

# 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.

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## 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*.

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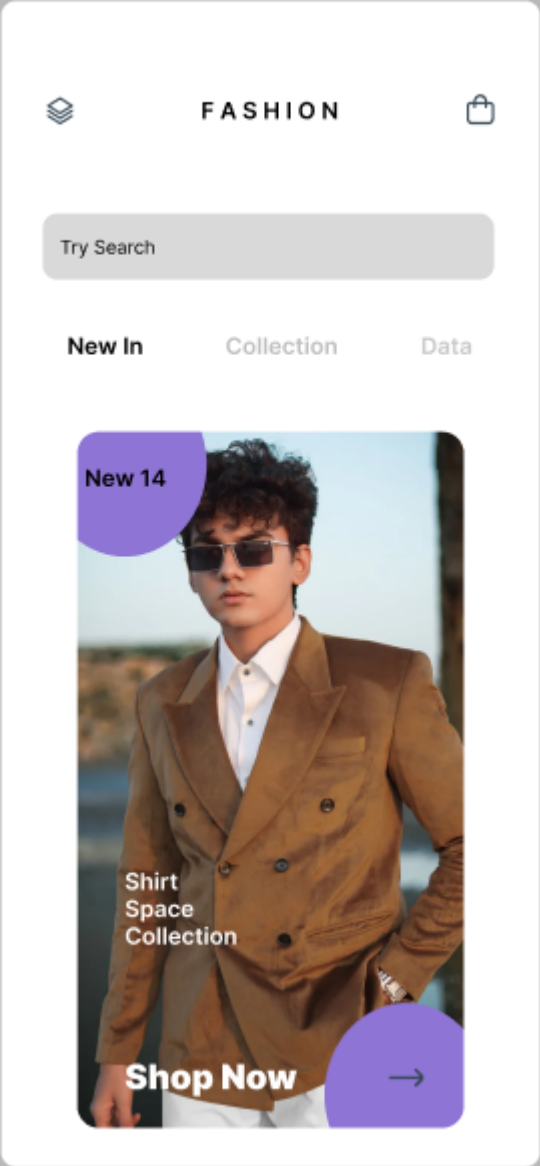
## c. Interaction Behaviors & Usability Principles

- **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.





## Sweater Shirts

☐ S ☒ M ☐ L ☐ XL

Color 

Qty 1

Add Cart

