

Good vs Bad UX Design:

1.1 Why do you think the left form has great UX? Can you enumerate the good practices applied to the design?

- As the user, the left form has a great UX design because it has a very simple design and easier to read because of the spacing. You can easily navigate only downwards which is very natural for the human eye when reading. Also, for the password it is hidden for security purposes. For the mode of contact, since it has only 3 options, and you can only select one, a radio button is enough. The form validation must be in the bottom of the incorrect input field. Email must not be a type=password.

1.2 Why do you think the right form has the worst UX? What else can you do to improve its UX?

- I can improve it and add features like, when the user enters the correct information, it will still remain as the value of the input field except for the input fields that didn't pass the validations.

1.3 Why is white space in design mandatory?

-Whitespace is important because it gives clarity when you first approach the design itself it gives you the feeling of peace and focus on the important information. It also adds a cleanliness for the form etc.

1.4 How many clicks would you do to complete the left form? Why is it easy to use that sign-up form?

- It only takes 6 clicks to successfully submit a form unlike the other example. It is easy to use because the information was already displayed unlike the dropdown approach. Every click count also matters because more clicks will add to the user's frustration.

1.5 Can you answer the form on the right without someone assisting you? Why?

- Yes, but it takes time to understand the form and there are many errors in the input fields. Unlike the form on the left side, you can answer it in just a quick glance.

2.1 Can you enumerate the best practices applied to the design? How about the bad ones?

- The best practice I can notice are the color consistency using of icons and highlighting the name of the sender. The bad ones I is the gap of the inbox and the edit should have the same width. The icon for the mailbox should be remove or make it smaller.

2.2 Why do you think the search bar has a UX issue?

-The search placeholder can be aligned to the left so that if you type an input it won't go to the center.

2.3 Is it necessary to use different but limited colors and sizes for features, text, and icons?

- It is necessary to use different colors depends on the color palette but I prefer to use only few or only one with different opacity to make it more consistent. Of course, the text sizes and icons also play a crucial role to make it easy to read and for the icons, just do not overdo it.

2.4 Why does design emphasis and contrast matter?

- It matters so that you can easily identify the important information and it can be achieved by carefully identifying the texts that needs to be bold, italic or have a larger font-size.

2.5 What icon/s should be removed or improved? Why?

- You can remove the attachment icon to add more clarity because you can still check if there's an attachment included once you clicked it. As for the left button for the mailbox, I want it to be smaller.

3.1. Why do you think the UX on the left is more effective in terms of functionality?

- it is more effective because it has an extra functionality to close the modal if you haven't selected anything between cancel and create. The Call to action is highlighted perfectly by putting it to the top with a larger font-size, white text color and a dark background. You can also easily spot the available actions you can do because it the actions are separated from the paragraph.

3.2 Why are the CTAs or call-to-action buttons of the left modal better?

- It has more emphasis than the right modal and it has been separated from the paragraph.

3.3 How can color, content, font, and style influence the moods and feelings of a user?

- Color, font sizes and styles represent emotions and it affects the feeling of the user visiting your site. Stronger color represents strong emphasis/emotions while mild colors represent gentleness and you may find it very welcoming.

3.4 When can we say that the UX is beautiful and intuitive?

- If the information is properly organized, consistent whitespace for clarity, good color choices and the texts are very easy to read, then you can call it a simple and beautiful UX.

3.5 Why do we need to satisfy our users?

- Users are your main target because it can be your potential client. You can attract more users to visit your site and provide them with a good user experience. If your website has a good experience, it also attracts more money for the business owners behind it.