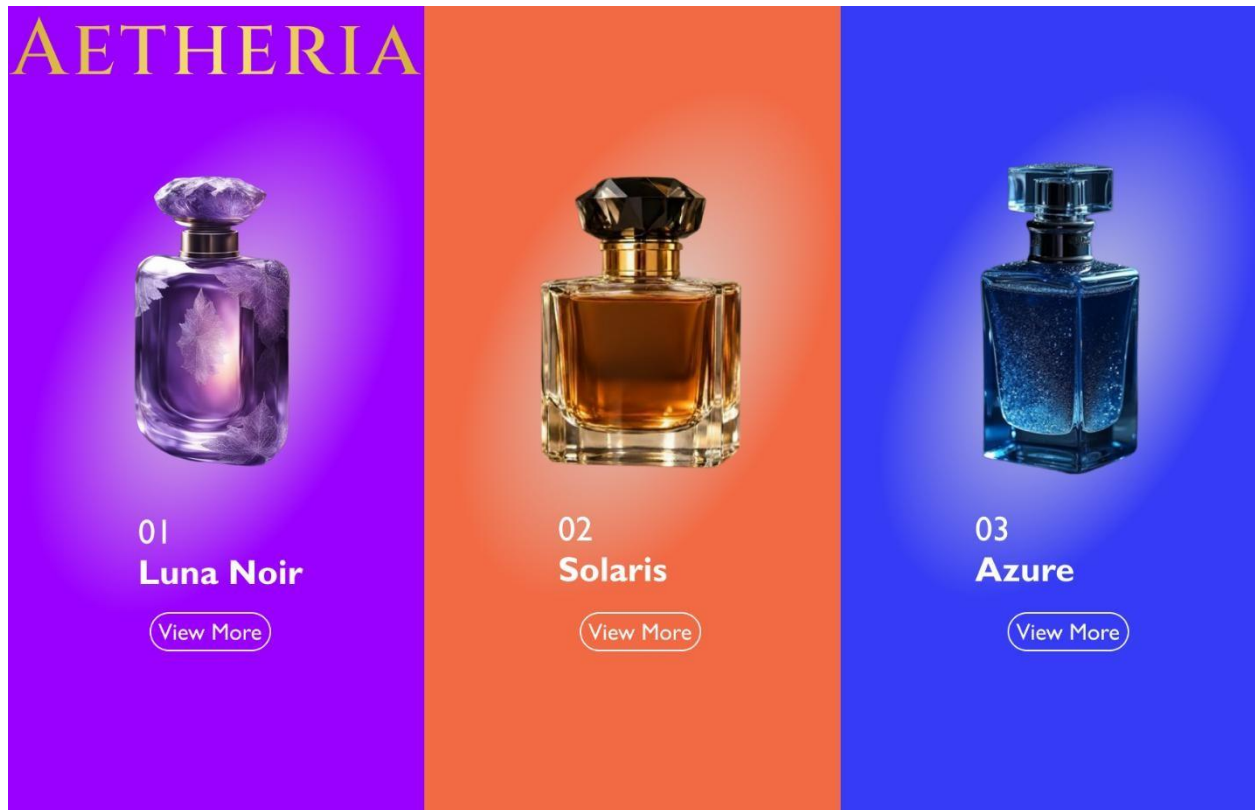


EXPERIMENT-1 ROLL NO:240701017
NAME:ADHITHYA S

USER INTERFACE AND DESIGN

COMAPARSION OF UI DESIGN BETWEEN TWO FIGMA CREATION

BAD WEBSITE:



GOOD WEBSITE:

LUNA NOIR

Indulge in the velvet embrace of the night with Luna Noir. A masterfully crafted symphony of rare midnight blooms and deep, gourmet essences. Let every spray unveil a romantic journey, leaving a trail of sophisticated mystery that lingers long after the moon has set.



SOLARIS



LUNA NOIR



AZURE



SOLARIS

Step into the lingering warmth of the golden hour. Solaris is a refined blend of dusky amber and sun-warmed resins, balanced by a subtle, hint of bright citrus that mimics the first light of dawn. It is a scent designed for presence—steady, radiant, and deeply sophisticated. Let it wrap you in a luminous glow that feels as natural as the sun on your skin.



SOLARIS

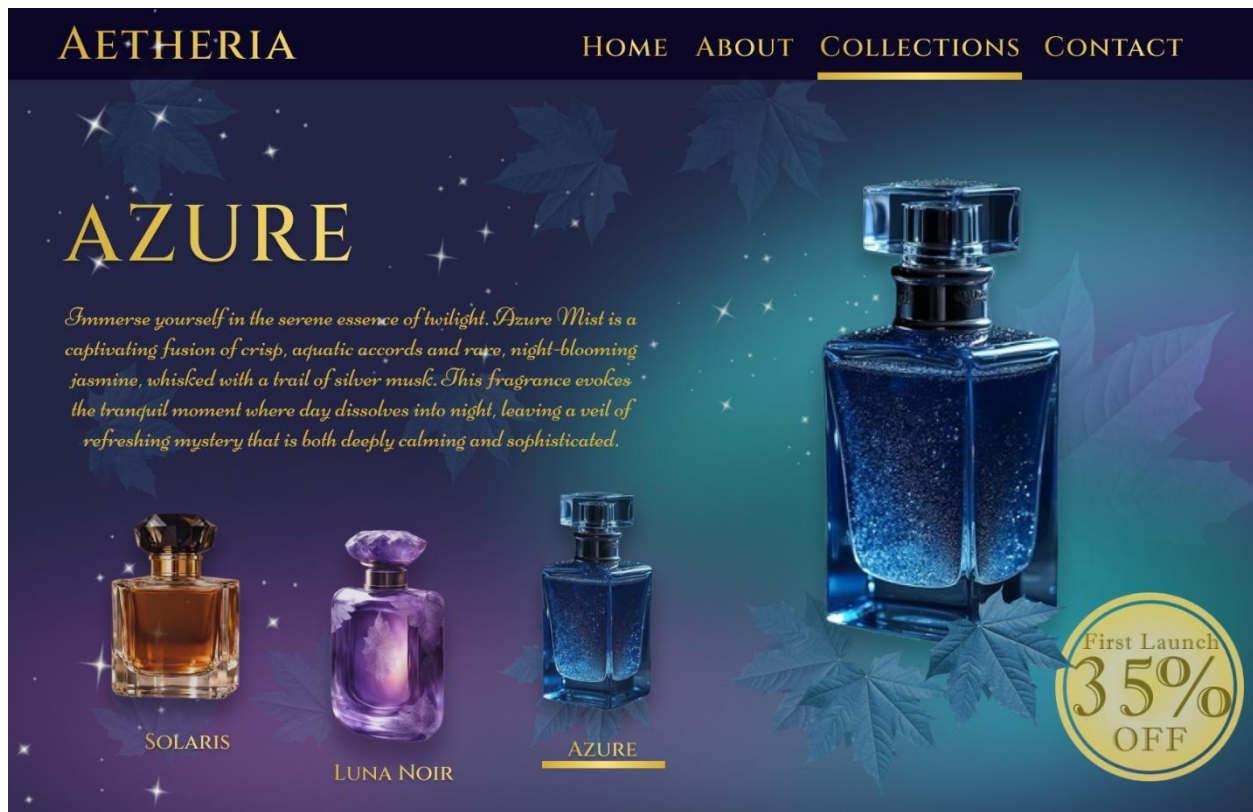


LUNA NOIR



AZURE





PROTOTYPE LINK:

<https://www.figma.com/design/lbtXrGZDRuZKIm7hzYdhKv/Perfumes?node-id=3080&t=MAAqHr8pOmSlurGr-1>

The two websites have distinct designs and approaches. Here's a comparison:

BAD WEBSITE (Perfume UI – Version 1)

1. **Design Style** ○ Plain layout with minimal styling.
 - Heavy reliance on product images without supporting text.
 - Background colors may feel inconsistent or distracting.
2. **Content** ○ Limited product descriptions.
 - No storytelling or emotional appeal.
 - Missing promotional highlights.
3. **Navigation** ○ Basic navigation (maybe just icons or minimal menu). ○ Harder for users to explore beyond product listings.

4. **Purpose** ○ Focused mainly on product display and quick browsing.
 - Feels more like a catalog than a brand experience.

GOOD WEBSITE (Perfume UI – Version 2)

1. **Design Style** ○ Elegant and thematic layout (luxury vibe). ○ Consistent color palette (soft tones, gold, black, or pastel).
 - Visuals match the perfume's mood (romantic, fresh, bold).
2. **Content** ○ Rich descriptions highlighting fragrance notes (floral, woody, citrus).
 - Emotional appeal: "Perfect gift for special occasions."
 - Promotional offers.
3. **Navigation** ○ Clear menu with **Home, About, Pricing, Contact**.
 - Easy access to product categories (Men's, Women's, Unisex).
4. **Purpose** ○ Builds brand identity and luxury appeal. ○ Encourages users to connect emotionally with the product.
 - Designed for both browsing and brand storytelling.

Key Differences:

Focus: Bad Website focuses on product listing only, while Good Website combines branding with storytelling.

- **Design:** Bad Website has a simple and inconsistent design; Good Website features an elegant, thematic, luxury design.
- **Content Depth:** Bad Website offers minimal text; Good Website provides rich descriptions and promotional offers.
- **Navigation:** Bad Website has basic and limited navigation; Good Website includes a full menu and easy browsing.
- **Audience:** Bad Website targets quick shoppers; Good Website appeals to brand-conscious buyers.