

Ex 7
230701264

Experiment with different layouts and color schemes for an app. Collect user feedback on aesthetics and usability using GIMP(GNU Image Manipulation Program (GIMP))

App Layout and Color Scheme Description:

I designed a Login Page for a fictional app called SwiftTask.

The page layout includes:

- A logo with the app name SwiftTask at the top.
- A "Welcome Back!" message.
- Two input fields: Email Address and Password.
- A Login button.
- A "Forgot Password?" link at the bottom.

I created **three color variants** for the same layout:

- **Gray Variant:** Light gray background with black buttons and text.
- **Violet Variant:** Light violet background with purple buttons and headings.
- **Blue Variant:** Light blue background with darker blue buttons and headings.

The designs were created using **GIMP**, maintaining a simple and clean layout with clear sections for easy usability.

Swifttask

Welcome Back !

Email address

Password

Login

[Forgot password ?](#)

Swifttask

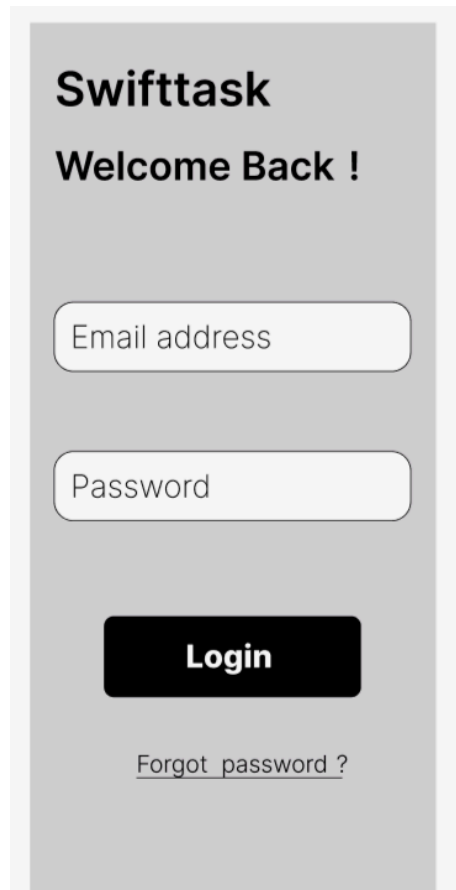
Welcome Back !

Email address

Password

Login

[Forgot password ?](#)

A vertical login form mockup for 'Swifttask'. The background is a light gray. At the top, the text 'Swifttask' is in a large, bold, black font, followed by 'Welcome Back !' in a slightly smaller, bold, black font. Below this, there are two white input fields with rounded corners and thin gray borders. The first field is labeled 'Email address' and the second is labeled 'Password'. Below the input fields is a black rectangular button with the word 'Login' in white, bold, sans-serif font. At the bottom, there is a text link that reads 'Forgot password ?' in a small, gray, sans-serif font.

Swifttask

Welcome Back !

Email address

Password

Login

[Forgot password ?](#)

Google Form Feedback Results:

Which layout do you prefer?

- 66.7% users preferred the Gray Variant.
- 33.3% users preferred the Blue Variant.

Which color scheme feels most professional?

- 66.7% users felt the Gray Variant looked more professional.
- 33.3% selected the Blue Variant.

How easy was it to find buttons and inputs?

- 100% of users said it was Easy to find buttons and input fields.

Which layout would you recommend to others?

- 66.7% recommended the Gray Variant.
- 33.3% recommended the Blue Variant.

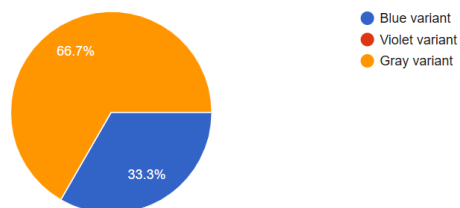
Analysis of Feedback:

- Gray Variant was clearly the favorite for both professional appearance and overall preference.
- Blue Variant was appreciated but slightly behind in preference.
- All users found the design easy to navigate, meaning the layout structure was clear and user-friendly.

Which layout would you recommend to others?

3 responses

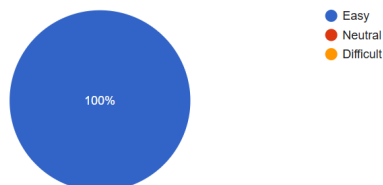
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How easy was it to find buttons and inputs?

3 responses

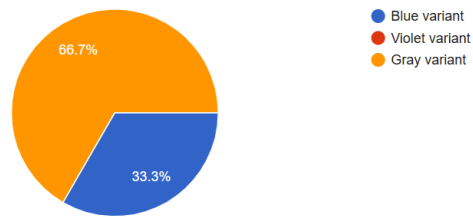
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Which color scheme feels most professional?

 [Copy chart](#)

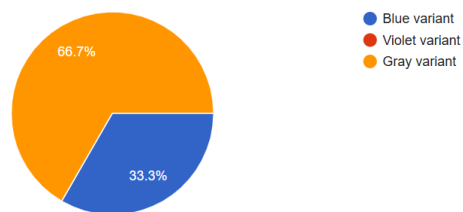
3 responses



Which layout do you prefer?

 [Copy chart](#)

3 responses



Changes After Feedback:

- Based on the feedback, no major layout changes were necessary since usability was rated as good.
- Color decision: I finalized the Gray Variant as the main theme for SwiftTask's login page, since it was rated highest for professionalism and preference.
- Minor improvement planned: Slightly darken the input field borders for better contrast in the final version.