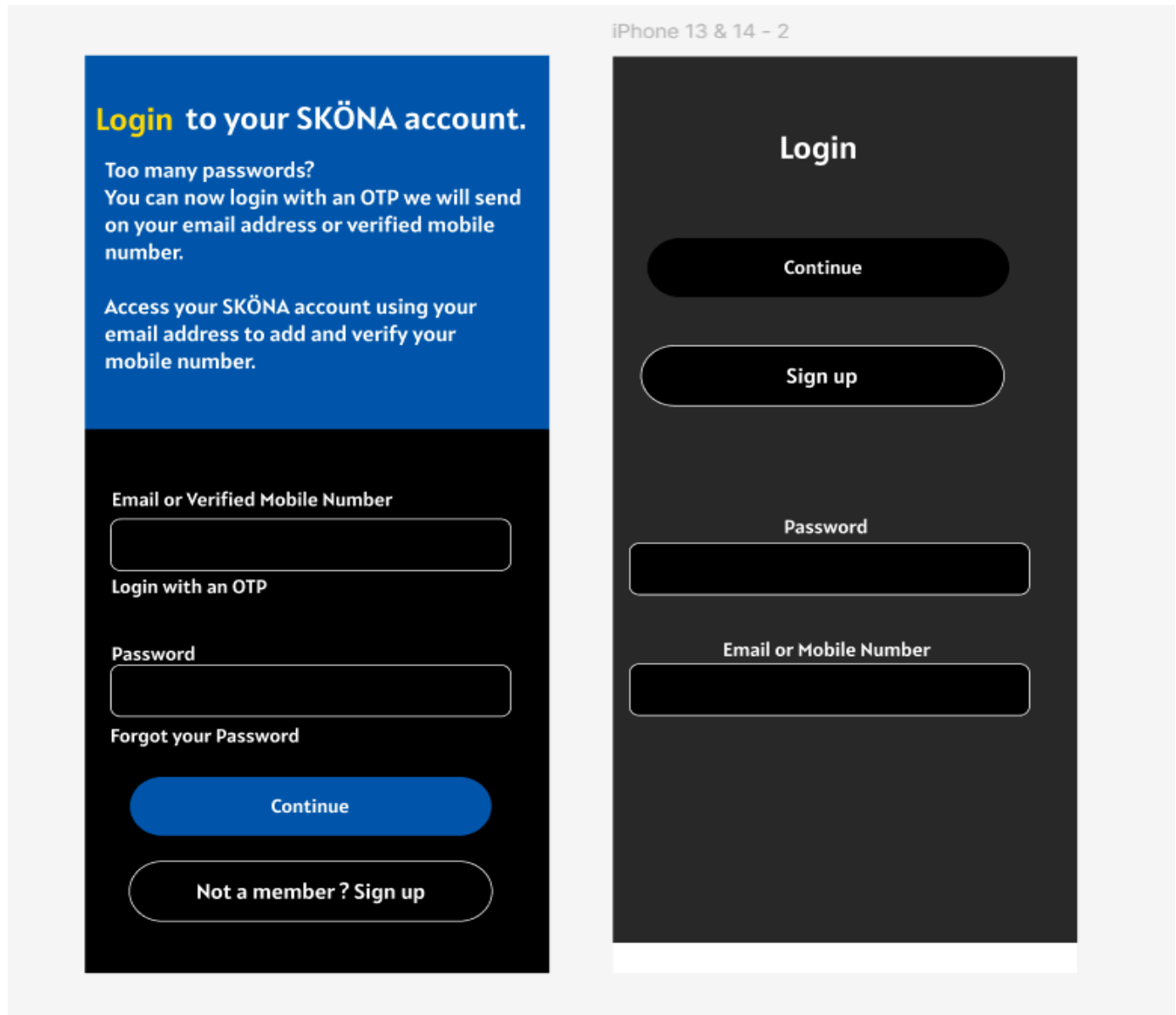


UID EX 01

GOOD DESIGN VS BAD DESIGN

SKONA LOGIN PAGE



Aspect	Good Design (Left)	Bad Design (Right)
Information Clarity	Provides clear context, instructions, and explanation of login options (OTP/password).	Lacks instructional text or explanation; user might feel confused.
Visual Hierarchy	Uses color, bold fonts, and spacing to guide user attention (e.g., "Login", "Continue").	Flat layout with poor contrast and weak emphasis on primary actions.
Field Labels	Clearly labels input fields outside the boxes, enhancing readability.	Labels are inside input boxes, reducing clarity and risking placeholder loss.
Accessibility	High contrast (white on black/blue) improves readability and accessibility.	Low contrast in dark mode can strain readability, especially for some users.
Call-to-Action (CTA)	Primary CTAs (Continue, Sign up) are visually distinct and easy to identify.	CTA buttons blend in too much, reducing their visibility and clickability.