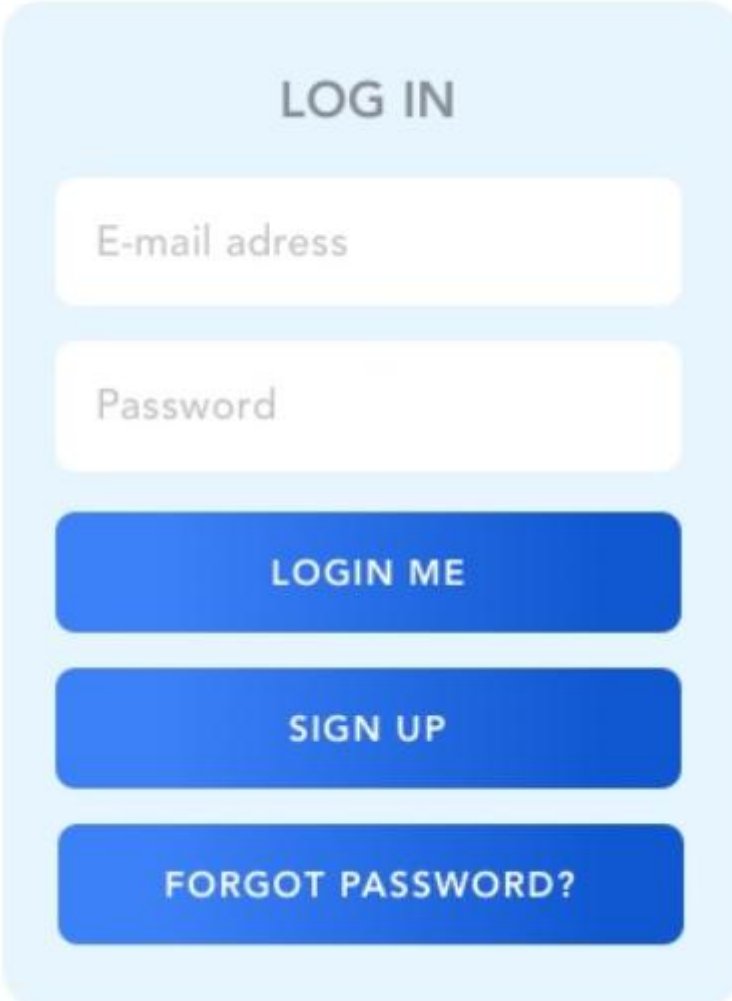


USER INTERFACE DESIGN(UID) EXPERIMENT-1

BAD DESIGN:



LOG IN

E-mail adress

Password

LOGIN ME

SIGN UP

FORGOT PASSWORD?

WHY IT'S A BAD DESIGN :

This login screen design has several issues:

1. **Button Hierarchy:**

The buttons ("LOGIN ME," "SIGN UP," and "FORGOT PASSWORD?") lack a clear hierarchy. All the buttons are similar in style, making it hard to identify the primary action (likely "LOGIN ME").

2. **Wording on Buttons:**

The phrase "LOGIN ME" is awkward and unprofessional. A more common phrasing would be "Log In" or "Sign In."

3. **Spacing and Alignment:**

- The spacing between the elements feels inconsistent.
- The fields and buttons are not aligned properly, which affects readability and aesthetic balance.

4. **Placeholder Text:**

The placeholder text uses "E-mail adress," which contains a typo ("adress" should be "address"). This reflects poor attention to detail and can diminish user trust.

5. **Visual Contrast:**

The blue gradient buttons lack contrast with the light blue background. This can make them less visible to users with visual impairments.

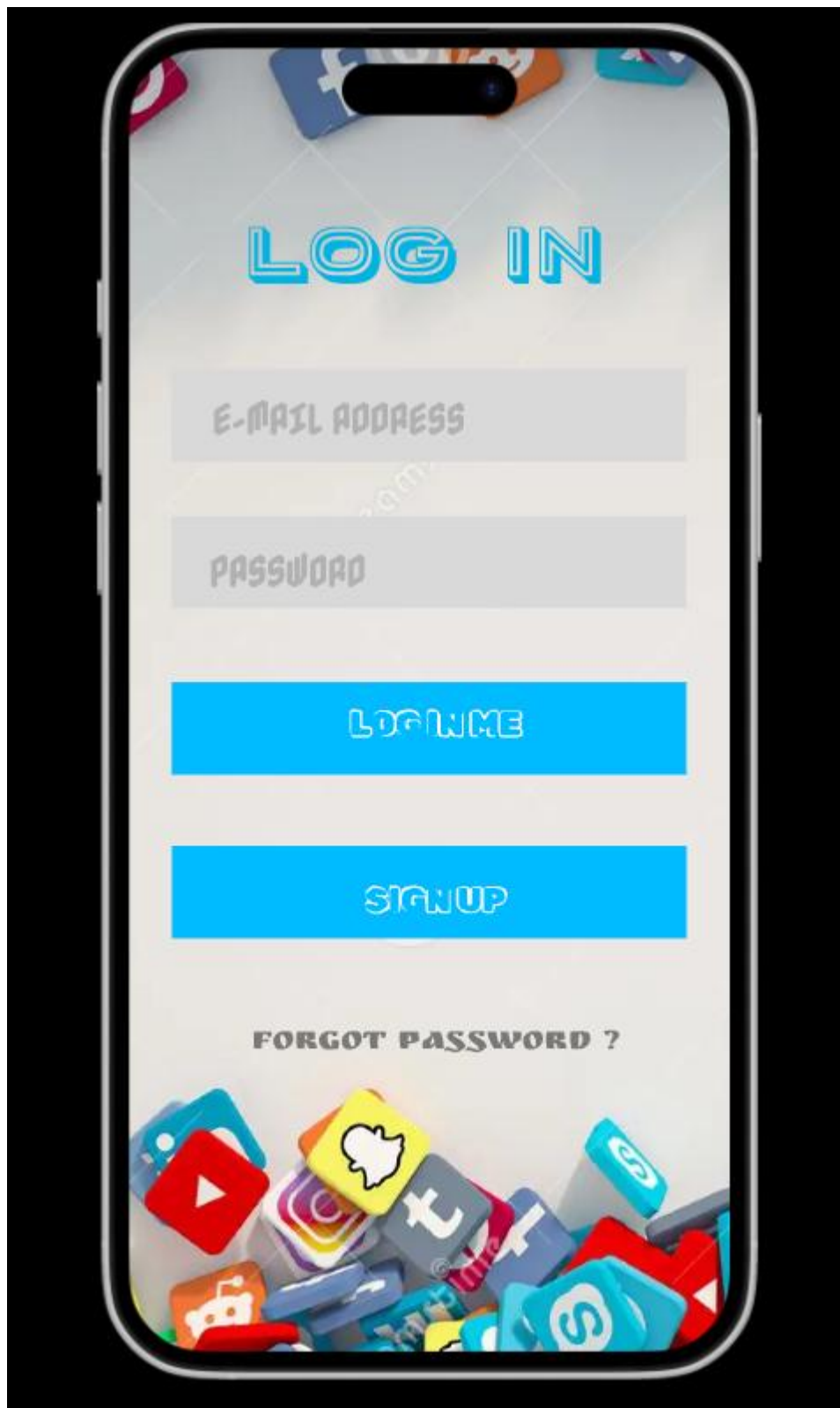
6. **Forgot Password Button Placement:**

Placing "FORGOT PASSWORD?" alongside the primary actions (Log In and Sign Up) may confuse users. It would be better positioned as a link below or near the password field.

7. **Accessibility Issues:**

- The color contrast might not meet accessibility standards for users with low vision or color blindness.
- Lack of visible labels for the input fields (relying only on placeholders) can be problematic.

GOOD DESIGN:



Changes Made:

1. Background:

- The background with social media icons has been retained. However, it remains cluttered and distracting, making no significant improvement in terms of usability.

2. Typography Adjustments:

- The text in the input fields ("E-MAIL ADDRESS" and "PASSWORD") uses a stylized font, but it is still difficult to read, especially for accessibility purposes.

3. Button Design:

- The buttons ("LOGIN ME" and "SIGN UP") have been updated to a uniform blue color. However, the text remains difficult to read due to low contrast.

4. Alignment:

- The elements seem slightly better aligned compared to the first version, but spacing issues persist, especially with the "FORGOT PASSWORD?" link, which feels detached from the overall layout.

5. Header:

- The "LOG IN" header uses a neon-style font, which might seem playful but doesn't align well with professional app design standards.

Done by:

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