

USER INTERFACE DESIGN

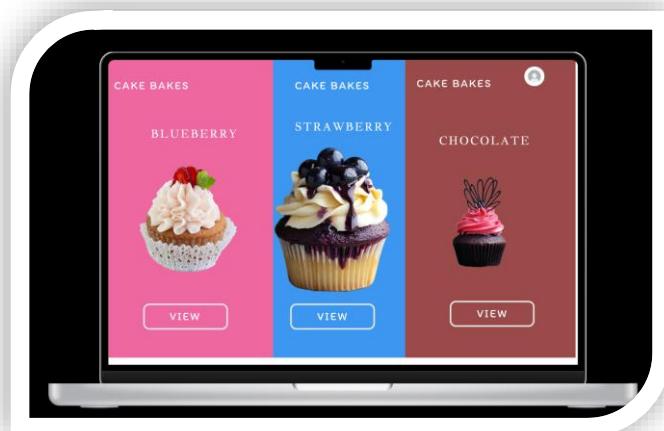
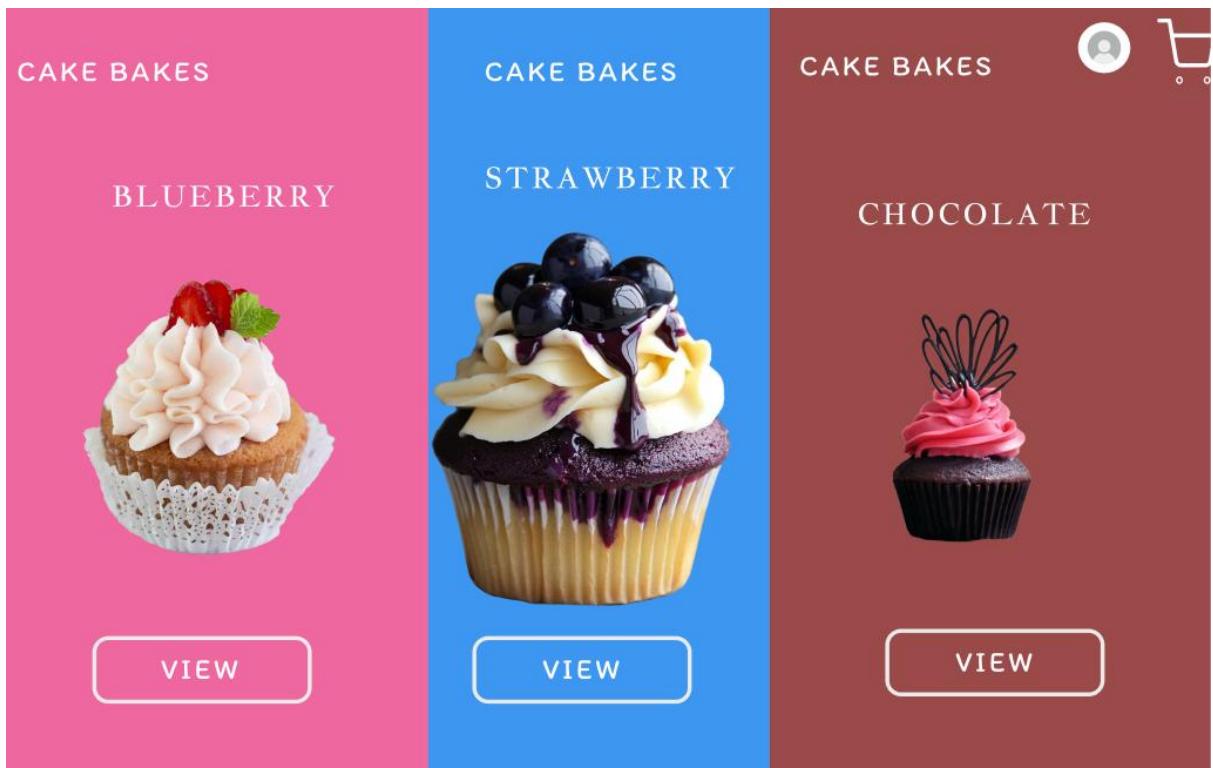
Roll.No: 240701005

Name: Abenanthan P

EXPERIMENT 1

COMPARISON OF UI DESIGN BETWEEN TWO FIGMA CREATION

BAD DESIGN:



GOOD DESIGN:

Home Page

CUTIE CUPCAKES



01
STRAWBERRY

CUTIE CUPCAKES



02
CHOCOLATE

CUTIE CUPCAKES



03
BLUEBERRY

CUTIE CUPCAKES



01
STRAWBERRY

CUTIE CUPCAKES

CLICK HERE
TO PLACE ORDER

CHOCOLATE

CUTIE CUPCAKES



03
BLUEBERRY

Content



CUTIE CUPCAKE

HOME ABOUT CONTACT ORDER

STRAWBERRY CUPCAKES

DELIGHT YOUR GUESTS WITH OUR CUPCAKES

 STRAWBERRY  CHOCOLATE  BLUEBERRY

VISIT OUR CAFE AND CELEBRATE THIS NEW YEAR WITH YOUR LOVED ONES
WE OFFER DIFFERENT FLAVOURS OF CUPCAKES WITH NEW YEAR THEMED MENU

20% OFF



CUTIE CUPCAKE

HOME ABOUT CONTACT ORDER

BLUEBERRY CUPCAKES

DELIGHT YOUR GUESTS WITH OUR CUPCAKES

 BLUEBERRY  STRAWBERRY  CHOCOLATE

VISIT OUR CAFE AND CELEBRATE THIS NEW YEAR WITH YOUR LOVED ONES
WE OFFER DIFFERENT FLAVOURS OF CUPCAKES WITH NEW YEAR THEMED MENU

20% OFF

CUTIE CUPCAKE

 HOME ABOUT CONTACT ORDER

CHOCOLATE CUPCAKES

DELIGHT YOUR GUESTS WITH OUR
CUPCAKES



CHOCOLATE



BLUEBERRY



STRAWBERRY

VISIT OUR CAFE AND CELEBRATE THIS NEW YEAR WITH YOUR LOVED ONES

WE OFFER DIFFERENT FLAVOURS OF CUPCAKES WITH NEW YEAR THEMED MENU



**20%
OFF**

PROTOTYPE LINK:

<https://www.figma.com/proto/geStc55wc5CMIVQ1Jg9Jdb/EXERCISE-1-CUP-CAKES?node-id=0-1&t=w9bOmT5LzSgmAkjN-1>

The two websites have distinct designs and approaches. Here's a detailed comparison of both designs including their Design style , Content , Navigation and Purpose

The key differences focuses on Target audience , Content Depth , Design Aesthetics and Focus of the design.

The detailed comparsion of both good and bad design are listed below :

Bad Design:

Design Style:

Minimalist layout with strong visual emphasis on product imagery.

Each cupcake is showcased in a vertical panel with bold, saturated background shades (pink, blue, brown).

Typography is simple and uniform, with flavour names in all caps for emphasis.

Content:

Features three cupcake flavours: Blueberry, Strawberry, and Chocolate.

Each panel includes the brand name “CAKE BAKES,” a flavour label, and a “VIEW” button.

No descriptive text or pricing; content is minimal and image-driven.

Navigation:

Sparse navigation limited to two icons: user profile and shopping cart.

No visible menu or category links, reducing discoverability.

Purpose:

Clearly intended for product showcasing and online browsing.

Prioritizes visual appeal over detailed information or user interaction.

User Experience Issues

No responsiveness cues—unclear if layout adapts to mobile or tablet.

Accessibility concerns: low contrast in some areas, no alternative text

Buttons and icons are small and may be hard to tap on mobile.

No feedback or loading indicators—user actions feel disconnected.