

User Experience Design Analysis

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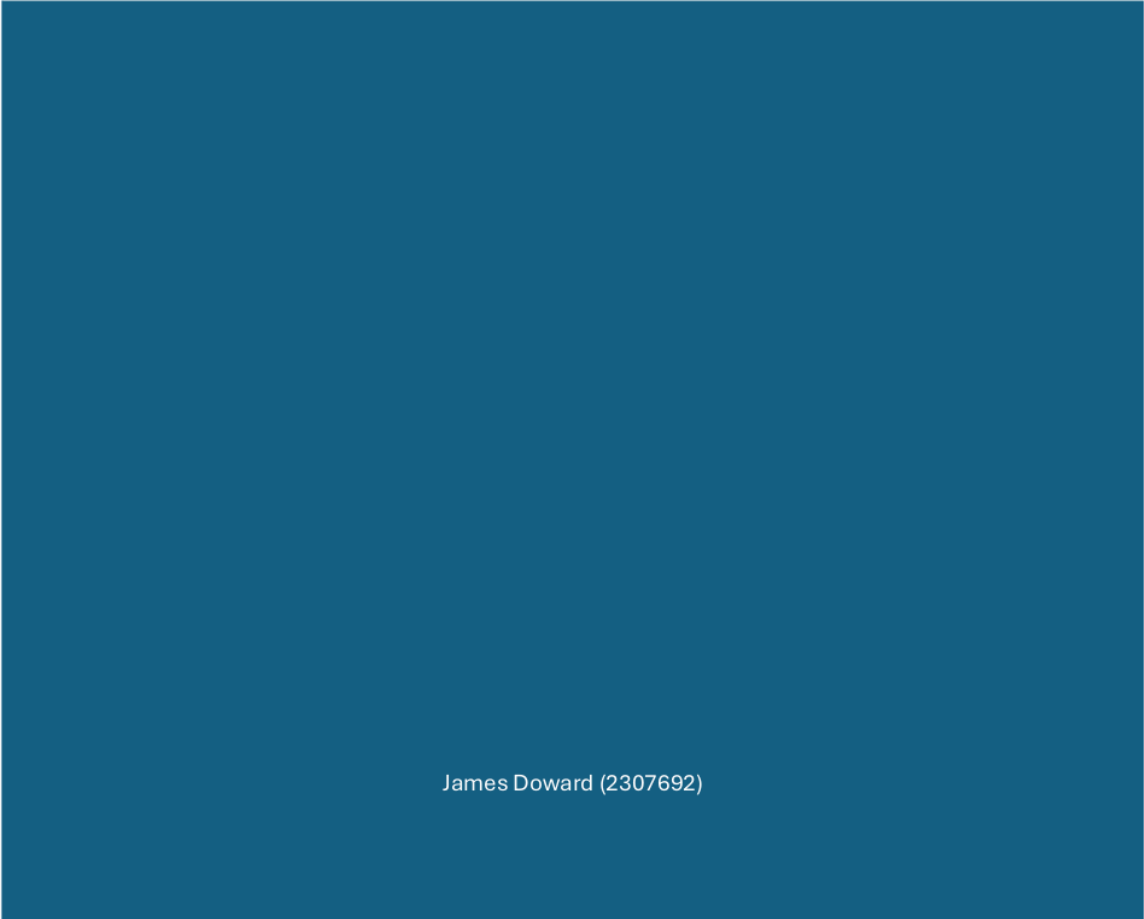
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BA GAMES - USER EXPERIENCE DESIGN – USER EXPERIENCE (UX) DESIGN ANALYSIS



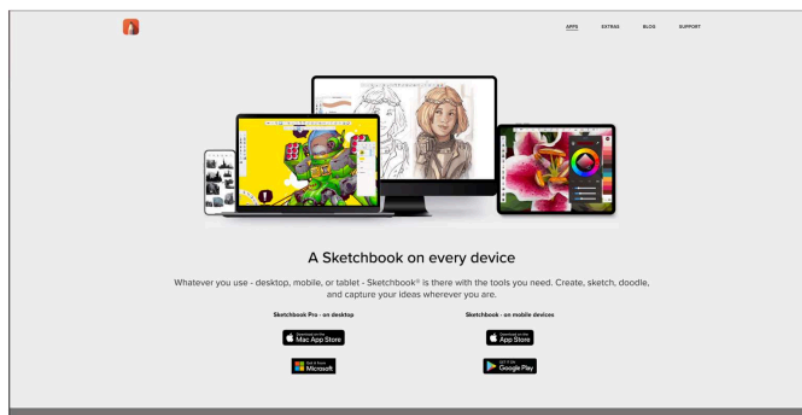
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Selected Product

The product/ application I have chosen to analysis is Sketchbook which is a drawing application that can be used on a wide variety of devices which include your phones and PC's, in this report I'm going to look at the application in different areas and see what it does best and what it can improve on and then come to a conclusion on the product as a whole.

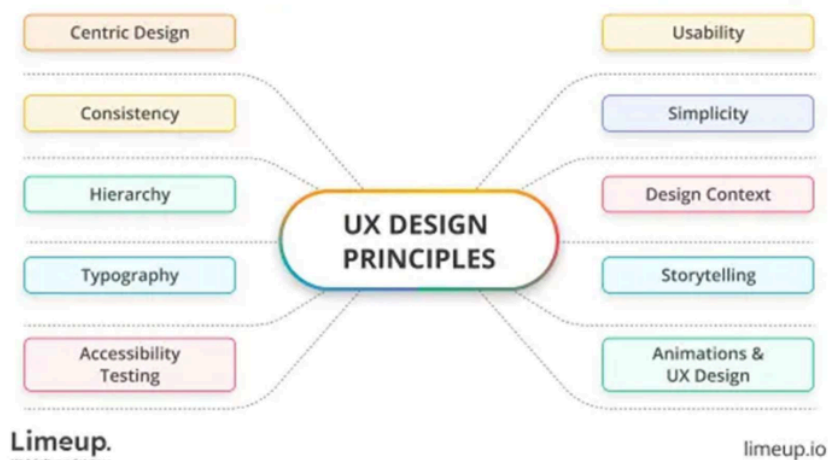


[1]

Initial Review

On start up of the application you are greeted with a blank canvas with tool bars on the left, right and top of the screen and dial menu that you can open on the bottom, on first impression the app is layout well as the main tools that you would use on a daily bases are easily available, the navigation of the application is pretty standard with the tolls surrounding the main canvas but I do have two main issues with the tools and that is the menu button that would take you to settings, your gallery and other options isn't really a recognizable icon so people might get a bit lost on how to find certain settings and options, and the other issue is the tools do give you the name of it when clicked on but it doesn't really tell you what exactly the tool can do so while the user might be able to tell what for example the solid fill tool does there are a few extra things that you can do that pop up when the tool is clicked on so this can lead to people thinking that this application is a bit basic when it might have more to it.

UX Design Principles



[2]

User-Centered Design: User-centred design is a framework used to put users at the centre of process and in doing this we are able to focus on the users needs and we also learn their behaviours what environments they

use said applications and with this we can then make a desirable, usable and accessible product for the user.

Simplicity/Usability: Simplicity/usability is an essential principle in UX design as simplicity makes a product easier to use and lessens the information overload that a user might face and then with usability this is important as this makes the product easier to use and makes it more efficient for the user to meet their goals.

Consistency: Consistency is important when it comes to a product as this makes sure that all functions and elements that look similar in a product act in a similar way which will make the product less confusing to a user and also build the trust with a user as it feels familiar, and it can also allow the user to transfer knowledge to other similar products or products from the same company.

Accessibility: Accessibility is a very integral part of UX design as a product needs to be accessible to every type of user which includes people with disabilities like deafness and blindness, this can be achieved by having features such as a screen reader or alt text.

Feedback/Control: Feedback/Control in UX design is the products response to what the user does like interacting with buttons, which guides and informs the user while also giving the user the power to interact with the products systems through clear feedback.

UX Analysis

Navigation and information architecture

In terms of Navigation and information architecture. Sketchbook's navigation is quite easy to follow with the menus and finding the information you need to find the only issue with the navigation is the buttons aren't labelled until you click on it so finding the right button might take the user a bit longer than normal. With the information architecture again apart from the tools could be labelled when not clicked on or at least when you hover over the tool but apart from that the actual structuring and way the tools are organized into the different side bars and elements is done very well.

Visual design, including layout, colour, and typography

In terms of Visual design, including layout, colour, and typography. Sketchbook's design isn't the most impressive thing to look at as the main work area is a white canvas on a whiteish grey background with the tools around the canvas and the whole colour pallet is just white, black and grey with some differences for the different types of drawing tools, but while it isn't the greatest thing to look at the simple style and layout makes it easy to use and understand and it also gets the job done while not being over the top style wise.

User interactions

In terms of User interactions. Sketchbook interactions are mostly with the user clicking the tools and then drawing on the canvas so while there isn't much user interaction with sketchbook it doesn't need much user interaction other than the user being able to click on tools and then use those tools on the canvas.

Accessibility and inclusivity

In terms of Accessibility and inclusivity. Sketchbook does not really have any accessibility features that help people with disabilities so a lot of people who use this product are probably not going to feel that they are being heard or seen, so this is a major area that the product must improve on.

Content quality and presentation

In terms of Content quality and presentation. Sketchbook's content quality and the way in which it presents it is done very well it gives you all the content and tools needed to create anything from an illustration to a poster and any graphic design item. And again, the presentation of the tools and other content apart from not being labelled unless clicked on, are show to user in simple yet effective way so that the user knows where to go and what to use without getting confused or lost.

Responsiveness across different devices and screen sizes

In terms of Responsiveness across different devices and screen sizes. Sketchbook responsiveness is mostly the same on all the different devices that you can access Sketchbook on, with the major differences being how you draw or interact with the product as on the web it will mostly be the mouse you use to interact but on your phone

or tablet you will use your fingers to interact, and the final way which can be done on any platform is using a pen/stylus.

Performance and loading times

In terms of Performance and loading times. Sketchbook as good performance and loading times on the whole there are moments where loading a previous drawing or saving you progress can be a bit sluggish but the performance of the product is very good it doesn't lag at all and even when the loading is a bit slow it's still not taking so long that it gets annoying it's noticeable that it took a bit longer than it normally would and so far there doesn't seem to be different load times depending on if the image is a larger file size, all image files load at relatively the same time.

Recommendations for Improvement

So, while on whole the product is quite good at doing what it needs to do, there are a couple of improvements that I would make to push the product even further and make it one of the best drawing/illustration products on the market, the first major improvement I would make is having more accessibility options for people with disability's like having colourblind options, screen reader or text to speech and shortcuts or larger interactive elements, which would open the doors to even more users.

The next improvement for the product which is a bit of a smaller one but still I think could just be a good way to make the usability more streamlined for user is having the tools labelled outside of when they have been clicked on as while looking at the tool icons can help you discern what tool does what to a new user who as never used a product like this the tool icons wont help so having the tools labelled either all the time or when hovered over can help make the product more usable and also lean to being more centred on the user's needs.

The last improvement I would make which to me is one of the biggest issues with the product is the limitations of some of the tools for example the perspective grid tool that helps you to make different perspective drawings like one point, two point and so on can be locked to the canvas as when you click on it and then click on another tool that you might need like the ruler tool the perspective lines disappear which is very annoying for users and its not like this is a constant with all the tools as you can have the mirror tool and ruler tool active at the same time, and this goes for a lot of the other tools has if you look at the same tool but on a different product like photoshop for example the same tool on photoshop does and offers a lot more than the same tool on Sketchbook which can lead user's looking elsewhere as this might not meet the user's needs.

Conclusion

In conclusion Sketchbook is a very good product to use for drawing/illustrating that does achieves most and then could improve in some of the core UX principles like usability, user-centred design, etc, it also offers many tools and options that you would expect from a product like it and is very user friendly to use and understand but there are a couple improvements that could be made that would not only make the product even better, but make a top contender when compared to other products in the same space like photoshop or ibis paint.

Bibliography

[1] Sketchbook, A Sketchbook on every device, <https://www.sketchbook.com/apps>, 08, 10, 14, (Accessed Dec. 18, 2025).

[2] D. Khomych, UX Design Principles to Follow in 2026, Limeup, <https://limeup.io/blog/ux-design-principles/>, 21, 07, 23, (Accessed Dec. 18, 2025).

User Experience Design Analysis

GRADEMARK REPORT

FINAL GRADE

56/100

GENERAL COMMENTS

This work provides a clear and well-structured overview of the product's UX, with sensible observations across key areas such as navigation, usability, and accessibility.

The recommendations are relevant and show awareness of user needs. However, the analysis is largely descriptive and would benefit from deeper critical evaluation supported by academic sources.

Engagement with UX literature is limited, with minimal in-text referencing to justify claims.

To improve, the work should integrate UX theory more consistently, strengthen critical reflection, and use a wider range of credible sources to support analysis and recommendations.

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