

## Interim 1

### Comments

Heading "WELCOME PLEASE LOGIN"

- Text is all caps and feels aggressive for a utility screen.
- Gold text on bright gradient has low contrast.
- Decorative underline adds unnecessary visual noise.

Subheading "We care about your experience, enter quickly!"

- Informal marketing tone distracts from the task.
- Italic styling reduces readability.

Username input field

- Placeholder used as the only label ("Username here...").
- Placeholder color is too low-contrast against background.
- Border weight is overly heavy and pulls attention from other elements.
- Field width and position are misaligned with the rest of the form.

Password input field

- Red dashed border suggests an error state when none exists.
- Placeholder used as the only label ("Type password").
- Placeholder color is low-contrast and hard to read.
- Field is misaligned relative to the primary button.
- Missing "show/hide password" control.

Primary button "Submit Now!!!"

- Label is vague and overly urgent with multiple exclamation points.
- Over-decorated styles (multiple outlines/shadows) create clutter.

- Potential insufficient color contrast between text and button/background.
- No clear hover, focus, or pressed states shown.
- Misaligned with the input fields.
- Interactive target size may be small for comfortable tapping.

#### Forgot password banner/link

- Large yellow banner competes with the primary action.
- Ambiguous copy ("Click here maybe later").
- Link styling and contrast are unclear on the yellow tile.

#### Page background and decorative frame

- Strong multicolor gradient reduces overall legibility.
- Dotted outer frame adds visual clutter and crowds content.

#### Global spacing and alignment

- Inconsistent spacing between heading, fields, button, and link.
- Mixed centering and left alignment disrupts scan flow.

#### Typography (overall)

- Multiple styles (caps, italics, pastel placeholders) reduce consistency.
- Base font sizes appear small for comfortable reading.

#### Form structure and copy

- No clear visual hierarchy prioritizing inputs and primary action.
- Exclamatory language and casual phrasing lower clarity on a security-critical screen.

## Improved Version

**Hello,  
Welcome**

Sign in to your account

— or sign in with —

Google

Microsoft

GitHub

## Sign in

Username

Enter Username

Password

Enter Password

[Forgot Password?](#)

**Sign in**

## Improved Version Description

### Layout & Structure

- Two-column layout: subtle pink gradient left panel, white form card on the right
- Left panel greeting and social login separated from primary form for clear paths

### Left Panel Content

- Heading: "Hello, Welcome"
- Helper text: "Sign in to your account"
- Social sign-in divider: "— or sign in with —"
- Three branded social buttons: Google, Microsoft, GitHub

### Form Card

- Title: "Sign in"
- Username field with persistent label and high-contrast input
- Password field with persistent label, high-contrast input, and show/hide toggle icon
- "Forgot Password?" link below password field

#### Primary Action

- Full-width gradient "Sign in" button
- Defined hover and focus states for clear interaction feedback

#### Spacing & Alignment

- Consistent 8px spacing grid:
  - 8px between label and field
  - 16px between fields
  - 24px above button
  - 12px to "Forgot Password?" link
- Left-aligned single-column form elements for easy scanning

#### Accessibility & Visual Design

- Typography and colors meet WCAG contrast ratios for readability
- Clear visual hierarchy balances social and traditional authentication paths
- Subtle background and clean form card ensure focus on sign-in task

#### Result

- The screen now presents a focused, trustworthy sign-in experience with clear hierarchy, predictable alignment, accessible contrast, and consistent typography that supports fast, error-free completion.