vital features like customizable delivery time filters or advertisement view counts.

**The Service Does Not Provide a Clear Path to the Needed Function or Information** encompasses high-severity UX issues where users struggle to locate or access essential features. Challenges include misnamed tabs, inconsistent labeling, and overly complex navigation flows, making it difficult for users to find key functionalities such as the shopping cart, language settings, or logout options.





# SOLUTIONS FOR ADDRESSING KEY UX PAIN POINTS

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# HOW FINANCIAL SERVICES SOLVE UX PAIN POINTS

Financial platforms must balance trust, efficiency, and ease of use — but many still lag with slow transactions, opaque status updates, and rigid onboarding flows.

In our analysis, especially within rapidly evolving sectors like cryptocurrency, we identified three fundamental UX challenges:

1. Balances & Transactions Confusion
2. Real-Time Financial Feedback
3. Friction in Sign-Up & Onboarding

**FinTech prioritizes instant trust** → Real-time transaction feedback, financial clarity, and frictionless onboarding.

## Where Financial UX is Headed

Leading financial platforms don't just process transactions—they empower users to feel in control of their money.

- Financial UX writing must be self-explanatory — users shouldn't need to decode information.
- Real-time visibility is non-negotiable — users should never have to guess if a transaction went through.
- User first steps in a service must be simple and taken care of — supporting real-world behavior (distracting, switching tabs), not just security compliance.

Every delay, vague label, or unnecessary form step increases churn. Financial UX should **remove uncertainty, reduce decision fatigue, and build trust** — because hesitation in finance leads to lost users.

# ← 1. BALANCES & TRANSACTIONS CONFUSION: IMPROVING LABELS UX WRITING

Users expect financial data to be self-explanatory, but terms and labels used in financial platforms are often detached from understandable, user-friendly language, leading to **misinterpretation and errors**.

Many platforms assume users understand financial terminology, but **users don't want to decode their own financial data**. The problem isn't lack of information — it's how the information is presented.

Approximately **18%** of financial UX issues stem from **unclear information presentation**, leading to misinterpretation and poor decision-making.

## ⊗ Key UX Failure Areas

- **Ambiguous labels** — Terms like "Available" and "Current" are used without a standardized vocabulary, leaving users unclear about which funds are spendable.
- **Lack of financial clarity** — When users hold multiple accounts or various types of funds— whether in different currencies or with distinct characteristics — a combined total can be misleading if the individual components (such as debit versus credit, or restricted versus available funds) are not clearly distinguished or color-coded to indicate their different functions.
- **Missing contextual explanations** — Without tooltips or clear explanations, especially in crypto wallets, users must guess the meaning of technical terms.

## ♥ Best Practice: Intuitive Financial Data Presentation

- Present financial data with **clearly labeled balances** that differentiate fund types — such as separating debit and credit — and display multi-currency amounts distinctly.
- Use standardized, **user-friendly language throughout the interface** so that financial terms are easily understood without requiring users to decode complex jargon. Separating joint balances (debit and credit), display multi-currency amounts clearly, and use distinct visual indicators.
- Provide contextual tooltips and visual cues (e.g., color-coding) to explain technical terms and complex financial entities, reducing user guesswork and errors.

## ← 2. REAL-TIME FINANCIAL FEEDBACK: ELIMINATING TRANSACTIONS UNCERTAINTY

Users expect **immediate confirmation and clarity** when transferring money, checking balances, or making payments. **Any delay in feedback causes anxiety and distrust** – even if the transaction itself is successful. Services should serve as a bridge between the complex technical world of transactions and the human experience.

**Around 22% of financial UX issues stem from transaction delays or unclear processing status.** If users don't receive real-time feedback, they are likely to re-attempt transactions, contact support, or abandon the service.

### ⊗ Key UX Failure Areas

- **Delayed balance updates** – Users see stale balance information, prompting doubt about whether their transaction was successful.
- **Insufficient success confirmation** – Disappearing pop-ups leave users uncertain about transaction completion.
- **Unclear statuses** – Freezing screens or inconsistent status messages further compound user anxiety.

### ♥ Best Practice: Instant Visibility and Confirmation

- Instantly update the **account balance the moment a transaction is processed**, eliminating user doubt.
- Display a **persistent success message with transaction details**, preventing unnecessary re-checking.
- Ensure stable app performance and use short and concise **banner notification** for transfer requests, allowing immediate, one-tap approval.

## ← 3. FRICTION IN SIGN-UP & ONBOARDING: REDUCING DROP-OFFS AND ERRORS

Financial services **require more security and verification steps than most platforms**, but complexity shouldn't equal frustration.

Users might drop off when they don't understand why certain information is needed, or when the process is too rigid and doesn't support real-world behaviors (distracting, switching web pages/apps, etc).

**38% of financial UX issues occur during sign-up and login.** Simplifying onboarding positively affects conversion rates and user trust.

### ⊗ Key UX Failure Areas

- **Overloaded forms** – Users are forced to enter everything in one lengthy process, instead of progressing gradually.
- **No progress indicators or saving** – Without clear progress bars or the option to save inputs, interruptions force users to restart entirely.
- **Rigid registration and login forms due to lack of mobile-first approach** – Many platforms still use legacy flows designed for offline-to-digital transitions, which are not optimized for mobile or modern user expectations.

### ♥ Best Practice: Seamless & User-Friendly Onboarding

- Implement clear progress indicators (such as progress bars and breadcrumbs) to **guide users through multi-step booking processes** and minimize confusion.
- Allow users to **pause and resume form completion**, reducing frustration.
- Use **clear field labels** (e.g., "Phone number associated with your account") to improve form accuracy.



# ← FINANCIAL SERVICES CHECKLIST



The list of questions that cover all critical aspects of user experience and allow evaluating a product.

- Is account creation possible without providing non-essential data (e.g., tax ID for basic access)?
- Are recovery options available if users forget their credentials?
- Do error messages during login/registration clearly explain the issue and how to resolve it?
- Are instructions in plain and concise language, not legal or technical jargon?
- Are steps in multi-part registration clearly indicated (e.g., progress bar, step number)?
- Is it possible to go back or pause registration without losing entered data?
- Are password fields easy to review (e.g., with a reveal icon)?
- Is the formatting of the fields adapted to the input type?
- Are field validations applied instantly?
- Is expected processing time shown if registration involves verification steps?
- Is it clear what happens after submitting the form?





# ← FINANCIAL SERVICES CHECKLIST



- Does the interface show a single, clearly labeled balance that reflects the funds currently available for use, without requiring users to interpret multiple separate balance types?
- Can user access full card details (number, expiration, CVV)?
- Can users easily access card limits?
- Are visual or functional differences between multiple cards understandable (e.g., debit vs. credit)?
- Is it possible to quickly access and copy card numbers, IBAN, or security details when needed?
- Is there a clearly accessible section where users can view all fees and charges?





# ← FINANCIAL SERVICES CHECKLIST

Registration and Login

Cards

Transfers

History

Support

General

- Can the user initiate a transfer without needing to manually enter their own name or account details already known to the system?
- Are the limits, fees, or restrictions on the transfer clearly shown before confirmation?
- Does the interface provide suggestions or autocomplete for recipient data already used?
- Are the input fields adapted to expected formats?
- Does the interface provide error validation for fields?
- Does the user see estimated processing time or expected arrival date for the transfer?
- Does the app show a clear status message after the transfer is initiated?
- Is the feedback consistent for similar types of transfers (e.g., internal vs external)?
- Is the button to initiate the transfer located prominently and clearly labeled?



# ← FINANCIAL SERVICES CHECKLIST

Registration and Login

Cards

Transfers

**History**

Support

General

- Is the transaction history easy to locate, without requiring excessive navigation?
- Does the history section retain the user's scroll position or filter state when they return to it after a short break?
- Are sorting options (e.g., by date, amount) available, easy to use, and consistent if there are multiple sections?
- Are pending, declined, and completed transactions clearly differentiated?
- Does tapping on a transaction show a detailed view with key information (e.g., date, time, amount, type, status, method, counterparty)?
- Can users download or export their transaction history in a usable format (e.g., PDF, CSV)?
- Is the layout of transaction history consistent across account types (e.g., cards, savings, crypto wallets)?
- Can users view and export payment and transfer confirmations for completed operations from the history?



# ← FINANCIAL SERVICES CHECKLIST



- Is it easy to find the help or support section?
- Are past conversations or open support requests visible and accessible?
- Does the FAQ or help center use plain language and avoid jargon?
- Are support contact options accessible in critical flows (e.g., during login)?





# ← FINANCIAL SERVICES CHECKLIST

## Registration and Login

- Is the app responsive and stable, with no broken links, buttons, or loading errors during common actions?
- Is it easy to return to the main screen from anywhere in the app using 1–2 taps?
- Are hidden features (e.g., swipe menus, additional tabs) visually hinted at through partial visibility or affordances?
- Do section names in the main menu clearly reflect the content or functionality they link to?
- Are vital features (e.g., transaction history, statements, limits) easily discoverable?
- Are key sections (e.g., history, card details, support) easily accessible with minimal scrolling or screen transitions?
- Does the application behave consistently across different sections (e.g., same button style, same feedback patterns)?

## Cards

- Are similar actions performed similarly throughout the app (e.g., editing fields, submitting forms)?
- Are important system notifications timely, relevant, and easy to understand?
- Are tap/click targets large enough and spaced appropriately to be selected comfortably?
- Is the app fully localized for all available language selections, without untranslated fragments?
- Does overall design system provide comfortable visual experience?
- Does the app provide error messages that explain what went wrong and how to fix it?
- Are loading or waiting times communicated clearly when applicable?

## Transfers

## History

## Support

## General

- Is the layout adapted for mobile viewport, if there's a mobile app?
- Are visual distractions (ads, popups) minimal and do not interfere with key user actions?
- Are interactive elements designed in correspondence with common industry standards, avoiding unfamiliar or confusing mechanics?
- Does the app feel familiar to users of other apps of the same category (i.e., uses common patterns appropriately)?





# HOW E-COMMERCE PLATFORMS SOLVE UX PAIN POINTS

E-commerce platforms face UX challenges that directly impact **user engagement, conversion rates, and long-term retention.**

Our analysis identified three core problem areas that determine whether a purchase is completed or abandoned:

1. Search & Navigation
2. Cart Experience
3. Pricing Transparency

**E-Commerce prioritizes decision support** → Search adaptability, cart flexibility, and pricing transparency.

## Where E-Commerce UX is Headed

Winning platforms don't just fix UX pain points — they anticipate user needs.

- **Cart experience must be dynamic and flexible** — supporting **non-linear** shopping behavior, not forcing users into rigid checkout funnels.
- **Navigation must be fluid and unified** — sorting, search, and filters should work as one system.
- **Pricing transparency must be absolute** — no hidden costs, no “surprises”.

Every unnecessary step, unclear cost, or frustrating navigation error increases churn. E-commerce UX should empower users with flexibility, clarity, and control — because the more friction you remove, the more sales you secure.

# ← 1. SEARCH & NAVIGATION: EMPOWERING FILTERS, SORTING, AND SEARCH FOR CONTINUOUS REFINEMENT

Users navigate through massive product catalogs in **messy, unpredictable ways**. Poorly integrated filters, sorting, and search create **frustration and drop-offs**. The worst experience will be **misalignment between search features**, where each function works in isolation.

Most platforms focus on how fast search delivers results, but speed is useless if users can't find what they need. The real issue is search adaptability — users refine, adjust, and filter, yet platforms don't support continuous search refinement.

**23% of UX issues in e-commerce occur in search and sorting components.** Users don't just search — they refine, adjust, and experiment. Navigation features should work together, making search experience integrated and adaptive.

## ⊗ Key UX Failure Areas

- Filters don't cooperate with sorting — When sorting is set first and then users try to further specify their search by applying filters, the system often resets their sorting preferences.
- Search lacks continuity — Filters and sort options do not persist, forcing users to restart their query instead of refining results dynamically.

## ♥ Best Practice: Search, sorting, and filters should function as a unified system

- Customize search preferences and apply them persistently.
- Modify filters without resetting their previous work.
- Combine multiple search strategies intuitively. For example, enabling users to filter by brand, sort items by discount, and search for specific features seamlessly.

## ← 2. CART EXPERIENCE: SUPPORTING NON-LINEAR USER BEHAVIOR

Users don't follow a predictable path when shopping online. They **compare, hesitate, revisit, and adjust their decisions constantly**. A rigid, one-way cart experience fails to support this reality.

Most e-commerce platforms focus on cart abandonment rates, but the real root cause isn't just users hesitating at checkout. The problem is decision fatigue — users are forced into a linear, irreversible process that doesn't support how they actually shop.

**13% of UX problems in e-commerce appear in the shopping cart.** Rethink the cart as a dynamic shopping tool, not just a checkout step. Support user-driven flexibility—because shopping decisions aren't linear, and your UX shouldn't be either.

### ⊗ Key UX Failure Areas

- Cart resets unexpectedly — Items disappear unexpectedly due to session expirations or process interruptions
- Inflexible cart management — Users cannot selectively delete or save items, revisit their selections, forced into a rigid, one-way checkout process.

### ♡ Best Practice: The cart should be persistent across devices and sessions

- Save and rearrange items without losing them.
- Move products to wish lists or temporarily remove them while keeping visibility.
- Pre-save checkout details for a seamless transition between browsing and purchasing.

## ← 3. PRICING TRANSPARENCY: PREVENTING CHECKOUT ABANDONMENT FROM HIDDEN COSTS

Users expect full cost clarity upfront — any hidden fees at checkout feel like a breach of trust. Taxes, mandatory add-ons, or shipping costs that appear too late create sticker shock, derailing the purchase at the last moment.

**Most e-commerce platforms assume users abandon because they find the price too high. But often, the real friction comes from cost unpredictability** — even if users are willing to pay, uncertainty makes them hesitate. When the final price isn't clear early enough, decision confidence erodes, and users exit instead of converting.

**10% of e-commerce UX problems stem from being not enough informed or misled by a service.** A sudden price increase at checkout feels like deception. Avoid “surprises”— show the real cost as early as possible and ensure full cost transparency across every touchpoint.

### ⊗ Key UX Failure Areas

- Late disclosure of costs taxes — delivery fees, or mandatory add-ons appear **too late in the purchase flow.**
- Unanticipated extra costs — some products demand additional purchases or reveal international customs fees only after the transaction has begun. International orders may face **unexpected customs fees**, frustrating users post-purchase.

### ♥ Best Practice: Total cost breakdown should be clear before checkout, including:

- All applicable taxes and fees (especially for international buyers).
- Mandatory accessories or add-ons if required for functionality.
- Real-time shipping costs that update dynamically with location selection.



# ← E-COMMERCE SERVICES CHECKLIST



The list of questions that cover all critical aspects of user experience and allow evaluating a product.

- Does the system guide the user clearly in case of input errors during login or registration?
- Are error messages during login contextual and suggest clear resolution steps?
- Does the service confirm successful registration?
- Can the user exit the registration process and return without losing progress?
- Are password fields visible or previewable to reduce entry mistakes?
- Is the formatting of the fields adapted to the input type?





# ← E-COMMERCE SERVICES CHECKLIST



- Is the primary content (products) visually dominant over secondary elements?
- Are filters located where users expect them (e.g., above the product list)?
- Are filters and sorting options clearly labeled and understandable?
- Are key catalog tools like filters, sorting, and product details easily accessible with minimal scrolling or screen transitions?
- Do product thumbnails clearly show enough details (like price, size, availability) for informed decision-making?
- Are costs displayed clearly, without hidden conditions?

- Are selectors in filters optimized for quick input regarding input type?
- Does the catalog update in real-time when filters are applied (without needing an extra "Apply" click/tap)?
- Is it always clear after sorting/filter application that search results have been updated?
- Is there a clear feedback after adding an item to the cart?
- Does the system correct user typos in a search query?





# ← E-COMMERCE SERVICES CHECKLIST



- Does the service omit requiring data that was already provided by user (e.g., address, name)?
- Does the system confirm checkout (payment success, order placement) with clear messages?
- Can users return to previous steps or exit the process without losing input data?
- Are all required fields labeled clearly, without vague or ambiguous terminology?
- Are errors in payment or input forms explained clearly, with specific guidance?
- Are input fields adapted to input type?
- Are optional and required fields visually distinguished?

- Does the system provide real-time validation of input?
- Are visual cues used to highlight essential information (e.g., total cost, delivery estimate)?
- Does the interface visually prioritize the primary action (e.g., 'Place Order') over secondary options?
- Is the total cost always visible and updated with each user action?
- Is all cost-related information (e.g., fees, delivery charges) disclosed before the final step?
- Are call-to-action buttons placed intuitively and sized appropriately for mobile use?





# ← E-COMMERCE SERVICES CHECKLIST



- Can users see their order history under a corresponding label?
- Does the system display actual order status?
- Is the order status displayed with understandable terminology (e.g., 'Shipped', 'Delivered')?
- Are tracking numbers/order numbers clearly provided and easy to copy?
- Are order records complete with necessary details (items, cost, date)?
- Does the system provide feedback if some order management options are unavailable (e.g., if it is impossible to reorder an item because it is out of stock)?





# ← E-COMMERCE SERVICES CHECKLIST

## Registration and Login

- Do section names in the main menu clearly reflect the content or functionality they link to?
- Are vital features (e.g., cart, favourites) easily discoverable?
- Does the application behave consistently across different sections (e.g., same button style, same feedback patterns)?
- Are similar actions performed similarly throughout the app (e.g., editing fields, submitting forms)?
- Are important system notifications timely, relevant, and easy to understand?
- Are key sections like order history, favourites, support easily accessible with minimal scrolling or screen transitions?

## Catalog Browsing

- Are tap/click targets large enough and spaced appropriately to be selected comfortably?
- Is the app fully localized for all available language selections, without untranslated fragments?
- Does overall design system provide comfortable visual experience?
- Does the app provide error messages that explain what went wrong and how to fix it?
- Are loading or waiting times communicated clearly when applicable?
- Is the layout adapted for mobile viewport, if there's a mobile app?
- Are visual distractions (ads, popups) minimal and do not interfere with key user actions?

## Checkout

## Order Tracking and Order History

## General

- Are interactive elements designed in correspondence with common industry standards, avoiding unfamiliar or confusing mechanics?
- Does the app feel familiar to users of other e-commerce apps (i.e., uses common patterns appropriately)?



# HOW TRAVEL & TRANSPORTATION PLATFORMS SOLVE UX PAIN POINTS

Travel platforms face UX challenges that directly impact **speed, clarity, and user confidence** in trip planning. By analyzing major services, we identified three critical problem areas and how leading platforms address them.

1. Navigation & Booking
2. Essential Trip Details Overlooked
3. Dynamic Prices Market

**Travel prioritizes process clarity** → Booking efficiency, trip details transparency, and input error prevention.

## Where Travel UX is Headed

Travel platforms must remove unnecessary complexity, ensure transparency, and optimize interactions to create seamless booking experiences.

- **Intuitive booking flows** – Streamline multi-step booking processes with clear progress indicators, breadcrumbs, and adaptive navigation tailored to non-linear journeys.
- **Trust through clear trip details** – Highlight critical information such as flight rules, baggage policies, and pricing with prominent visual cues and easy-to-read layouts.
- **Error-proof user interactions** – Mobile-friendly designs with responsive layouts and intuitive input fields to facilitate effortless data entry and navigation.

The focus should be on minimizing friction in navigation, ensuring clear trip details, and reducing booking anxiety through real-time validation, customizable settings, and seamless selection preservation.

# ← 1. NAVIGATION & BOOKING: REMOVING FRICTION IN PLANNING

Present-day travel platforms are not just digital solutions for purchasing a pre-selected service; they serve as decision-making hubs where users can explore and configure their booking choices — whether it's a flight ticket, train journey, or accommodation reservation.

Booking a trip is often a stressful task itself. **It is a chain of decisions and adjustments, not a single step.** Travel platforms have been developing over recent years and introducing more and more configurations to booking process. However, many services failed to provide suitable digital solution for non-linear user journeys, which leads to user overwhelming.

**17% of travel UX issues stem from excessive steps, inefficient booking flows, and poor navigation.** A seamless, structured booking process keeps users engaged, prevents confusion, and improves conversion rates

## ⊗ Key UX Failure Areas

- **Opaque booking stages** — As the booking flow expands in length and complexity, users struggle to anticipate its flow structure, unsure whether a needed modification will appear as a separate step or if they should look for it on the initial screen.
- **Lack of adaptivity to non-linear user journeys** — Users don't immediately form a complete understanding of all booking parameters, which leads to selection loops. Navigation is not adaptive or customized to complex user scenarios.
- **Poor mobile adaptability** — Screen layouts and viewports are not properly optimized for mobile devices.
- **Rigid input fields and lack of real-time validation** increase the chance of errors, especially in complex data like name input, which may contain a lot of local specificity.

## ♥ Best Practice: Streamlining Navigation & Booking Procedure

- Add **progress bars** to indicate the current and upcoming steps, display **breadcrumbs**, and ensure seamless **back navigation** to make loops easier.
- Ensure user's **ability to review all selected configurations before confirmation** and let them make changes if needed.
- Ensure **mobile-friendly layouts**, which allow easy comparison between different selections.
- **Adapt input fields to simplify data entry** based on format — for example, allow manual typing in of date of birth instead of scrolling a dropdown list of years.
- Implement **real-time input validation**, ensuring users meet input requirements **before submission**.

## ← 2. ESSENTIAL TRIP DETAILS OVERLOOKED: FIXING VISIBILITY & CUSTOMIZATION ISSUES

Travelers operate on strict schedules and irreversible commitments. Any uncertainty — whether in trip details, pricing, or policies — creates decision anxiety or potentially leads to drop-offs. Platforms must **surface essential information upfront** to reduce last-minute “surprises”.

19% of travel UX issues arise from missing or unclear for the user information and input difficulties. Increasing visibility, transparency and allowing customization reduces confusion and improves booking confidence. Providing error-tolerant, user-friendly forms improves completion rates and reduces frustration.

### ⊗ Key UX Failure Areas

- **Lack of visual weight** — Pricing, baggage policies, and refund conditions are buried deep in screens bottom or not highlighted enough to be noticeable.
- **Poor readability** — Small fonts, weak color contrast, and excessive white space make content harder to consume.
- **Inflexible settings** — Currency, language, and time zone settings are bundled together, forcing unnecessary absorption efforts.

### ♥ Best Practice: Clarity & Accessibility

- **Highlight with color contrast and visual cues important details and buttons** to ensure users do not miss key trip details and selections.
- Allow **independent selection of time zone, language, and currency**, ensuring a localized but flexible experience.
- Take extra mile in thinking about user needs by including **prominent warnings about time zones shifts**.

## ← 3. DYNAMIC PRICES MARKET: IMPROVING USER EXPERIENCE

Prices in travel services fluctuate based on real-time factors. Because prices constantly update, many travel platforms do not prioritize saving user selections if the booking process is interrupted. Instead, when a user returns, services force them to start the selection process from scratch to renew the price in booking.

### ⊗ Key UX Failure Areas

- **Resetting user selections** — If a user navigates back or leaves the page the system resets their progress and input data.

### ♥ Best Practice: Preventing Unexpected Selection Loss

- **Live pricing updates at the final stage if it changes** — this way, if a user leaves the page, their selections remain saved while the system indicates price changes. If not applicable, proactively inform the user that their selections will not be saved when navigating away.



# ← TRAVEL SERVICES CHECKLIST



The list of questions that cover all critical aspects of user experience and allow evaluating a product.

- Are recovery options available if users forget their credentials?
- Do error messages during login/registration clearly explain the issue and how to resolve it?
- Are instructions in plain and concise language, not legal or technical jargon?
- Is it possible to go back or pause registration without losing entered data?
- Are password fields easy to review (e.g., with a reveal icon)?
- Is the formatting of the fields adapted to the input type?
- Are error messages during login contextual and suggest clear resolution steps?
- Are field validations applied instantly?
- Does the service confirm successful registration?





# ← TRAVEL SERVICES CHECKLIST



- Are results grouped or prioritized logically (e.g., by relevance or time of departure)?
- Can users easily filter or sort results by relevant options (e.g., time, duration, price)?
- Are filters and sorting options clearly labeled and understandable?
- Are listed options clearly presented with key information (e.g., time, station, class, availability)?
- Does the catalog update in real-time when filters are applied?
- Is it always clear after sorting/filter application that results have been updated?
- Are filters and sort tools placed where users expect them?
- Does the system correct typos in search queries or offer suggestions?
- Can users preview availability and base prices without needing to click into full detail view?





# ← TRAVEL SERVICES CHECKLIST



- Are users informed of all available travel options (e.g., seat class, luggage, cancellation policy)?
- Is it clear what each fare includes and excludes?
- Can the user see cost breakdowns before selecting an option?
- Can the user go back and change options without losing progress?
- Are upsells (e.g., insurance, priority boarding) optional and clearly marked?
- Are the selected options previewed before checkout begins?





# ← TRAVEL SERVICES CHECKLIST



- Does the system omit requesting user info that was already entered earlier (e.g., during registration)?
- Does the service confirm booking or payment success with a clear message?
- Can the user go back or exit without losing input?
- Is real-time validation applied to inputs?
- Can the user download or receive a booking confirmation with full details?





# ← TRAVEL SERVICES CHECKLIST



- Can users easily select a pickup and destination point on the map and via search?
- Is the selected route clearly visualized?
- Are estimated arrival times and trip durations shown before starting the trip?
- Are different fare or vehicle options clearly labeled and comparable?
- Is the total price (or price estimate) visible before trip confirmation?
- Is there feedback after submitting the trip request (e.g., 'Finding driver')?
- Is the driver's or vehicle's info displayed in time and with enough detail?
- Are dynamic changes (e.g., delays) communicated promptly?





# ← TRAVEL SERVICES CHECKLIST



- Is it easy to find the help or support section?
- Are past conversations or open support requests visible and accessible?





# ← TRAVEL SERVICES CHECKLIST



- Do section names in the main menu clearly reflect the content or functionality they link to?
- Are vital features (e.g., bookings, history, support) easily discoverable?
- Are key sections (e.g., tickets, maps, schedules) accessible with minimal scrolling or screen transitions?
- Does the application behave consistently across different sections (e.g., same button style, same feedback patterns)?
- Is the app responsive and stable, with no broken links, buttons, or loading errors during common actions?
- Are similar actions performed similarly throughout the app (e.g., editing fields, submitting forms)?

- Are important system notifications timely, relevant, and easy to understand?
- Are tap/click targets large enough and spaced appropriately to be selected comfortably?
- Is the app fully localized for all available language selections, without untranslated fragments?
- Does overall design system provide comfortable visual experience?
- Does the app provide error messages that explain what went wrong and how to fix it?
- Are loading or waiting times communicated clearly when applicable?
- Is the layout adapted for mobile viewport, if there's a mobile app?

- Are visual distractions (ads, popups) minimal and do not interfere with key user actions?
- Are interactive elements designed in correspondence with common industry standards, avoiding unfamiliar or confusing mechanics?
- Does the app feel familiar to users of other travel apps (i.e., uses common patterns appropriately)?





# HOW EDUCATION PLATFORMS SOLVE UX PAIN POINTS

Education platforms face unique UX challenges that impact **content discovery**, **learning engagement**, and **user trust**.

By analyzing major services, we identified top-3 problem areas that determine whether users stay engaged or abandon the platform:

1. Filter and Sorting Failure
2. Beyond Passive Video Consumption
3. Cross-Platform Consistency

**Education prioritizes engagement & accessibility** → Modular search, interactive media, and readability optimization.

## Where Education UX is Headed

Winning education platforms don't just deliver content — they shape how users interact with knowledge.

- **Seamless search & discovery** — Unified filters and error-free navigation make finding content effortless.
- **Interactive learning experiences** — Media players should support **engagement beyond passive watching**, encouraging active participation.
- **Cross-platform consistency** — Synchronizing media controls across devices ensures a smooth, uninterrupted learning process.

Every barrier affects how users engage with and internalize knowledge. Education UX should adapt to diverse learning needs, fostering active participation, cognitive ease, and personalized progression—because the right design transforms information into understanding.

# ← 1. FILTER AND SORTING FAILURE: IMPROVING SEARCH EXPERIENCE

Users expect **fast and relevant** search experiences, but poor filtering, inconsistent results, or technical errors make it difficult to find the right content. Search should support **exploratory learning**, not just exact queries.

Search-related UX issues account for **33% of user pain points** in education platforms, hindering finding relevant content and frustrating learners.

## ⊗ Key UX Failure Areas

- **Filters don't work well together** — Applying multiple filters causes unexpected results or resets sorting.
- **Technical errors in search** — Users apply filters, but results fail to update properly.

## ♥ Best Practice: Frictionless Content Search

- **Udemy:** Standardized filtering across the catalog and search bar, making it easier to find relevant courses.
- **Coursera:** Allows multiple filters to be applied simultaneously without errors, reducing search frustration.

## ← 2. BEYOND PASSIVE VIDEO CONSUMPTION: ENHANCING INTERACTIVITY

Traditional video players treat learning as a **passive experience** — users watch, but they **don't actively engage**. However, education is **interactive**, and media tools should reflect that.

Education isn't just about watching — it's about understanding and retaining information. Platforms that make learning interactive and adaptive can significantly improve engagement and course completion rates.

### ⊗ Key UX Failure Areas

- **Lack of engagement tools** — There is no integrated way to take notes, highlight key points, or discuss content within the video player.
- **One-size-fits-all content** — Learners have no alternative to full-length videos, even if they prefer summaries or other media forms.

### ♥ Best Practice: Adaptive & Interactive Media Players

- Integrate **commenting, highlighting, and interactive elements within videos** to increase retention.
- Provide text summaries or transcripts to support varied learning styles.

## ← 3. CROSS-PLATFORM CONSISTENCY: BRIDGING LEARNING EXPERIENCES

Learners expect a seamless experience across devices, yet inconsistent media controls can disrupt learning.

### ⊗ Key UX Failure Areas

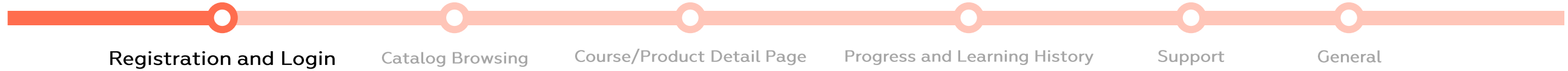
- **Variable controls** — Playback speed, subtitle settings, and layout differ across devices, leading to frustration.

### ♥ Best Practice

- Standardize media controls and ensure that playback settings and subtitles are consistent regardless of the device, supporting a smooth and accessible learning experience.



# ← EDUCATIONAL SERVICES CHECKLIST



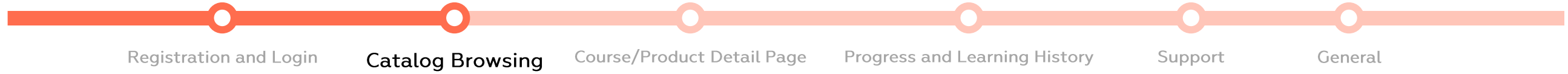
The list of questions that cover all critical aspects of user experience and allow evaluating a product.

- Is third-party login available (Google, Apple)?
- Are error messages during registration specific and actionable?
- Are required fields clearly marked and minimal?
- Does the system validate input in real time?
- Is the password field mask-toggleable (e.g., "show password" icon)?
- Is registration confirmation clearly presented with a visual cue?





# ← EDUCATIONAL SERVICES CHECKLIST

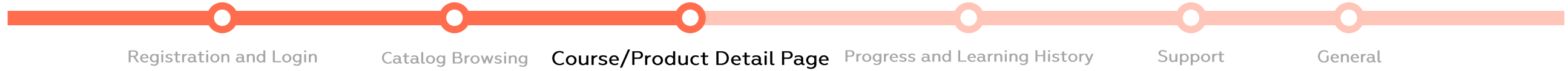


- Is the search bar prominently accessible from the catalog or home screen?
  - Are autocomplete or suggestion features present when searching for courses?
  - Does the search system recognize and correct user typos or suggest relevant alternatives when no exact matches are found?
  - Are filters and categories logically grouped and labeled (e.g., duration, difficulty, language)?
  - Can users apply multiple filters simultaneously to narrow down results efficiently?
- Can users distinguish between free, paid, and trial-access content?
  - Are courses the user has already completed or is currently enrolled in clearly marked in the catalog view?
  - Can users bookmark or save items for later?





# ← EDUCATIONAL SERVICES CHECKLIST



- Is course information structured and easy to scan?
- Is enrollment or access availability clearly labeled?
- Are language options and subtitles clearly marked?
- Can users save/bookmark a course without enrolling?
- Are all course prices, fees, and optional costs clearly disclosed upfront, without hidden charges or misleading labels?





# ← EDUCATIONAL SERVICES CHECKLIST

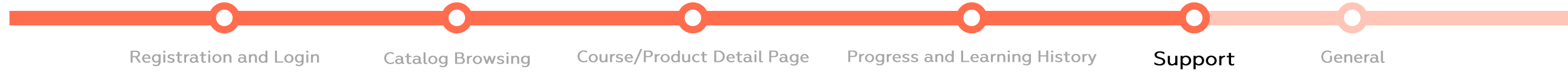


- Can users easily track their progress in an ongoing course (e.g., % completed)?
- Are completed lessons visually differentiated from unviewed ones?
- Is there a quick way to resume from the last active point?
- Is progress synced across devices?
- Is there a clear section with completed and in-progress courses?





# ← EDUCATIONAL SERVICES CHECKLIST



- Is it easy to find the help or support section?
- Are past conversations or open support requests visible and accessible?



# ← EDUCATIONAL SERVICES CHECKLIST



- Do section names and labels accurately reflect the content or function they link to?
- Are visual affordances provided for all interactive elements and hidden features?
- Does the application behave consistently across different sections (e.g., same button style, same feedback patterns)?
- Are the same features and controls consistent across mobile and desktop versions?
- Are tap and click targets appropriately sized and spaced for comfortable interaction?
- Is the app responsive and stable, with no broken links, buttons, or loading errors during common actions?
- Does overall design system provide comfortable visual experience?

- Are system error messages specific, actionable, and free of technical jargon?
- Is the visual design adapted for long reading or viewing sessions (e.g., typography, contrast, spacing)?
- Is the layout adapted for mobile viewport, if there's a mobile app?
- Are visual distractions (ads, popups) minimal and do not interfere with key user actions?
- Is the app fully localized for all available language selections, without untranslated fragments?
- Are interactive elements designed in correspondence with common industry standards, avoiding unfamiliar or confusing mechanics?
- Does the app feel familiar to users of other similar apps (i.e., uses common patterns)?

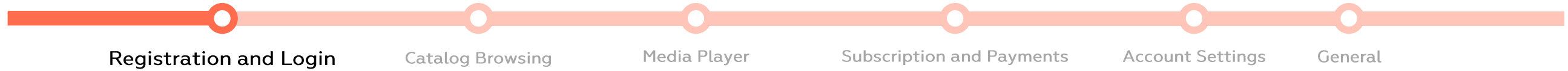




# CONTENT-DRIVEN SERVICES CHECKLIST



# ← CONTENT-DRIVEN SERVICES CHECKLIST



- Does the service allow to log in with multiple types of credentials (email/phone/third-party accounts)?
- Are visual or text prompts helpful in filling out the fields correctly?
- Do error messages during login/registration clearly explain the issue and contain recommendations for correcting input mistakes?
- Is the password field masked with the option to preview the input?
- Does the service confirm successful registration?





# ← CONTENT-DRIVEN SERVICES CHECKLIST



- Is the search field easy to find and available from key screens?
- Does the search interface support multiple types of queries (e.g. author, genre, mood)?
- Does the search interface provide good error tolerance and fuzzy matching in queries?
- Are the types of context (e.g. audiobooks, podcasts, albums, playlists) visually distinguished in results?
- Are long titles visible enough to select an item (e.g. books, remixes) from a series without any difficulties?
- Are no-result states handled with suggestions or corrections?
- Are paid features/pieces of content (e.g. premium only) clearly indicated?





# ← CONTENT-DRIVEN SERVICES CHECKLIST

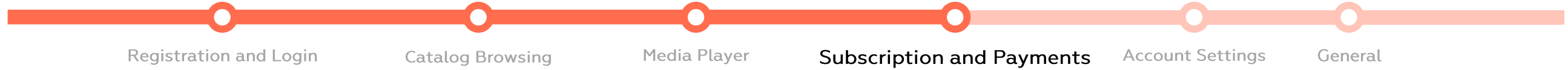


- Does the service clearly shows what's currently playing?
- Are basic playback controls (e.g. play, pause, skip, add to favourites) visible and clearly labeled?
- Are key controls readable and distinguished even in minimized view?
- Does the service allow seamless switching between devices (e.g. phone to laptop)?
- Does the service remember playback position when the content is resumed?
- Is there a visible progress bar with the ability to seek precisely?
- Are downloaded pieces of content clearly marked?
- Do media player controls work seamlessly both in full-screen and non-full-screen modes?





# ← CONTENT-DRIVEN SERVICES CHECKLIST



- Is the subscription manager easy to locate, without requiring excessive navigation?
- Are cancellation, pausing, or renewal options accessible within the same section?
- Are all conditions described in plain language and placed before checkout?
- Are visual cues used to highlight essential information (e.g., total cost, conditions, billing cycle)?
- Is all cost-related information (e.g., fees, delivery charges) disclosed before the final step?
- Are fields adapted to input type (e.g. support known card formats)?
- Does the interface provide error validation for fields?
- Does the system confirm subscriptions/cancelling subscriptions with clear messages?
- Does the interface avoid creating a false impression that subscription management is available when in fact it is not supported within the current channel?





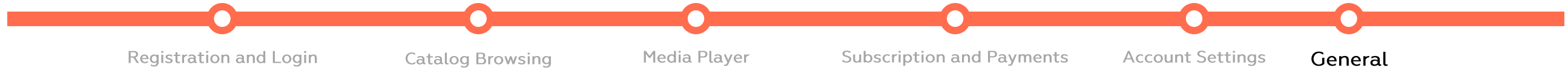
# ← CONTENT-DRIVEN SERVICES CHECKLIST



- Is the account settings section easily accessible from the main menu?
- Does the naming of account settings sections clearly convey their purpose?
- Does the service provide opportunity to change theme settings (e.g. font size, dark and light modes, sound quality)?
- Are saved preferences persistent across sessions/devices?



# ← CONTENT-DRIVEN SERVICES CHECKLIST



- Is the app responsive and stable, with no broken links, buttons, or loading errors during common actions?
- Are important system notifications timely, relevant, and easy to understand?
- Are tap/click targets large enough and spaced appropriately to be selected comfortably?
- Are all available interactive elements and media player controls visually indicated through clear affordances that support discoverability?
- Are interactive elements designed in correspondence with common industry standards, avoiding unfamiliar or confusing mechanics?
- Does the app feel familiar to users of other apps of the same category (i.e., uses common patterns appropriately)?



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