

UI AND UX DESIGN

LAB EXPERIMENT 2

a. Applying Gestalt Principles to Enhance Mobile & Web Layout Design

1. Proximity

- Place related items like *shirt categories, price filters, and size options* close together.
- Example: Group “Men’s Casuals”, “Formals”, “Ethnic Wear” under a single section.

2. Similarity

- Use a consistent font, button style, and color scheme (e.g., dark blue for primary actions like *Add to Cart*).
- Similar product cards share the same shape and layout.

3. Continuity

- Product listing flows naturally in a grid or scrolling list.
- Alignment of elements guides the eye from product images → product name → price → action button.

4. Closure

- Use minimal icons (like a hanger outline for “clothing”) that users’ minds complete.
- Collapsible menus show partial elements that suggest more options.

5. Figure–Ground

- High contrast: light background with bold product images in the foreground.
- Ensure CTAs (Call-to-Action buttons) like *Buy Now* stand out.

b. UI Elements & Design Patterns in Layouts

- **Navigation:**
 - *Hamburger menu* on mobile, *top navigation bar* on web.
 - *Tab bar* for categories (Shirts | Trousers | Suits | Accessories).
- **Interactive Controls:**
 - Standard buttons (*Add to Cart*, *Checkout*).
 - Filters with dropdowns (*Size: S, M, L, XL*).
 - Sliders for *Price Range*.
- **Content Grouping:**
 - **Cards:** Each clothing item with image, price, and short description.
 - **Lists:** For order history or wishlist.
- **Information Density Control:**
 - *Modals* for size chart.
 - *Tooltips* for icons.
 - *Accordions* for FAQ or fabric details.
- **Design Patterns:**
 - Onboarding flow: short brand intro when app/web opens.
 - Error states: “No items found in this category” with illustration.
 - Empty states: “Your cart is empty” with CTA *Start Shopping*.

c. Interaction Behaviors & Usability Principles

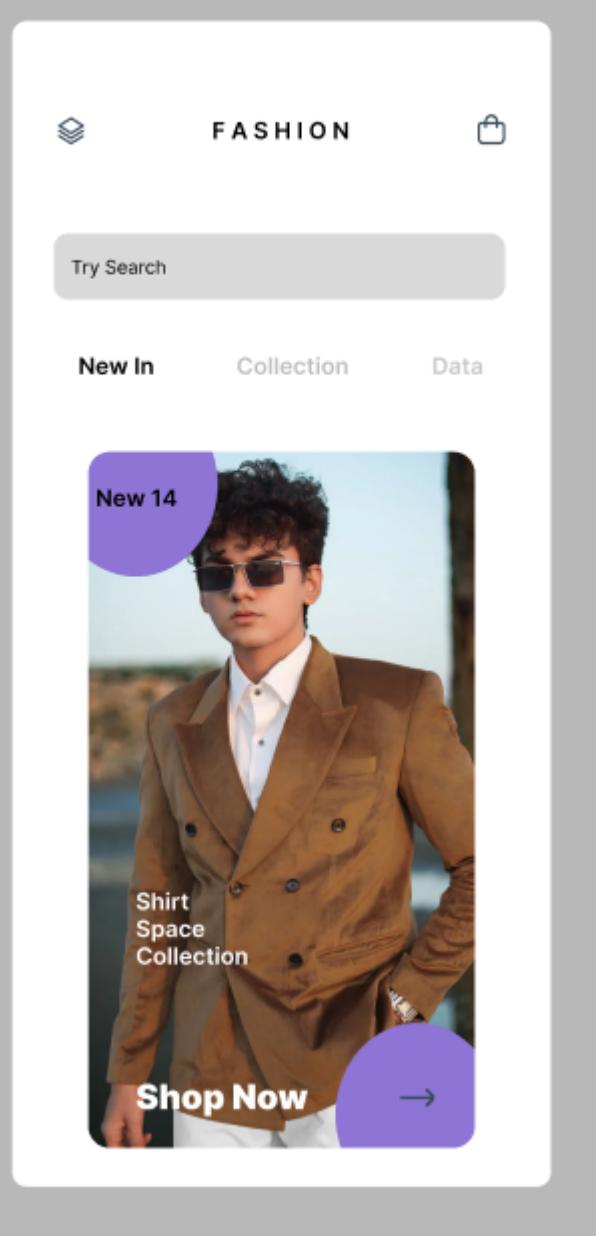
- **Responsive Touch Targets:** Buttons large enough for mobile, clickable on web.

- **Feedback:** Button hover effects, loading spinners, confirmation messages.
 - **Progressive Disclosure:** Show *basic filters* first; reveal *advanced filters* like fabric or fit on click.
 - **Accessibility:**
 - Alt-text for product images.
 - Keyboard navigation & screen reader support.
 - **Consistency:** Same interaction flow for *search* → *filter* → *view* → *checkout*.
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d. Brand Logo Creation (in Canva)

- **Brand Concept:** Men's Dress Brand → stylish, modern, trustworthy.
- **Steps:**
 1. Select **color palette** (e.g., Black + Gold for premium feel, or Navy Blue + White for modern clean look).
 2. Use **typography** that's bold, clean (e.g., Sans-serif for modernity).
 3. Add **icon** (e.g., Tie, Shirt collar, Suit outline, or Minimal hanger).
 4. Keep design **scalable & simple** for mobile/web.
 5. Export logo in **PNG, SVG** formats.
 6. Place logo in **header (top-left)** and **footer** for brand presence.

Frame 98





Sweater Shirts ❤

S **M** **L** **XL**

Color ● **Qty** 1

Add Cart

