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USER INTERFACE DESIGN

EXPERIMENT 1

COMPARISON GOOD DESIGN AND BAD DESIGN

Bad Design:



WHY THIS IS A BAD DESIGN?

1. POOR COLOR CONTRAST

- The text is placed on a busy image background, making it hard to read.
- Light gray boxes over a colorful pizza image reduce clarity.

2. NO VISUAL HIERARCHY

- All items look **almost equally important**.
- “Pizza Hut!” does not stand out clearly as the main heading.

3. INCONSISTENT TYPOGRAPHY

- Font style looks decorative and heavy, which is **not suitable for menus**.
- Same font size is used for headings and items.

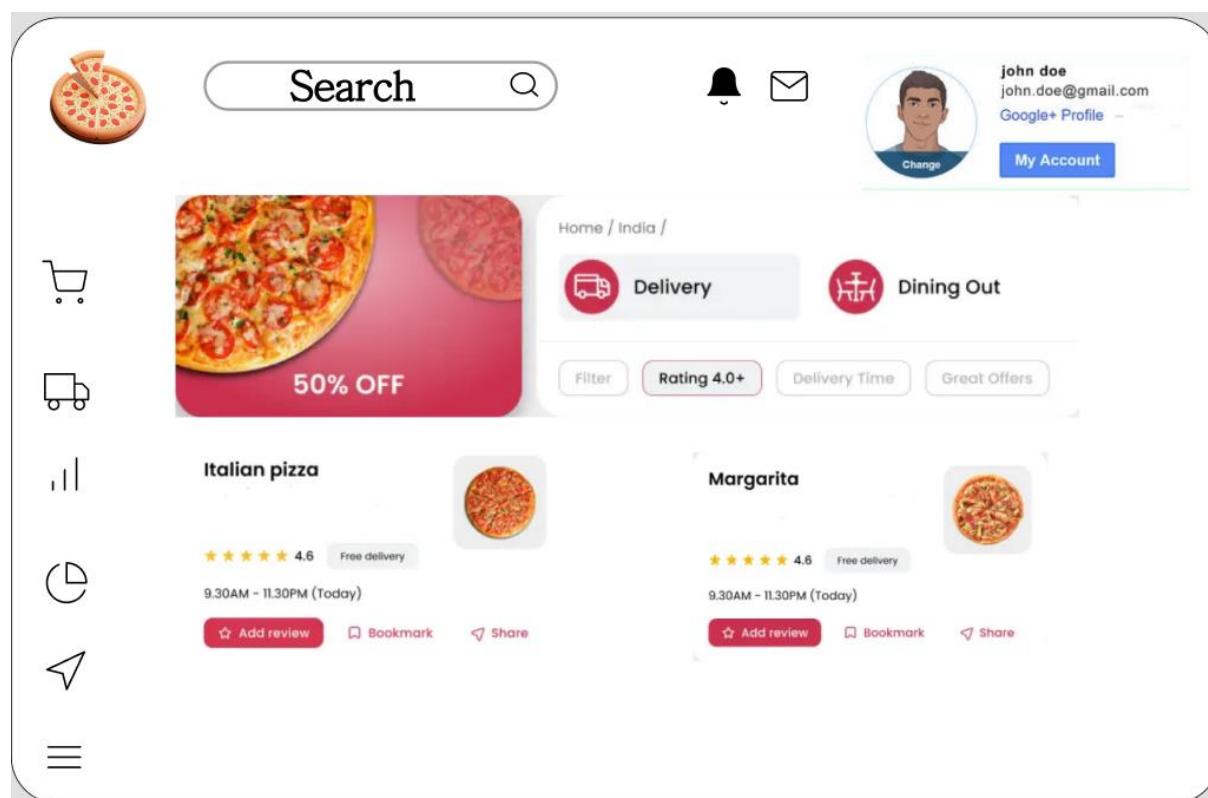
4. POOR ALIGNMENT AND SPACING

- Menu list, prices, and checkboxes are **not perfectly aligned**.
- Too much empty space in some areas and too little in others.

5. CONFUSING SELECTION SYSTEM

- Checkboxes are far from the menu names.
- It is unclear which checkbox belongs to which pizza item.

Good Design:



1. Visual Hierarchy

- Important elements like search bar and offers are shown first
- Food items are clearly separated and easy to scan

2. Color Consistency

- Limited and matching color palette is used
- Colors do not distract the user

3. Typography

- Same font style is used throughout the design
- Text size is clear and readable

4. Alignment

- Images, text, and buttons are properly aligned
- Layout looks clean and organized

5. Spacing & White Space

- Proper spacing between sections
- Design does not feel crowded

Key Characteristics of a BAD Design

- Poor visual hierarchy
- Inconsistent colors
- Hard-to-read typography
- Poor alignment
- Cluttered layout
- Too much information on one screen
- Low contrast between text and background
- Confusing navigation

- Unclear buttons or actions
- Inconsistent icon styles

Key Characteristics of a GOOD Design

- Clear visual hierarchy
- Consistent color scheme
- Readable and consistent typography
- Proper alignment
- Clean and simple layout
- Balanced spacing and white space
- High readability and contrast
- Easy and intuitive navigation
- Clear call-to-action buttons
- Organized content
- Consistent icon and button styles
- User-friendly interface