Unity:

Searchable Dash

Application dock (similar to Windows 7 taskbar)

Gnome Desktop

Nautilus file manager

Gnome:

Supports extensions

Full screen application launcher

Cinnamon:

Application menu

Includes a task bar

Can use it on Ubuntu

Based off of GNOME

Mate:

For persons missing GNOME 2

From personal experience I would recommend Cinnamon. Cinnamon especially if a person is coming from Windows and wants to try a desktop version of Linux.