

USER INTERFACE DESIGN

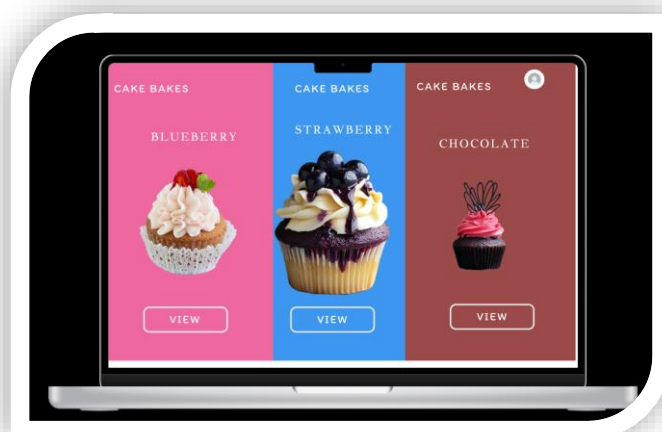
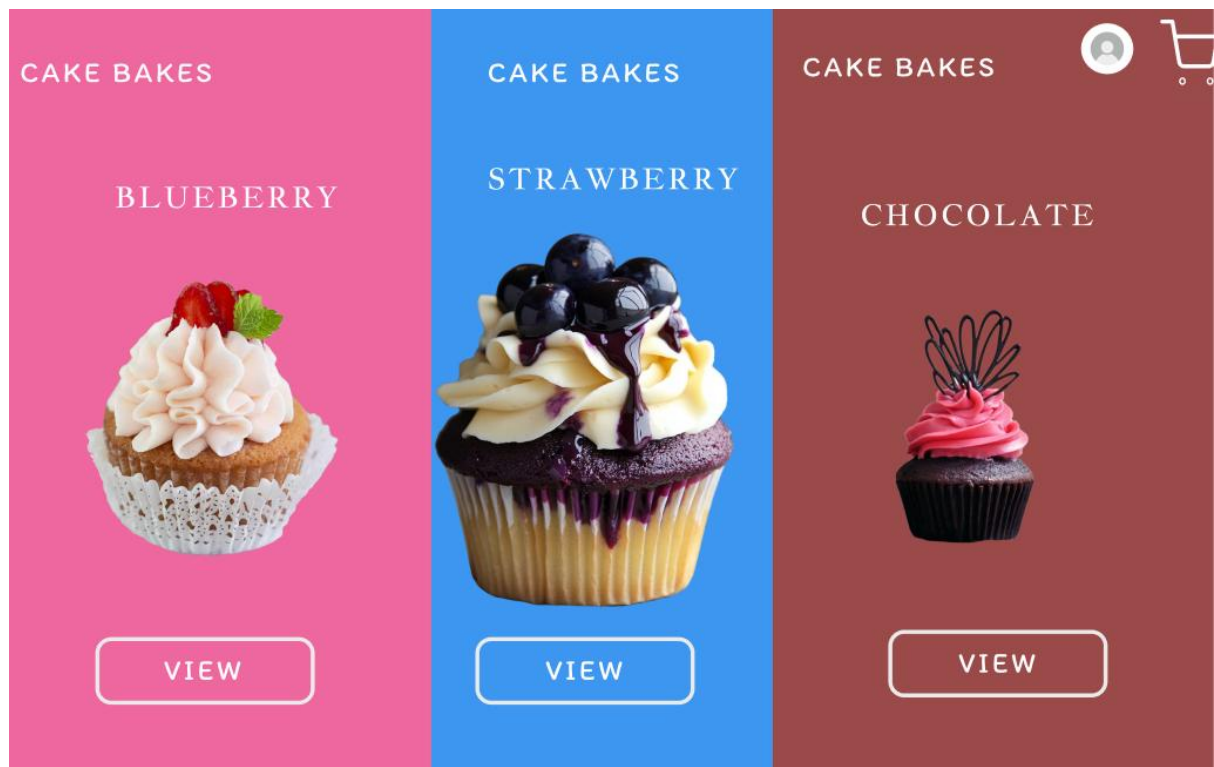
Roll.No: 240701005

Name: Abenanthan P

EXPERIMENT 1

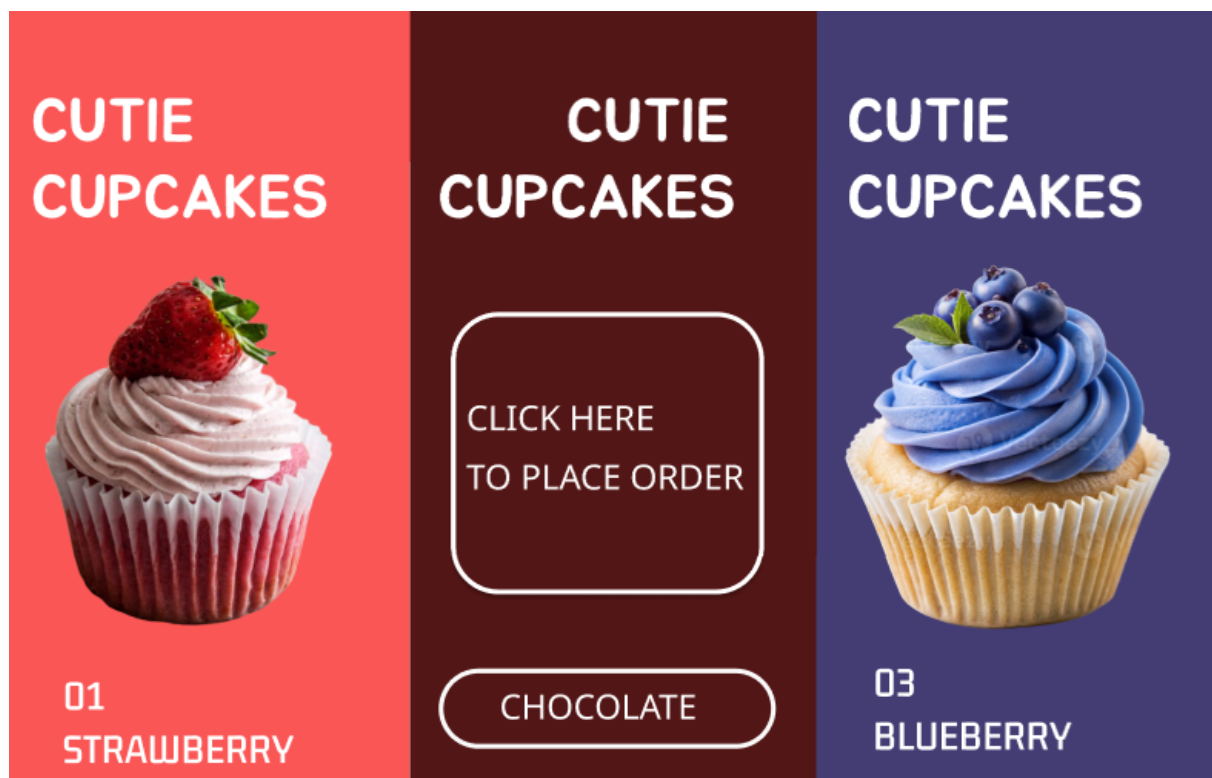
COMPARISON OF UI DESIGN BETWEEN TWO FIGMA CREATION

BAD DESIGN:



GOOD DESIGN:


Home Page



Content

CUTIE CUPCAKE

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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

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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



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.