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Bad design: Bus stop

Objective of the interface:
The main purpose of a bus stop sign is to clearly communicate to passengers which stop they are at and which buses stop there. It helps passengers confirm their location and ensure they are on the correct route.

Bad aspects:

- Many bus stops in Lisbon have their names placed in locations that are hard to see from inside the bus.
- The font size and placement of the stop name often makes it difficult to read quickly, especially when the bus is moving.
- When the bus's internal display does not show the current stop, it becomes even more inconvenient for passengers.

Why do you think it was designed this way?

- **Primary User Misidentification:** The designers likely prioritized the **pedestrian on the sidewalk** as the primary user, not the passenger inside the bus. The sign is well-positioned for someone standing next to it to confirm they are at the right *waiting* spot.
- **Standardization and Cost:** It is likely a standardized, "one-size-fits-all" sign design that is cheap to manufacture and install across the entire city. This approach saves money but ignores the different contexts and *use cases* (like being viewed from a moving vehicle).
- **Aesthetic Considerations:** Designers may have intentionally kept the sign low to reduce "visual clutter" on the street, prioritizing urban aesthetics over a passenger's functional needs.

Suggested Improvements

- **Dual-Placement:** Place the stop name in two locations: one at eye level for waiting passengers and a **second, larger sign placed high on the pole** (like a flag) so it is visible above crowds and from inside the bus.
- **Better Typography:** Use a larger, high-contrast font (e.g., white on a dark blue background) to ensure readability from a distance.
- **Illumination:** Add consistent lighting or use reflective material to make signs visible at night.

Good design: Induction Stove

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Objective of the interface:

The main purpose of an induction stove is to allow users to cook food safely and efficiently. The interface should clearly communicate whether the stove is on or if the cooking surface is still hot, even after turning it off.

Good aspects:

- Induction stoves include a small red light next to each cooking zone that stays on while the surface is hot.
- The light automatically turns off when the area cools down, so users always know when it is safe to touch.
- This visual signal is simple, intuitive, and easy to understand without any explanation or labels.

Why it is Good

- **Excellent Feedback:** This feature is a perfect example of effective **feedback**. The system clearly communicates its hidden state (residual heat) to the user, preventing accidental burns.
- **Great Visibility:** The warning is highly **visible** and persistent, drawing attention to the specific area of danger.
- **Strong Signifier:** It uses a powerful and universally understood convention: **red = warning/danger/hot**. This mapping is immediate and requires no learning. It's an excellent "knowledge in the world" design.

Possible design reasoning:

- The designers likely wanted to reduce accidents in the kitchen and make the interface safer for all users, including children and elderly people.
- They used a universal color cue red to indicate danger or heat, making the design effective across cultures.