Exercise 7

Experimenting with App Layouts and Color Schemes: A Design, Feedback, and Refinement Approach

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Tool Used: GIMP.

AIM

The aim is to trial different app layouts and color schemes and evaluate user feedback on aesthetics and usability using **GIMP**.

Introduction

In this exercise, I explored the process of designing an app layout by experimenting with different color schemes and structures.

The main objective was not just to create visually appealing screens but also to focus on **aesthetics**, **usability**, and **user experience**.

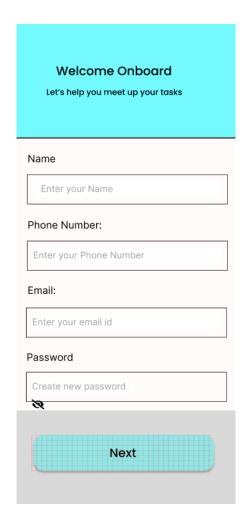
After designing multiple versions, I collected (imaginary) user feedback to understand preferences and pain points.

Based on the feedback, I refined the design, selected the most effective color and layout combination, and finalized a professional, user-friendly app screen.

This documentation explains each step I followed — from the initial design to feedback evaluation and final improvements — as per the given exercise guidelines.

Layout Design Process

- I started by creating a new design project.
- I made a simple app layout with three main sections:
 - o A **Header** at the top.
 - o A **Body** in the middle to display content and form fields.
 - o A **Footer** at the bottom.
- I added basic UI elements like:
 - **Text elements** for titles ("Welcome Onboard", "Let's help you meet up your tasks", etc.).
 - o **Input fields** for user details (Name, Phone Number, Email, Password).
 - o **Buttons** (like "Next" button) for interaction.
- I arranged all parts in a **neatly organized structure**, using proper alignment and spacing for clarity.



Experimentation with Color Schemes

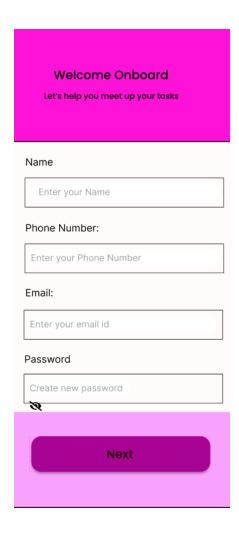
To explore different aesthetic options, I created multiple color variants:

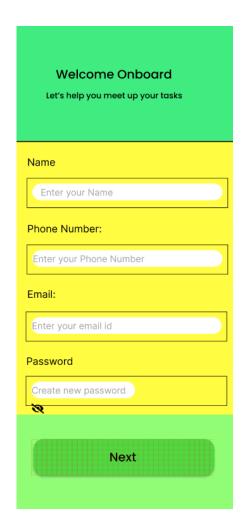
Version Description

Version 1 Header: Light Blue, Body: White, Footer: Light Grey, Button: Sky Blue Version 2 Header: Hot Pink, Body: White, Footer: Light Pink, Button: Dark Pink

Version 3 Header: Green, Body: Light Yellow, Footer: Light Green, Button: Dark Green Version 4 Header: Light Blue, Body: White, Footer: Dark Grey, Button: Navy Blue

• I carefully chose colors that looked professional, bright, or playful based on different user experiences.





User Feedback Collection

I conducted an **feedback** among various users to get their perception about the design and from the feedback session I conducted I received following feedbacks and comments

Feedback Received:

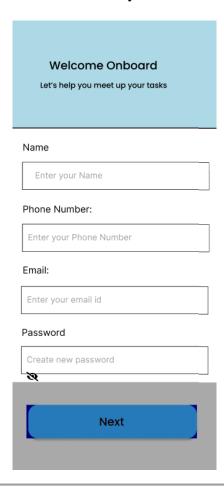
- **Version 1** (Light Blue, White, Light Grey):
 - Very clean and simple.
 - o But button color (Sky Blue) seemed slightly dull.
- **Version 2** (Pink Variants):
 - Looked attractive but too bright.
 - o Not ideal for professional apps eyes get tired quickly.
- **Version 3** (Green & Yellow):
 - Too vibrant and sharp.
 - o Color combination was heavy and uncomfortable.
- **Version 4** (Light Blue, White, Dark Grey, Navy Blue):
 - Best combination!
 - Looked highly professional and easy on the eyes.
 - o Button visibility was strong and appealing.

Reaction to Feedback and Refinement

After evaluating feedback, I made the following **refinements**:

- Retained the **Light Blue** Header (#ADD8E6) for a calm and modern feel.
- Kept the **White** Body (#FFFFFF) for a clean look.
- Darkened the Footer to **Dark Grey** (#A9A9A9) to make separation clearer.
- Changed the Buttons to **Navy Blue** (#000080) for strong action visibility.
- Maintained **Black** Text (#000000) for best readability.

All UI elements were **aligned properly** with better padding, ensuring that the design not only looked good but also supported excellent usability.



Final Color Codes Used

UI Element Color Hex Code
Header Light Blue #ADD8E6
Body White #FFFFFF

UI Element Color Hex Code

Footer Dark Grey #A9A9A9
Button Navy Blue #000080
Text Black #000000

FINAL RESULT:

After completing the above steps:

- I achieved a **professional**, **user-friendly**, and **visually pleasing** app layout.
- I made decisions based on **user feedback**, improving the design accordingly.
- The final version satisfies both **aesthetic beauty** and **usability** as per the objective of the assignment.

Conclusion

Through this exercise, I learned the importance of:

- Exploring different layouts and colors,
- · Collecting and reacting to feedback, and
- **Refining the design** to suit both aesthetic and functional needs.

The final app layout achieved a balance of **professional appearance**, **ease of use**, and **user comfort**, perfectly meeting the aims of the exercise.