Experiment 1: Evaluating Good vs. Bad UI Design in Figma

Aim:

To analyse the impact of good and bad UI design principles on user experience by creating two versions of a mobile login screen in Figma.

Procedure:

1. **Set Up the Experiment:**

   o Open Figma and create a new project.

   o Design two mobile login screens: one following good UI/UX principles and the other with bad design choices.

2. **Designing the Good UI Version:**

   o Use a clean and consistent layout with proper spacing.

   o Apply a clear visual hierarchy with readable font sizes.

   o Use a high-contrast color scheme for accessibility.

   o Add clear input fields with labels and placeholders.

   o Provide a properly styled login button with a distinct color.

   o Implement feedback mechanisms like error messages.

   o Ensure mobile responsiveness and touch-friendly elements.

3. **Designing the Bad UI Version:**

   o Use inconsistent fonts and poor color contrast.

   o Place elements in a cluttered and misaligned manner.

   o Remove labels from input fields, relying only on placeholder text.

   o Use small buttons that are difficult to tap on mobile.

   o Provide no error handling or feedback mechanisms.

   o Ignore accessibility considerations like color blindness support.

4. **User Testing:**

   o Recruit 5-10 participants to interact with both designs.

   o Ask them to complete a simple login task in both versions.

   o Record their time taken, errors made, and overall satisfaction.

5. **Analyze Results:**

o Measure the usability of both designs using metrics like:

▪ Time taken to complete login.
▪ Number of errors (e.g., missed input fields).
▪ User ratings on a scale of 1-10 for ease of use.

Output
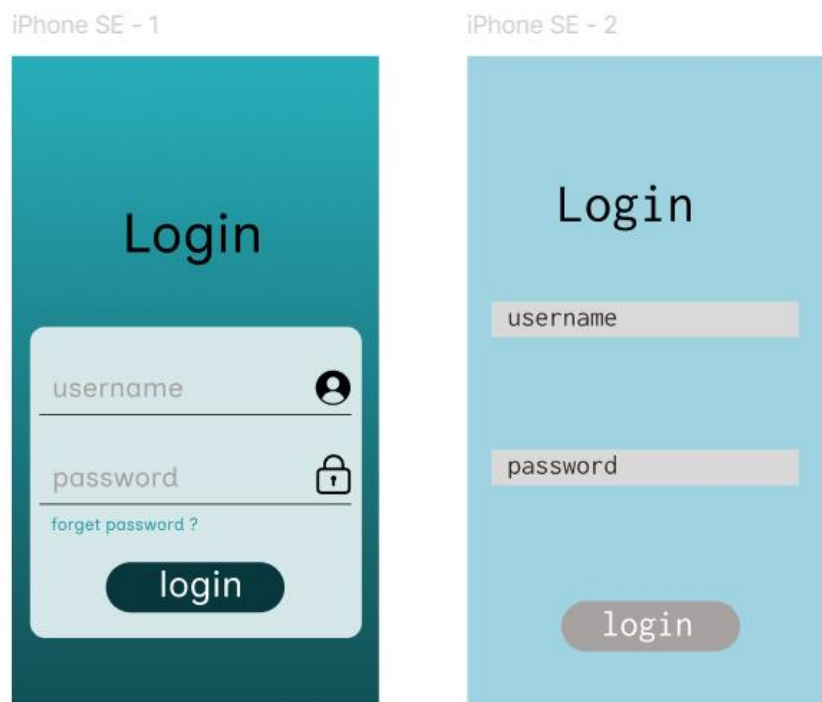
Results:

- **Good UI Design:** Users completed the login process faster, made fewer errors, and reported a smoother experience.
- **Bad UI Design:** Users struggled with navigation, took longer to complete tasks, and expressed frustration over unclear elements.

Link:

https://www.figma.com/design/QVdZdrOpHkkKxbuw1nz07F/Untitled?t=SREJjjLhM6 GpnFq9-1