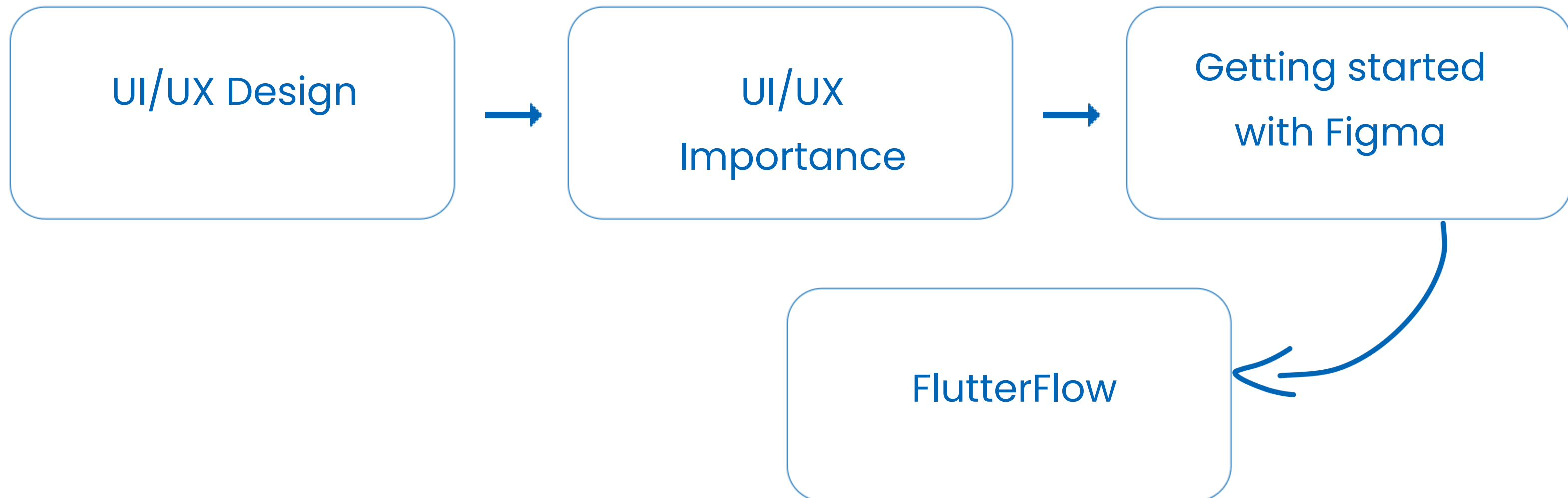


Mobile App

SESSION 5

#create_share_innovate

Table of content



what is ui\ux

UI (User Interface): The visual layout of an app .e.g buttons, colors, typography, spacing, and layout.

UI focuses on **how the app looks**.

what is ui\ux

UX (User Experience): The overall experience and interaction a user has with an app.

UX focuses on **how the app feels and works.**

UI\UX Importance

EX:

.Bad UX = 5 clicks to log in.

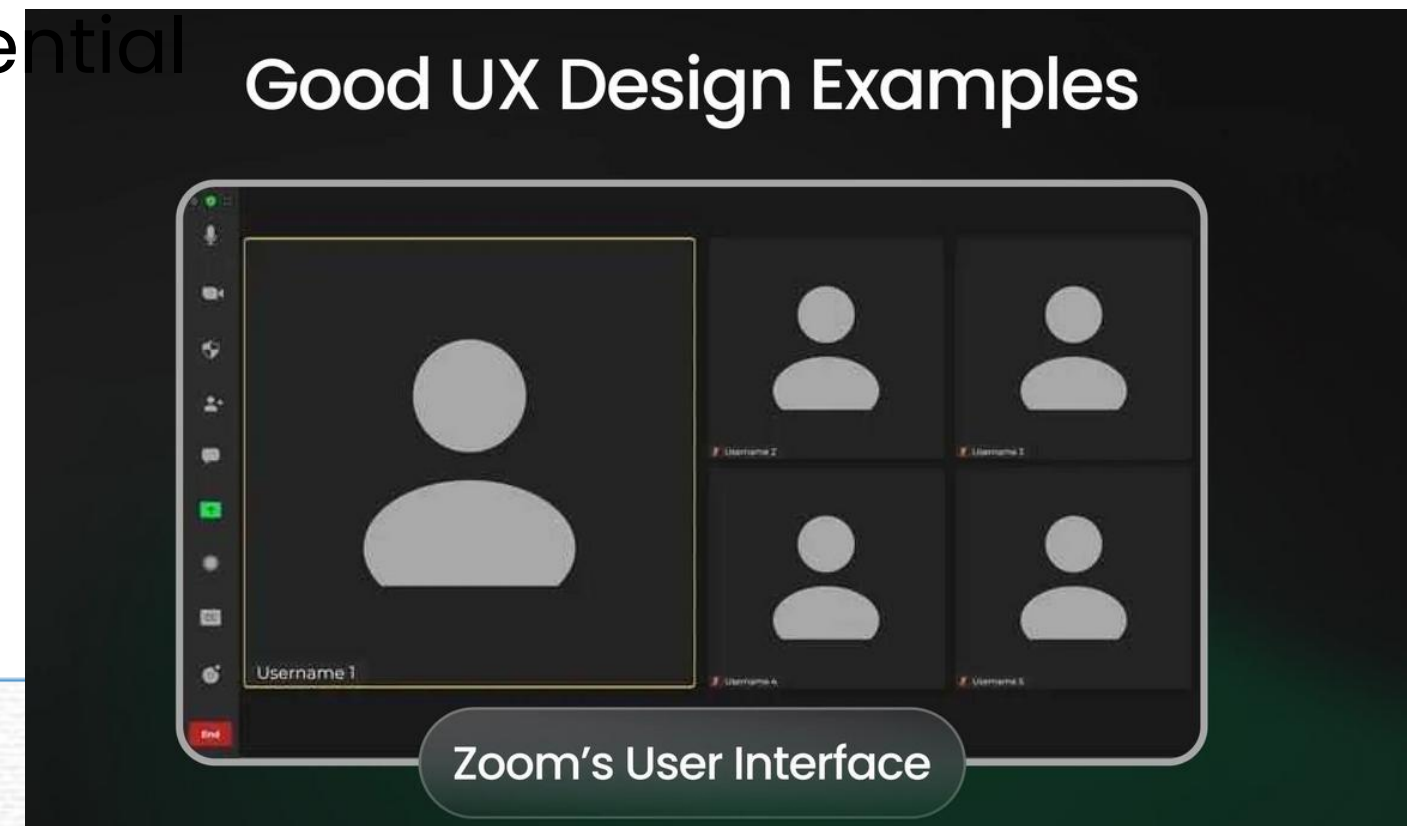
.Good UX = 1 click with "Remember Me" option.

Feature	Without UI/UX	With Good UI/UX
User Retention	Low	High
Conversion Rate	Poor	Improved
Development Cost	Higher (due to rework)	Lower
Usability	Confusing	Intuitive

goOd & bad UX

Why is it good?

Zoom has kept its UI simple to make video calls easier. Its layout is clean and uncluttered, showing only the essential things. Its colour scheme is minimalist so that users do not have to pay any attention during video calls.



goOd & bad UX

Why is it Bad?

When you accidentally send a message to the wrong person on WhatsApp, you can delete it using the 'Delete for Everyone' option.

But, when you delete the message, the other person gets a notification saying "You deleted this message."

Poor UX Design Case Studies



WhatsApp's Delete Message Feature

UI\UX Importance

Why does UI/UX matter?

1.First Impressions Matter: Users judge an app within the first few seconds.

2.Better User Satisfaction: A well-designed app is easier and more enjoyable to use.

3.Higher Retention Rates: A good UX keeps users coming back.

4.Improved Accessibility: UI/UX ensures usability for all, including people

figma

What is Figma?

**A web-based design tool for UI/UX design.
Used for prototyping and collaboration.**

Getting Started:

**Sign up on [figma.com](https://www.figma.com/signup)(<https://www.figma.com/signup>).
Create a new Project.**

FlutterFlow

What is FlutterFlow?

It's a low-code visual development platform for building Flutter apps.

- Drag-and-drop UI builder for mobile and web apps
- Built on Flutter, Google's UI toolkit
- Connects to APIs, Firebase, and more
- Exports clean Flutter code
- Supports animations, responsive design, and logic flows
- Suitable for both designers and developers

[Getting Started](#)

Links

UI Library from Figma Community

- UI Kits

Used Designs

- Login Screen
- Extra Login Screens
- BMI Demo



THANK YOU

SEE YOU NEXT TIME