

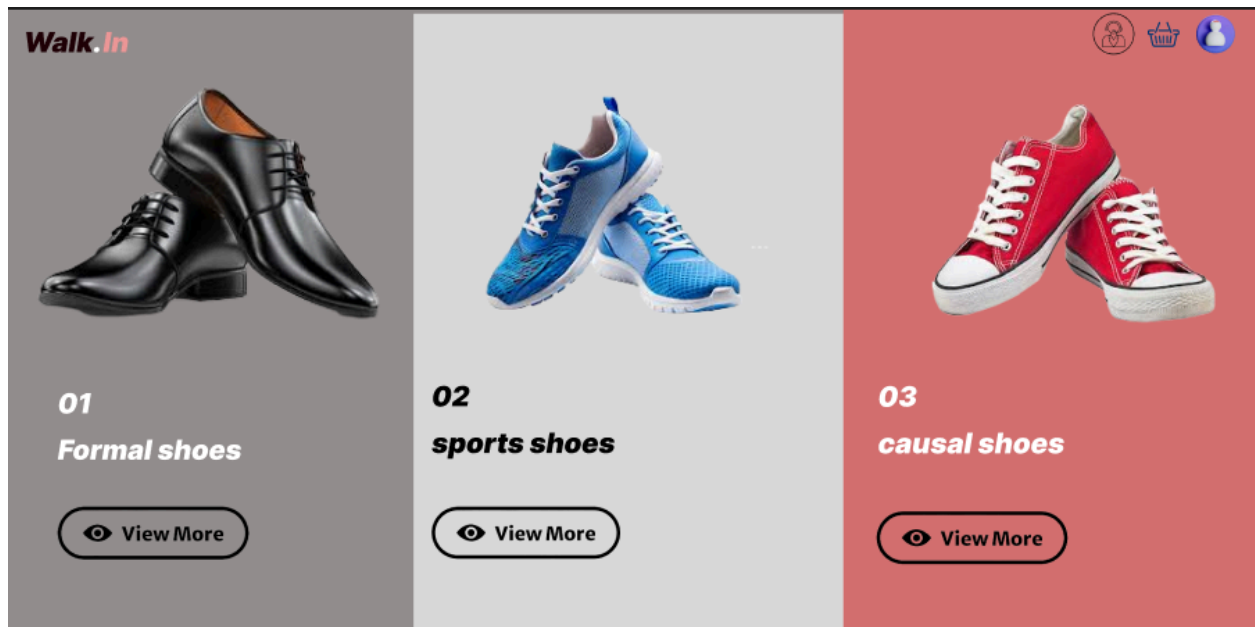
EXPERIMENT-1

ROLL NO : 240701358

NAME : NETHRA.G

USER INTERFACE AND DESIGN COMPARISON OF UI DESIGN BETWEEN TWO FIGMA CREATION

Bad Website:



Good Website:



**A SUIT DO DOESN'T
MAKE A
GENTLEMAN, GOOD
SHOES DO!!!**

SHOP AT WAKL.IN



**NOTHING BRINGS YOU
BACK TO EARTH
LIKE FEELING IT
BENEATH YOUR FEET**


SHOP AT WALK.IN





PROTOTYPE URL:

<https://www.figma.com/design/SUmOV1jskYNtQxhBb1Bos1/Untitled?node-id=0-1&t=iGRs9X26tDaEVj8k-1>

 Figma

BAD WEBSITE

1. Design

- Uses large promotional images.
- Multiple background colors without uniform theme.

2. Layout

- Banner-based layout.
- Poor visual balance.

3. Content

- Displayed three types of shoe categories in a single page.
- Focus on slogans rather than products.

4. Navigation

- Navigation elements are not clearly visible.
- User flow is not properly guided.

5. Purpose

- The bad website is mainly designed to showcase promotional visuals but lacks clear structure and easy navigation.

GOOD WEBSITE

1. Design

- Clean and modern design.
- Simple and attractive appearance.

2. Layout

- Structured grid layout.
- Clear division of product categories.

3. Content

- Displayed all three categories in three separate slides
- Clear product images with labels.

4. Navigation

- Icons for cart, profile, and wishlist.
- Clear “View More” buttons.

5. Purpose

- The good website is designed to provide a smooth shopping experience with organized product categories and user-friendly.

Key Differences:

Focus: The first website focuses mainly on promotional visuals, while the second focuses on organized product display and usability.

Design Aesthetics: The first website uses bold banners and heavy colors; the second follows a clean, balanced, and consistent design.

Content Depth: The first provides limited product information, whereas the second clearly presents product categories with action buttons.

Target Audience: The first is aimed at general brand promotion, while the second is designed for users who want easy and efficient online shopping.