

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:

- Open Figma and create a new project.
- Design two mobile login screens: one following good UI/UX principles and the other with bad design choices.

2. Designing the Good UI Version:

- Use a clean and consistent layout with proper spacing.
- Apply a clear visual hierarchy with readable font sizes.
- Use a high-contrast color scheme for accessibility.
- Add clear input fields with labels and placeholders.
- Provide a properly styled login button with a distinct color.
- Implement feedback mechanisms like error messages.
- Ensure mobile responsiveness and touch-friendly elements.

3. Designing the Bad UI Version:

- Use inconsistent fonts and poor color contrast.
- Place elements in a cluttered and misaligned manner.
- Remove labels from input fields, relying only on placeholder text.
- Use small buttons that are difficult to tap on mobile.
- Provide no error handling or feedback mechanisms.
- Ignore accessibility considerations like color blindness support.

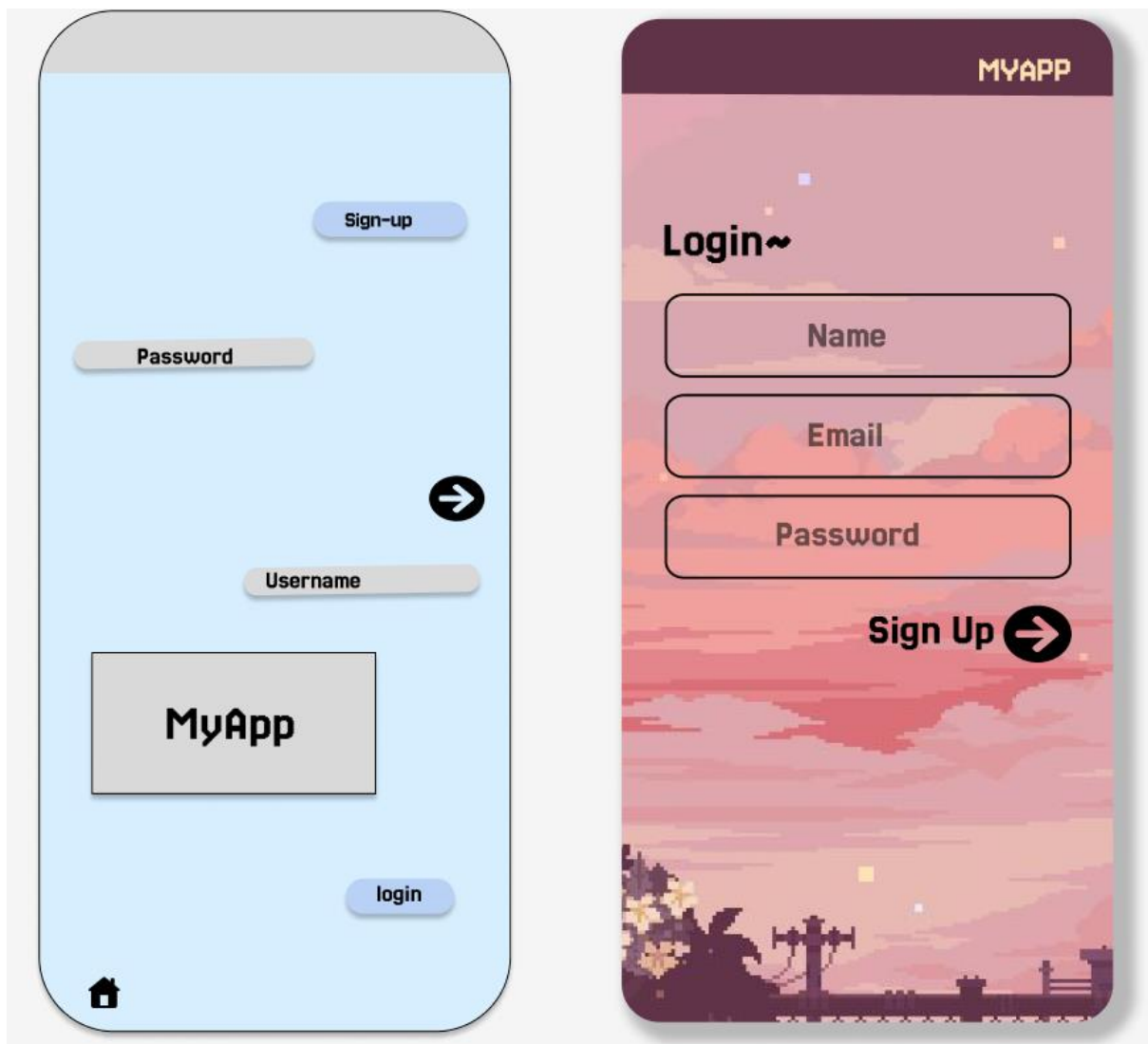
4. User Testing:

- Recruit 5-10 participants to interact with both designs.
- Ask them to complete a simple login task in both versions.
- Record their time taken, errors made, and overall satisfaction.

5. Analyze Results:

- 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/WsiPazyLBkndw4QhypVrdl/baddesign_gooddesign?node-id=0-1&t=YkrjEiD2gyPATsrb-1