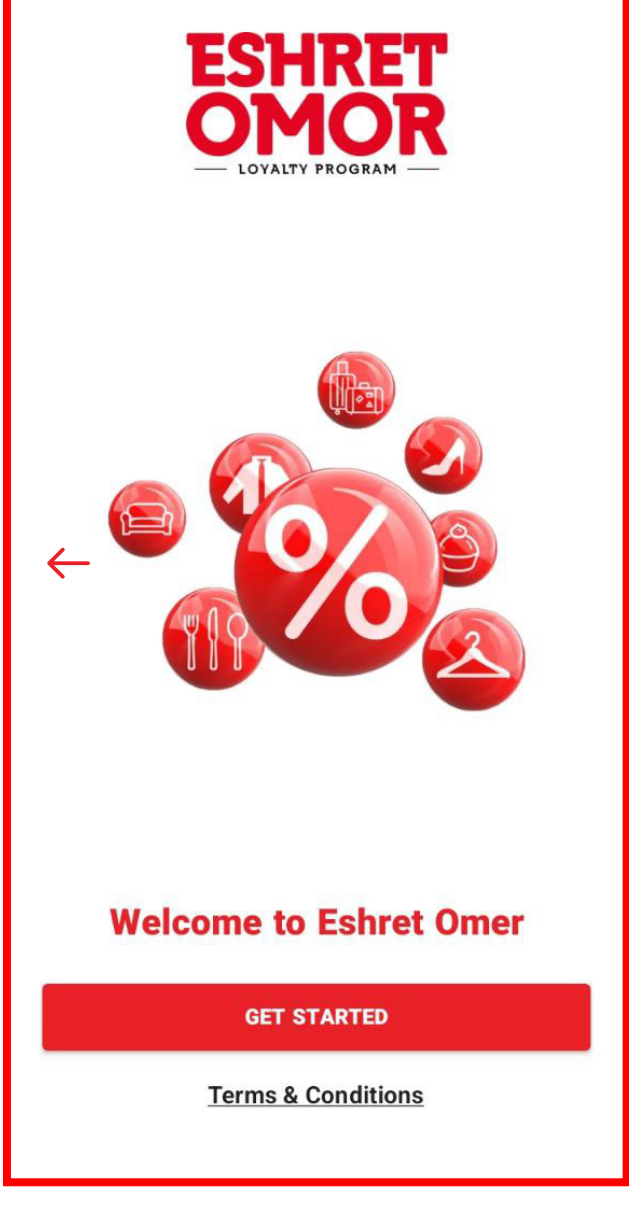


# 5 Examples of bad UI design

By Mahdi Fneish



## Overview

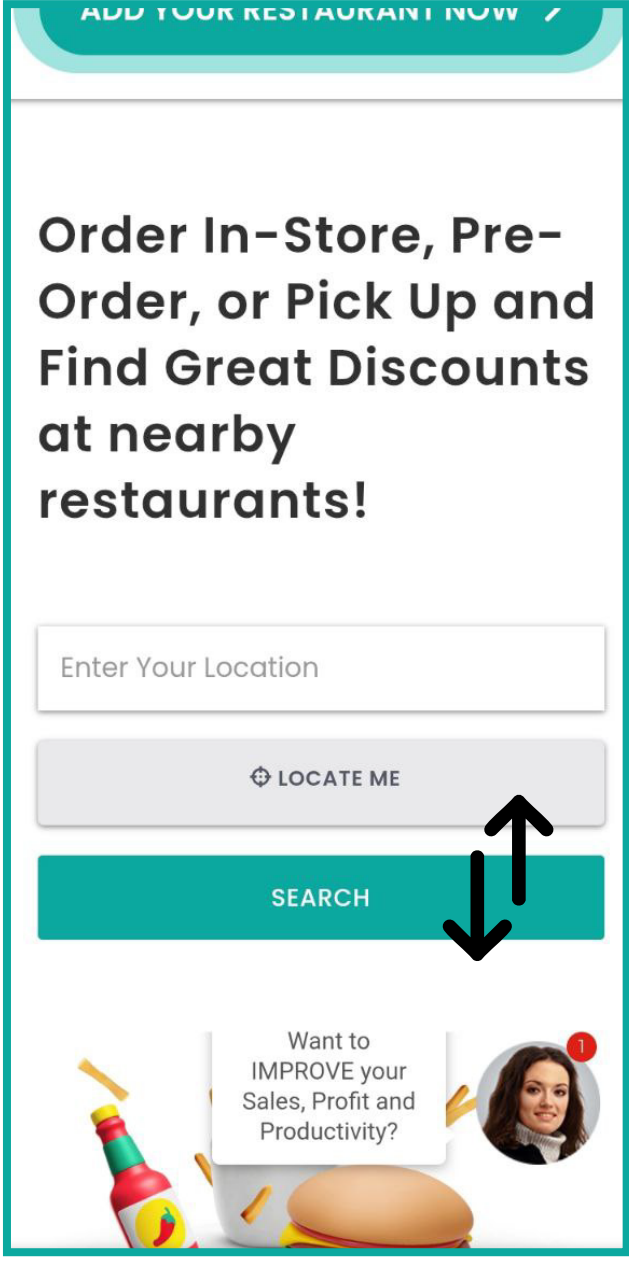
"Eshret Omor" is a prepaid line or service bundle offered by Asiacell, a major telecom operator in Iraq.

## Problem

Bad UI Feedback and consistency, Back icon is missing and the default phone back button is not functional as if the user tries to go back, the application will just refresh the same page.

## Suggestion

Adding a back button will keep the user in control incase he wanted to undo or return from an action.



## Overview

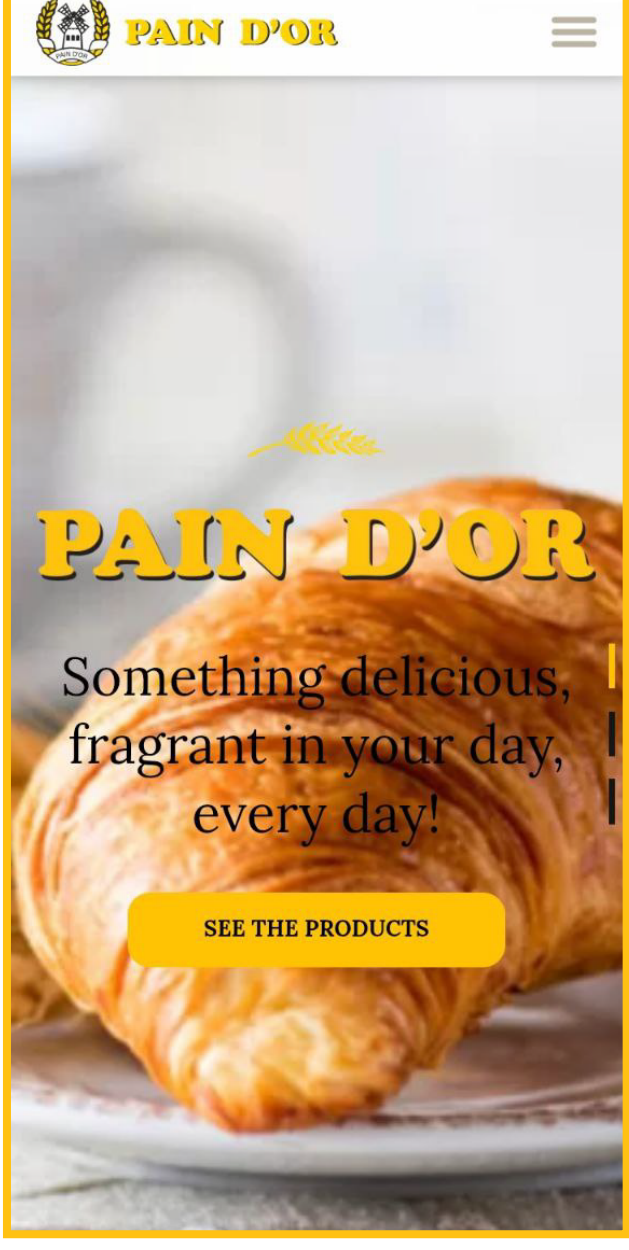
FoodChow is a website that promotes for restaurants to let the user decide where to order from based on the location.

## Problem

The main concept is to order from a restaurant nearby so that you receive the food hot or not messy, the bad ui problem is the Locate me isn't doing a thing meaning it's a consistency and feedback issue.

## Suggestion

Like any other map application the locate me should be functional and search is primary so switching the Locate me with the search while keeping it's color since it's the primary one.



## Overview

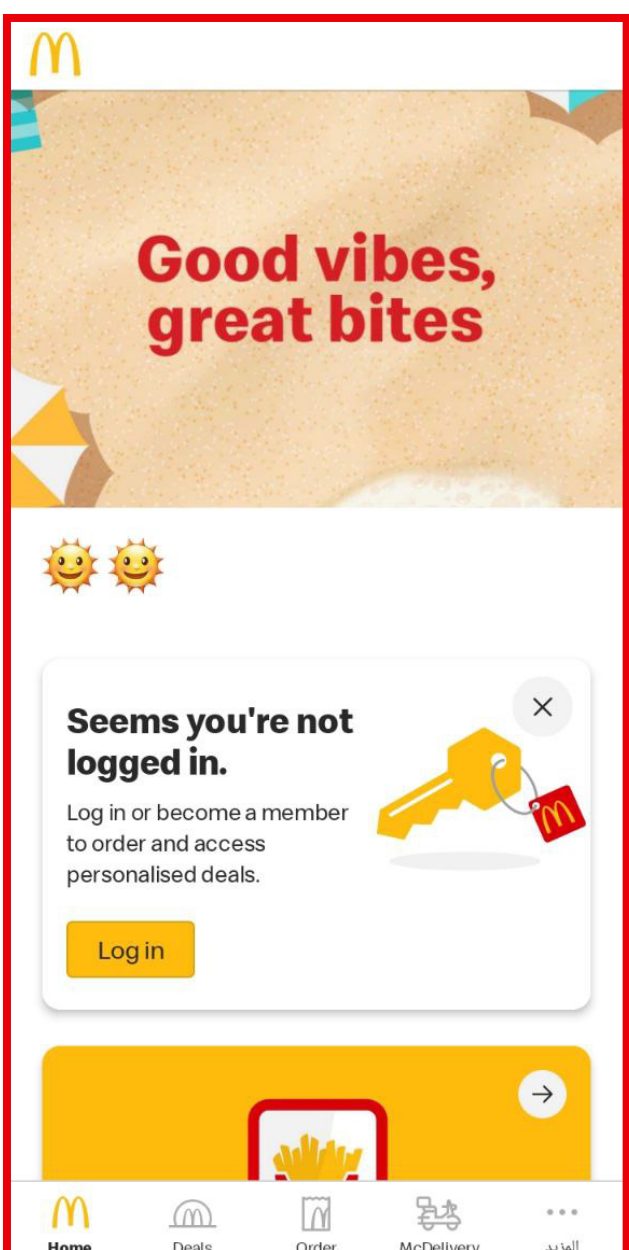
Pain D'or is well known pastry shop making the best croissants and bread.

## Problem

The website lack consistency and hierachy issues also opening the navigation bar there's something called «BG». it means Bulgarian so this is a website translation from english to Bulgarian it's defined as a primary button. and the text on the image.

## Suggestion

Language can be replaced with an Earth icon and for example beside it EN stand for English, The black text on the image isn't visually comfortable there should be a box behind the text.



## Overview

McDonald's Corporation is one of the largest and most recognizable fast-food chains in the world, founded in 1940, in San Bernardino, California, USA

## Problem

- Clarity
- User Control

## Suggestion

i suggest to fix the header by making it more related to food other than adding a beach vector image, at least put a burger offer or image.

Access to deals and orders need a Log in/ Signup it's mandatory leading the people to forcibly signup or log in.



## Overview

Zara is a leading global fashion brand known for its fast fashion model — quickly turning runway trends into affordable retail clothing.

## Problem

- Inconsistent elements
- User Control
- buttons are not functional
- Clarity

## Suggestion

logo should be smaller and at the top left since user read from left to right, and the title should be bigger than the subtitle and text.

the footer navigation bar should be removed from the splash screen and images should be consistent.

## Common UI Issues Across the 5 Examples

### ▪ Missing or Inconsistent Back Buttons.

Users have no clear way to return to the previous screen or step, reducing navigation control.

### ▪ Unclear or Repetitive Call-to-Action (CTA) Buttons.

Multiple CTAs with vague or identical labels confuse users and weaken focus.

### ▪ Inconsistent Layout and Alignment

Text, images, and buttons are not properly aligned, creating a cluttered or unbalanced interface.

### ▪ Lack of Visual Hierarchy

All elements compete for attention with no clear structure to guide the user's eye for example headlines look like body text, or buttons blend into the background.

### ▪ Placeholder or Broken Content

Placeholder text, untranslated items, or absent product information damage trust and usability particularly on shopping or food sites.