

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:
 - A **Header** at the top.
 - A **Body** in the middle to display content and form fields.
 - 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.).
 - **Input fields** for user details (Name, Phone Number, Email, Password).
 - **Buttons** (like "Next" button) for interaction.
- I arranged all parts in a **neatly organized structure**, using proper alignment and spacing for clarity.

Welcome Onboard

Let's help you meet up your tasks

Name

Enter your Name

Phone Number:

Enter your Phone Number

Email:

Enter your email id

Password

Create new password

Next

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.

Welcome Onboard

Let's help you meet up your tasks

Name

Enter your Name

Phone Number:

Enter your Phone Number

Email:

Enter your email id

Password

Create new password

Next

Welcome Onboard

Let's help you meet up your tasks

Name

Enter your Name

Phone Number:

Enter your Phone Number

Email:

Enter your email id

Password

Create new password

Next

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.
 - But button color (Sky Blue) seemed slightly dull.
- **Version 2** (Pink Variants):
 - Looked attractive but too bright.
 - Not ideal for professional apps — eyes get tired quickly.
- **Version 3** (Green & Yellow):
 - Too vibrant and sharp.
 - 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.
 - 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.

The image shows a user registration form. At the top is a light blue header with the text "Welcome Onboard" and "Let's help you meet up your tasks". Below this is a white body with four input fields: "Name", "Phone Number:", "Email:", and "Password". Each field has a placeholder text: "Enter your Name", "Enter your Phone Number", "Enter your email id", and "Create new password". At the bottom is a dark grey footer with a blue "Next" button.

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.
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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.