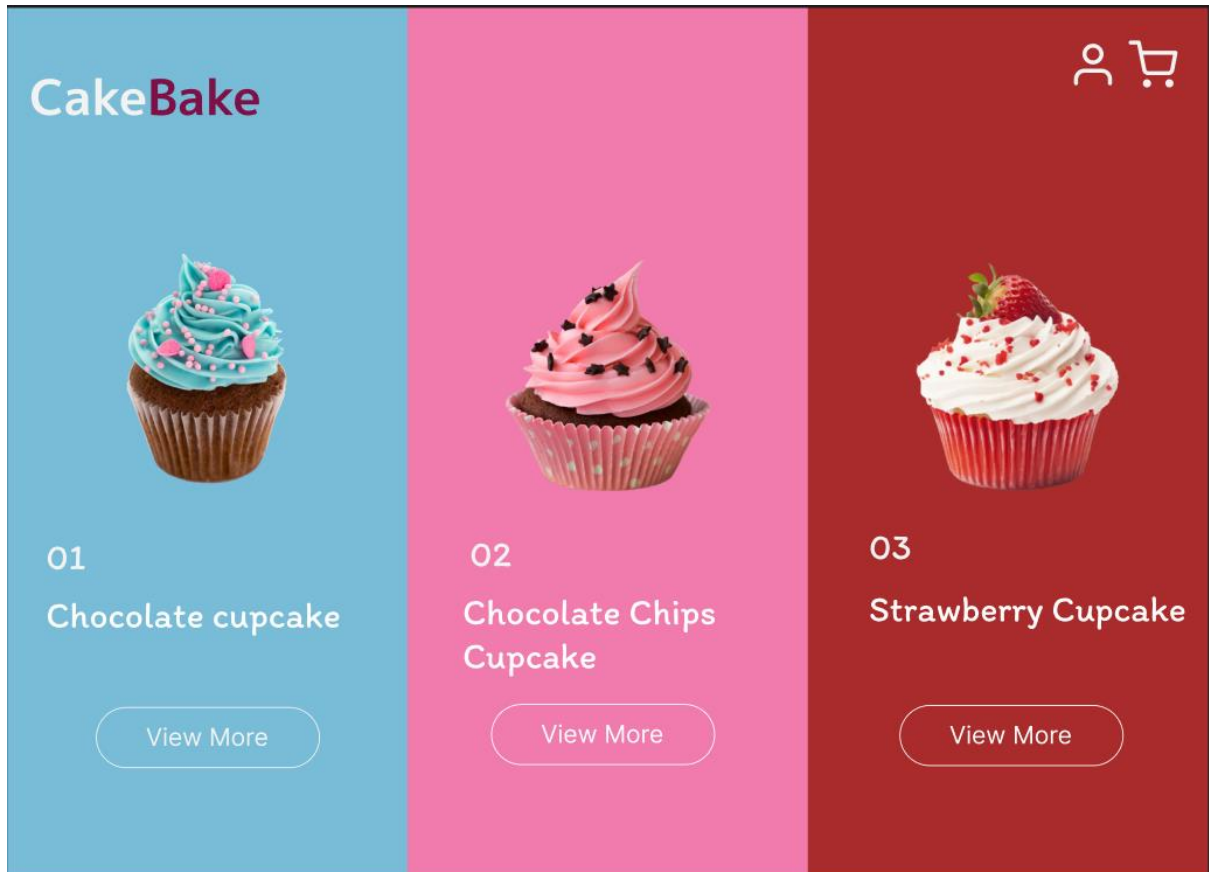# EXPERIMENT 1: User Interface Design

Comparison of UI design between two figma creation:

Abirami L-240701010

BAD WEBSITE: (CAKEBAKE)

1. Design Style:

- Simple and minimalistic layout.

- Uses a three-column structure to display cupcake products.

- Each section has a solid background colour based on the cupcake type.

- Focuses mainly on product images with minimal decorative elements.

2. Content:

- Displays cupcake images with their names.

- Includes a "View More" button for each product.

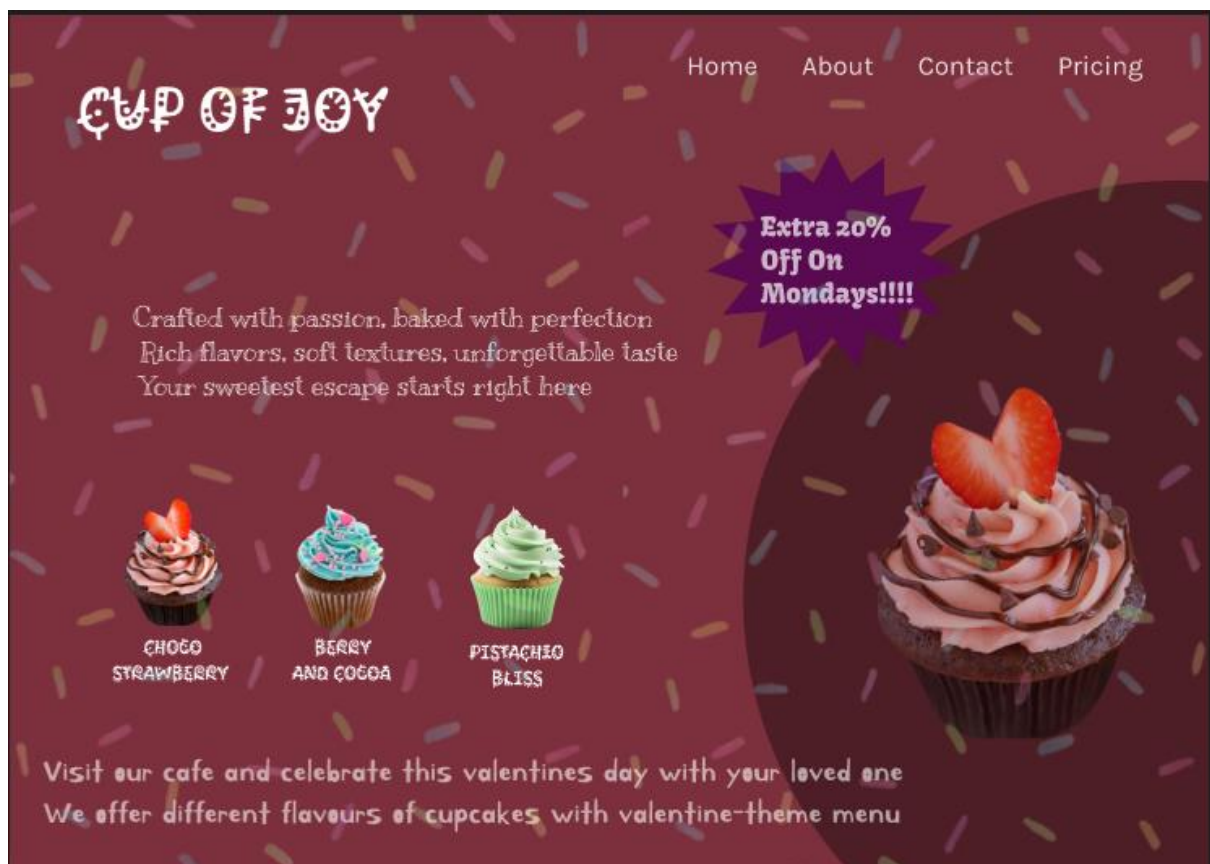- Content is short and direct with no descriptive text.

3. Navigation:

- Minimal navigation using icons such as user profile and cart.

- Limited menu options.

4. Purpose:

- Designed mainly for product browsing.

- Focuses on showing available cupcake varieties.

- Suitable for basic e-commerce display.

GOOD WEBSITE: (CUP OF JOY)

CUP OF JOY

Extra 20%
Off On
Mondays!!!!

Crafted with passion, baked with perfection
Rich flavors, soft textures, unforgettable taste
Your sweetest escape starts right here

CHOCO
STRAWBERRY

BERRY
AND COCOA

PISTACHIO
BLISS

Visit our cafe and celebrate this valentines day with your loved one
We offer different flavours of cupcakes with valentine-theme menu

---

CUP OF JOY

Extra 20%
Off On
Mondays!!!!

Crafted with passion, baked with perfection
Rich flavors, soft textures, unforgettable taste
Your sweetest escape starts right here

CHOCO
STRAWBERRY

BERRY
AND COCOA

PISTACHIO
BLISS

Visit our cafe and celebrate this valentines day with your loved one
We offer different flavours of cupcakes with valentine-theme menu

PROTOTYPE LINK:

1. Design Style:

- Visually rich and theme-based interface.

- Each screen highlights a specific cupcake flavours with matching background colours.

- Decorative elements like sprinkles and curved shapes enhance aesthetics.

- Large hero cupcake images attract user attention.

2. Content:

- Includes descriptive and emotional text such as:

  o "Crafted with passion, baked with perfection"

  o "Your sweetest escape starts right here"

- Displays multiple cupcake flavours with names.

- Highlights promotional offers like **"Extra 20% Off on Mondays"**.

- Content is engaging and storytelling-oriented.

3. Navigation:

- Clear navigation bar with menu options:

  o Home

  o About

  o Contact

  o Pricing

- Improves ease of access and user flow.

4. Purpose:

- Focuses on branding and user experience.

- Creates emotional connection with users.

- Encourages user engagement and promotional interaction.

- Suitable for bakery branding and marketing.

Key Differences:

- **Focus:** The first website is product-centric, while the second focuses on storytelling and brand experience.

- **Design Aesthetics:** The first uses a simple and functional design, whereas the second adopts a thematic and visually rich layout.

- **Content Depth:** The first presents minimal information, while the second includes detailed descriptions and promotional content.

- **User Engagement:** The first offers limited interaction, whereas the second encourages higher engagement through visuals and offers.

- **Purpose:** The first is designed mainly for online product browsing, while the second aims to create emotional connection and promote offers.