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.

Objective:

To analyze how UI/UX design principles affect user experience by comparing a well-designed login screen with a poorly designed one.

Procedure:

1. Setting Up the Experiment

- Open **Figma** and create a new project.
- Design **two login screens**:
    - One with **good UI/UX principles**.
    - One with **bad design choices**.

2. Designing the Good UI Version

a) Layout & Spacing

- Proper alignment with **clear spacing** between elements.

b) Typography & Readability

- Use a **consistent, readable font** and appropriate size.

c) Color & Contrast

- Maintain **high contrast** for visibility and accessibility.

d) Input Fields & Labels

- **Clearly labeled fields** with helpful placeholders.

e) Call-to-Action (Login Button)

- **Well-sized, contrasting button** for easy interaction.

f) User Feedback & Error Handling

- Display **real-time validation messages** for errors.

g) Mobile Responsiveness

- Ensure **touch-friendly elements** and adaptable layout.

3. Designing the Bad UI Version

a) Poor Layout & Alignment

- **Misaligned elements** and **cluttered spacing**.

b) Inconsistent Typography

- **Random fonts, sizes, and poor readability**.

c) Weak Color Contrast

- **Low contrast, making text hard to read**.

d) Unclear Input Fields

- **No labels, relying only on placeholders**.

e) Ineffective Call-to-Action

- **Small, poorly visible login button**.

f) No Feedback or Error Handling

- **No validation messages for incorrect inputs**.

g) Poor Mobile Usability

- **Buttons too small, layout not optimized**.

4. Conducting User Testing

a) Selecting Participants

- Recruit **5-10 users** of different experience levels.

b) Test Procedure

- Ask participants to **log in** on both versions.

- Record **time taken, errors made, and user experience**.

c) Feedback Collection

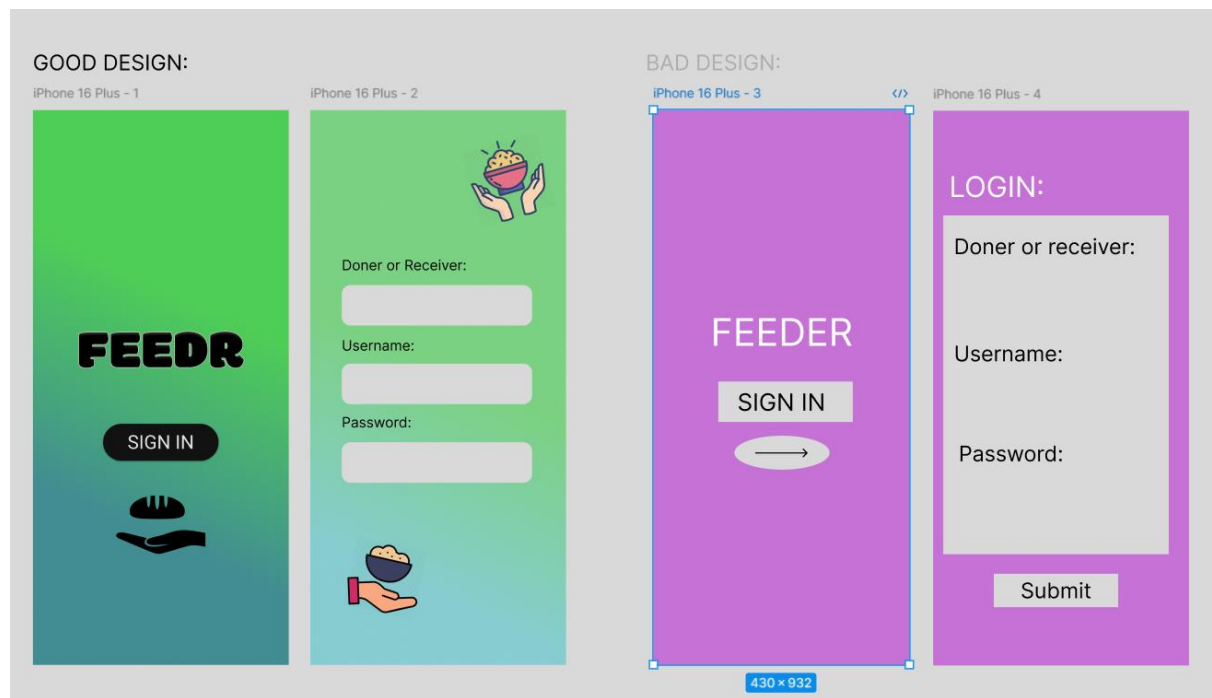- Gather ratings on **ease of use and visual clarity**.

5. Analyzing Results

a) Key Metrics

- **Time taken**, **errors made**, and **user ratings (1-10)**.

b) Comparison of Good vs. Bad UI

- Identify **usability improvements** in the good version.

GOOD DESIGN:

iPhone 16 Plus - 1

iPhone 16 Plus - 2

FEEDR

SIGN IN

Doner or Receiver:

Username:

Password:

BAD DESIGN:

iPhone 16 Plus - 3

iPhone 16 Plus - 4

FEEDER

SIGN IN

LOGIN:

Doner or receiver:

Username:

Password:

Submit

430 × 932

Conclusion:

A well-designed UI enhances **efficiency and user satisfaction**, while a poorly designed one leads to **frustration and errors**.