EXPERIMENT – UI / UX DESIGN COMPARISON

Roll No: 240701253

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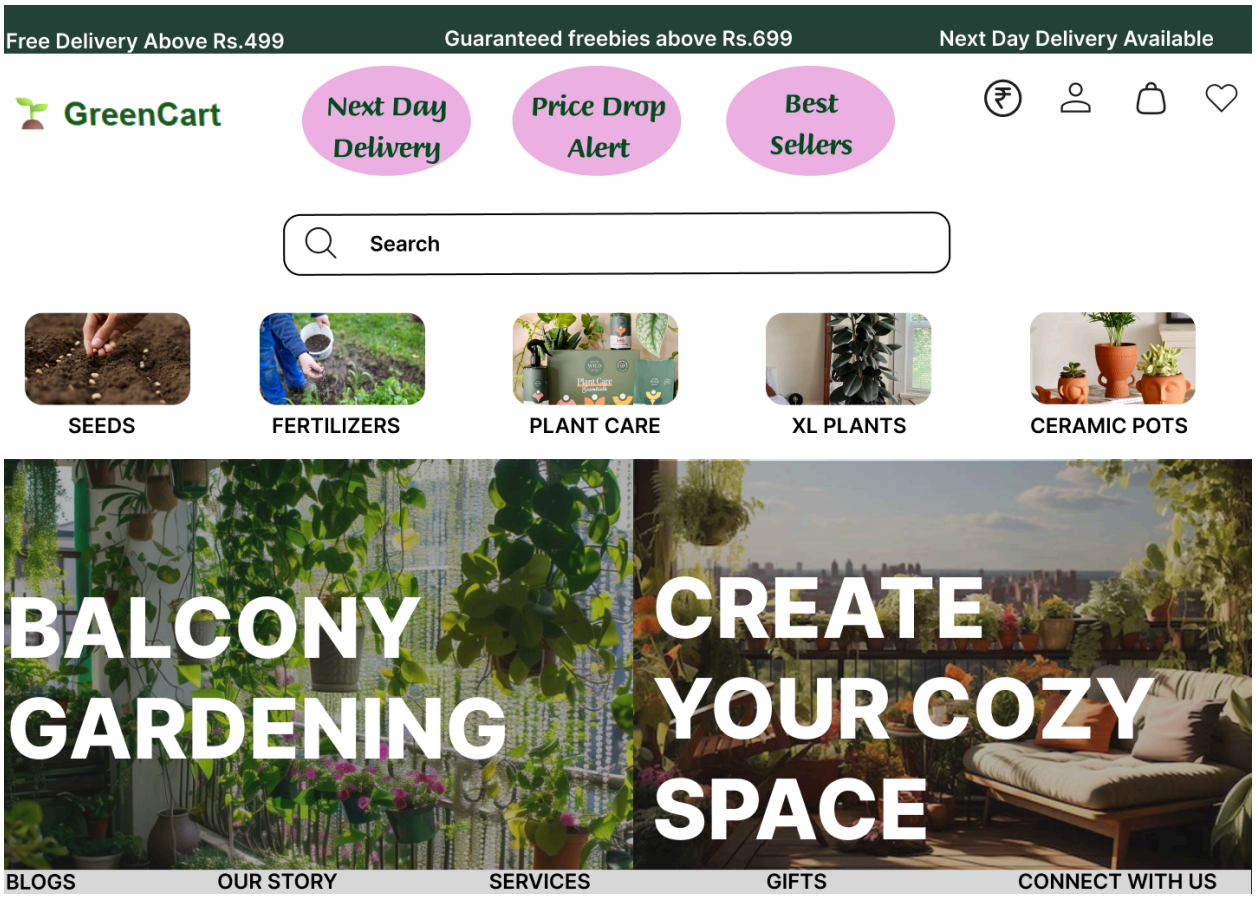
BAD WEBSITE DESIGN (Home Gardening – Poor UI)



1. Visual Design

- Overcrowded layout with too many elements competing for attention.
- Inconsistent color palette (multiple bright colors without harmony).
- Excessive use of decorative badges (Next Day Delivery, Price Drop Alert, Best Sellers) causing visual clutter.
- Large banners dominate the screen, reducing focus on products.

2. Typography

- Font sizes vary without hierarchy.
- Text appears bold and oversized in many areas, reducing readability.
- Lack of consistent font styles for headings, categories, and body text.

3. Navigation & Usability

- Navigation icons (cart, profile, wishlist) are unclear and not labeled.
- Search bar is present but visually disconnected from product flow.
- Category icons are small and may confuse first-time users.

4. Content Organization

- Product categories are shown, but without clear prioritization.
- Important sections like offers and delivery information overpower product browsing.
- No clear call-to-action (CTA) guiding the user toward purchasing.

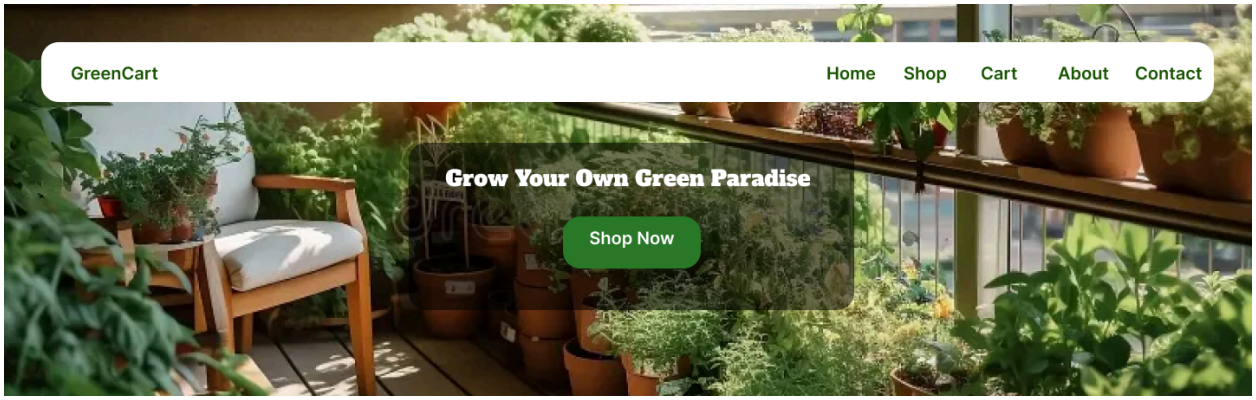
5. User Experience Issues

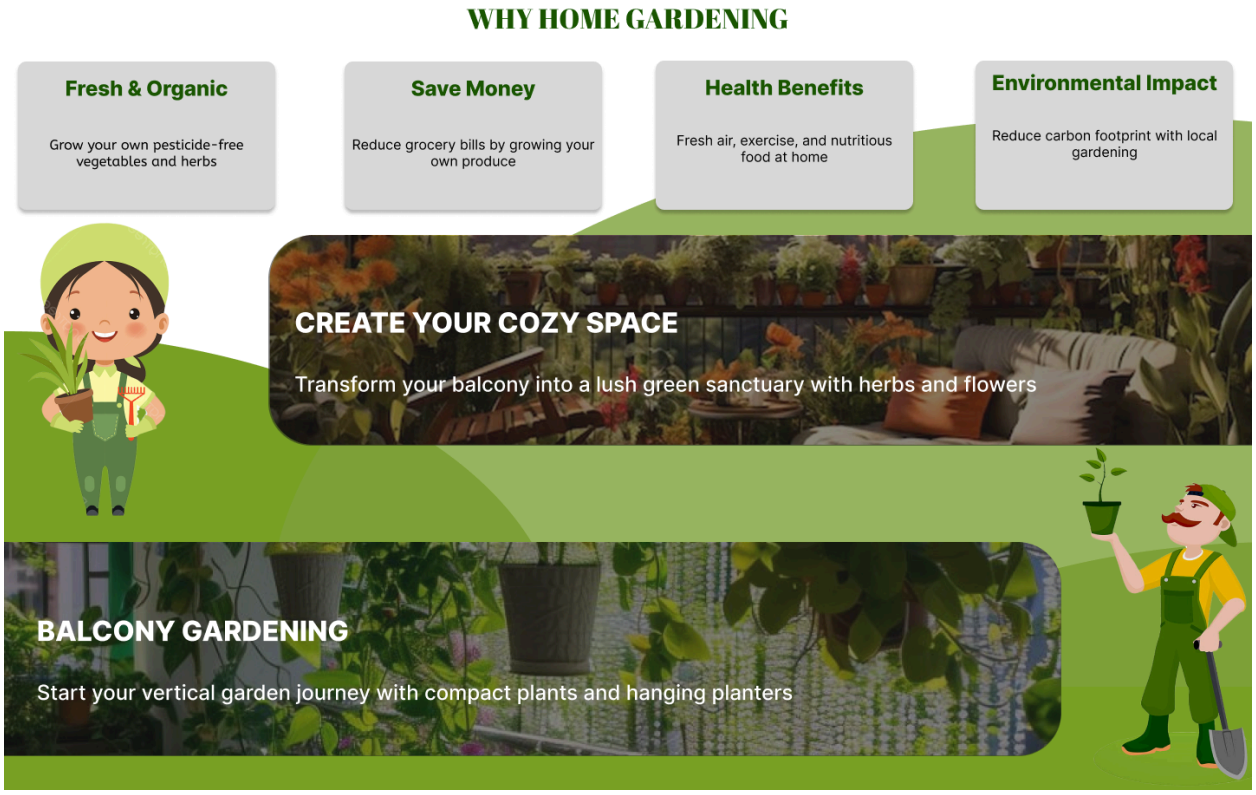
- Cognitive overload due to excessive visual elements.
- Difficult for users to quickly find products.
- Design focuses more on decoration than functionality.

6. Overall Impression

The bad design lacks balance, clarity, and user-friendly navigation. While it contains useful features, poor visual hierarchy and cluttered layout reduce usability and shopping efficiency.

GOOD WEBSITE DESIGN (Home Gardening – Effective UI)





Prototype Link:
https://www.figma.com/proto/lQx6EX0VBnTPRDPOYo3Bg0/Untitled?node-id=27-69&p=f&t=Pl90oxEbVJ7W6LQo-1&scaling=min-zoom&content-scaling=fixed&page-id=27%3A68

1. Visual Design

- Clean, natural, and consistent green-themed color palette.
- High-quality background images aligned with gardening and nature.
- Proper spacing and alignment create a calm and welcoming layout.

2. Typography

- Clear font hierarchy for headings, subheadings, and content.
- Readable font sizes with adequate contrast.
- Consistent typography enhances professionalism.

3. Navigation & Usability

- Well-structured navigation bar with clear labels (Home, Shop, Cart, About, Contact).
- Prominent “Shop Now” call-to-action button.
- Smooth content flow guiding users from awareness to action.

4. Content Organization

- Sections are logically divided (Why Home Gardening, Benefits, Product Highlights).
- Informative cards explaining value (Fresh & Organic, Save Money, Health Benefits).
- Balanced mix of visuals and text improves engagement.

5. User Experience Strengths

- Easy to understand and navigate.
- Encourages user trust through informative content.
- Emotionally appealing design that matches the gardening theme.

6. Overall Impression

The good design successfully combines aesthetics and functionality. It enhances user engagement, simplifies navigation, and creates a pleasant shopping experience suitable for an e-commerce platform.

Result:

The good website design provides better usability, visual appeal, and customer engagement compared to the bad website design.