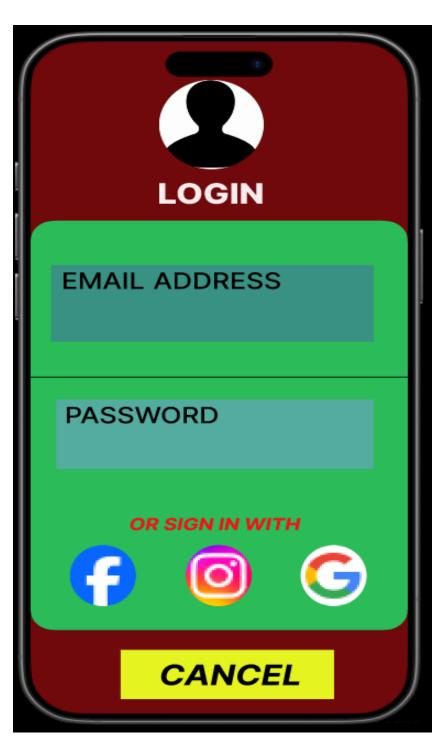# USER INTERFACE DESIGN

EXPERIMENT 1

BAD DESIGN:

WHY IT'S A BAD DESIGN:

1. Color Scheme

- The **red and green combination** is harsh and lacks visual harmony, making it difficult for users to focus on the content.

- The **yellow "CANCEL" button** stands out awkwardly and feels out of place.

2. Typography

- The text **lacks hierarchy**, making it unclear what the user should focus on first.

- The **font sizes** and styles are inconsistent (e.g., "LOGIN" is bold and centered, while other text is less prominent).

- Red text ("OR SIGN IN WITH") on green can be hard to read due to poor contrast.

3. Spacing and Alignment

- The **elements are not evenly spaced**, making the layout feel cluttered.

- The **text fields are very large**, wasting screen space unnecessarily.

- The **social media icons** are crammed together without sufficient padding.

4. Call-to-Action (CTA) Issues

- The **"CANCEL" button** is overly prominent and draws more attention than the actual login action.

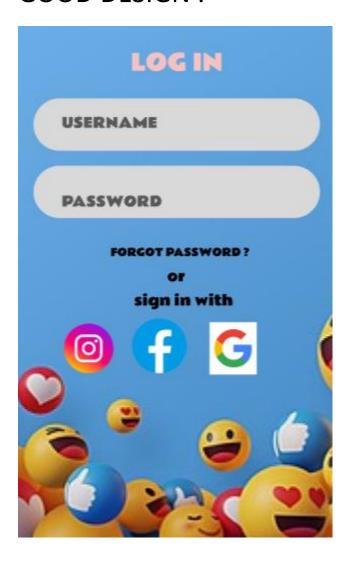- There's no explicit **"LOGIN" button**, which could confuse users.

5. Usability

- The design doesn't appear accessible to users with colorblindness or visual impairments due to poor contrast and unclear elements.

- There is no visual feedback or placeholder hints inside the input fields (e.g., "Enter your email").

6. Aesthetics

- The design lacks modern UI practices like minimalism, consistent colors, and a clean look.

GOOD DESIGN :

CHANGES MADE:

1. Color Scheme

- The background uses a **light blue gradient** with fun emoji graphics, which is visually more appealing than the harsh red and green combination.

- The text is better contrasted (e.g., the "LOG IN" header in light pink stands out against the blue background).

2. Typography

- The fonts are more uniform, clean, and modern, providing better visual consistency.

- Hierarchy is improved with a bold and centered "LOG IN" header.

- The use of uppercase for labels like "USERNAME" and "PASSWORD" makes them clear.

3. Element Layout

- The **text fields** are cleaner, with rounded edges that give a modern look.

- The social media icons are evenly spaced and aligned, improving readability and usability.

- A **"FORGOT PASSWORD?"** option has been added, improving functionality.

4. Call-to-Action

- Instead of a prominent "CANCEL" button, this design focuses on login actions with options for recovery ("FORGOT PASSWORD?") and social login.

5. Visual Appeal

- The playful emojis at the bottom add a fun and engaging vibe, making the design more user-friendly and less rigid.