

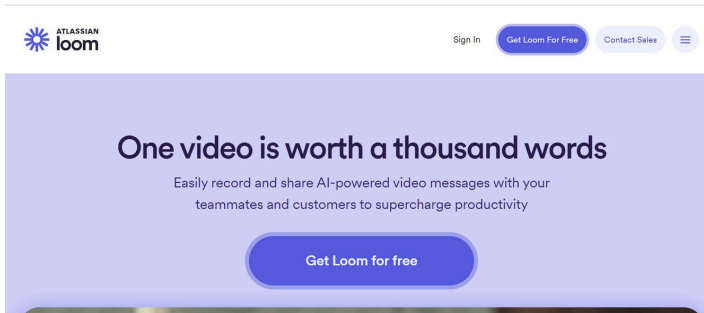
# Comsats University Islamabad



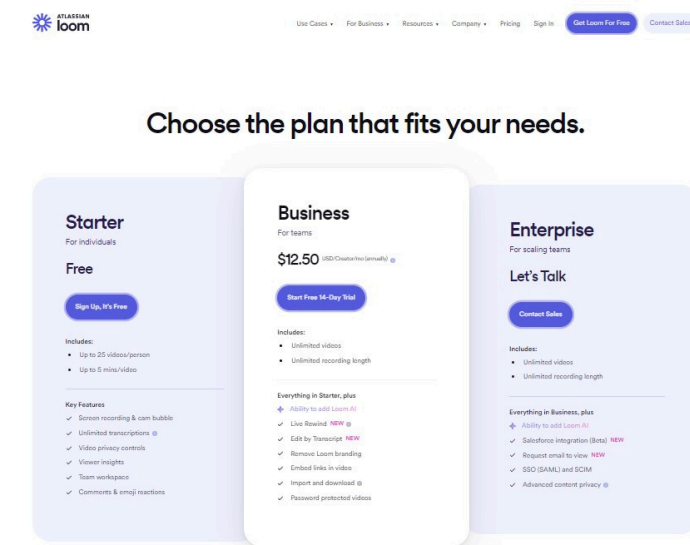
## Assignment No. 1

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<b>Registration No.</b>	<b>FA22-BCS-057</b>
<b>Course Title:</b>	<b>CSC-336</b>
<b>Submitted To:</b>	<b>Mam Sadia Maqbool</b>
<b>Date:</b>	<b>29 September 2024</b>

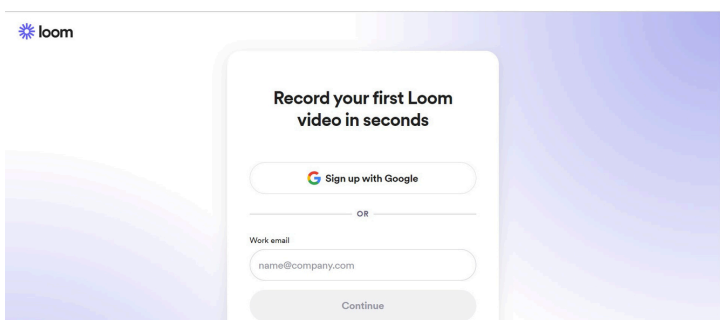
# Loom



- **Layout & Design:** Clean and modern with a focus on video communication. Large hero images and clear CTAs (Call to Action).
- **Content:** Highlights video recording, screen sharing, and team collaboration.
- **Functionality:** Instant video creation from the homepage, intuitive navigation to sign-up or learn more about features.
- **Ease of Use:** Straightforward design with easy-to-follow steps.
- **User Experience:** Smooth onboarding, with tooltips and guidance for first-time users.

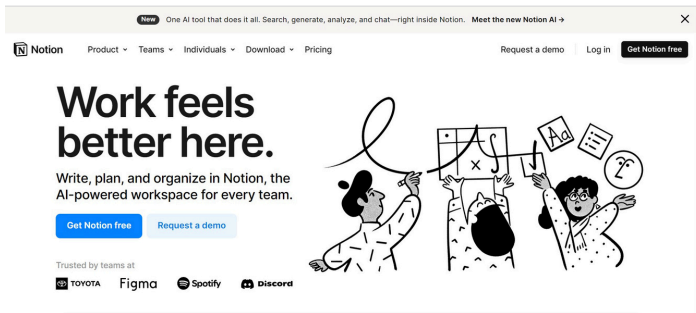


- **Layout & Design:** Simple pricing table with toggles between free, business, and enterprise plans.
- **Content:** Clear explanation of features available for each pricing tier.
- **Functionality:** Easy to toggle between monthly and yearly pricing.
- **User Experience:** Transparent and easy comparison of plans with highlighted benefits for each.

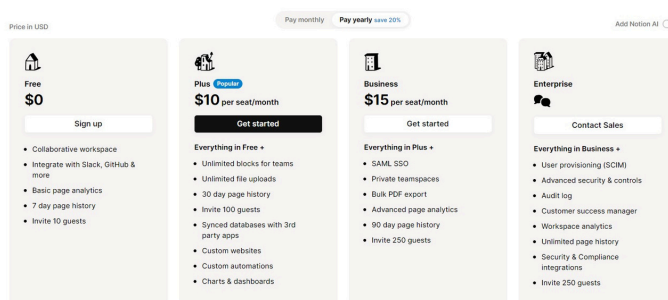


- **Layout & Design:** Minimalistic and clean with a simple sign-up form, featuring options for email, Google, and Slack sign-up.
- **Content:** Clear instructions for account creation, emphasizing the benefits of using Loom (e.g., free tier, quick video creation).
- **Functionality:** Easy multi-option sign-up flow, including social logins and email confirmation.
- **User Experience:** Smooth and fast, with clear directions and minimal distractions, ensuring a quick start.

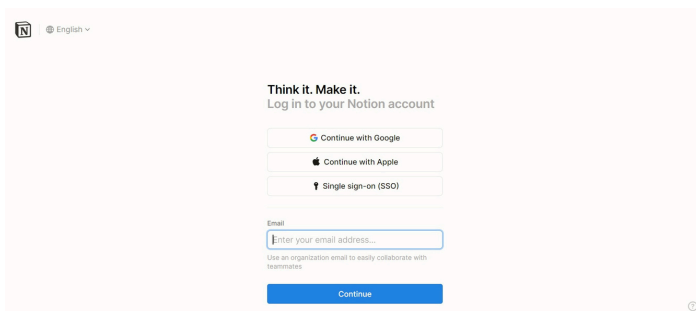
# Notion



- **Layout & Design:** Minimalistic, with emphasis on workspace tools for organizing notes, tasks, and projects.
- **Content:** Focus on productivity, collaboration, and all-in-one workspace.
- **Functionality:** Quick links to templates, tutorials, and direct sign-up.
- **Ease of Use:** User-friendly navigation with clear structure for exploring features.
- **User Experience:** Smooth onboarding with tutorials to help new users get started quickly

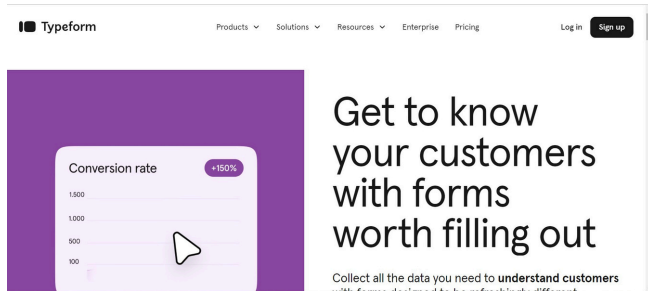


- **Layout & Design:** Clear table format showing the differences between Personal, Team, and Enterprise plans.
- **Content:** Features listed for each plan, with a focus on storage and collaboration tools.
- **Functionality:** Easy sign-up and plan switching.
- **User Experience:** Simple comparison of features to help users decide the best plan for their needs.

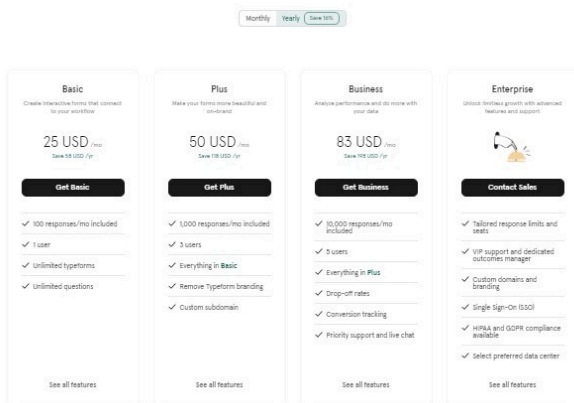


- **Layout & Design:** Minimalist, with a focus on clean lines and a distraction-free interface for quick sign-up. The form includes Google, Apple, or email sign-up options.
- **Content:** Straightforward messaging about starting with a personal or team workspace, including a brief introduction to Notion's collaborative tools.
- **Functionality:** Quick sign-up flow with social login options, followed by immediate onboarding instructions.
- **User Experience:** Seamless and user-friendly, allowing new users to jump right into exploring the platform after sign-up with interactive prompts.

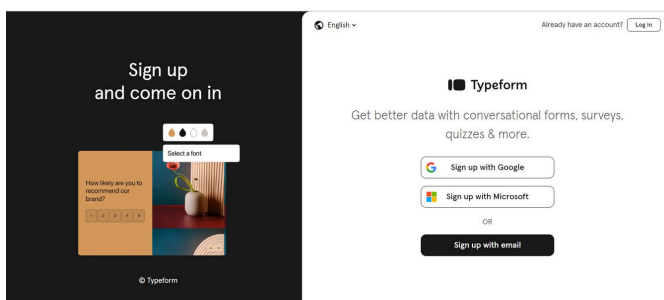
# Typeform



- **Layout & Design:** Interactive with bold visuals and a strong focus on creating beautiful forms and surveys.
- **Content:** Highlights customization options, integrations, and form-building tools.
- **Functionality:** Users can start building a form directly from the homepage.
- **Ease of Use:** Intuitive drag-and-drop interface for form creation.
- **User Experience:** Fun and engaging with interactive elements to explore form possibilities



- **Layout & Design:** Simple pricing comparison chart with various tiers.
- **Content:** Feature comparison for different plans, with emphasis on advanced features like logic jumps and integrations.
- **Functionality:** Clear path to upgrade plans based on features needed.
- **User Experience:** Easy to navigate, with a focus on helping users find the plan that fits their needs.



- **Layout & Design:** Visually engaging with bold colors, the sign-up form is prominently placed, with email or social sign-up options (Google, Facebook).
- **Content:** Clear messaging about the features of Typeform, encouraging users to create engaging forms right after sign-up.
- **Functionality:** Easy and fast sign-up process with account verification. Includes optional newsletter sign-up to stay updated on product features.
- **User Experience:** Smooth onboarding with minimal steps, encouraging users to start creating their first form immediately after sign-up.

# Flaws in Functionality

## 1. Loom

- **Homepage:** Some users may find the large number of CTAs overwhelming.
- **Sign-up Page:** Lack of third-party login options (e.g., GitHub, Microsoft) limits convenience for some users.
- **Pricing Page:** Free tier offers limited features, which may not be clear at first glance.

## 2. Notion

- **Homepage:** Minimalistic design could be confusing for first-time users looking for clear guidance.
- **Sign-up Page:** The absence of a clear differentiation between personal and team workspace options at sign-up might confuse new users.
- **Pricing Page:** Free vs. paid plan differences might not be immediately obvious without further exploration.

## 3. Typeform

- **Homepage:** Interactive design may slow down on older devices.
- **Sign-up Page:** No single sign-on (SSO) option for enterprise users, making the sign-up process longer for large teams.
- **Pricing Page:** Lack of detailed breakdowns for advanced features may leave users needing more clarity.