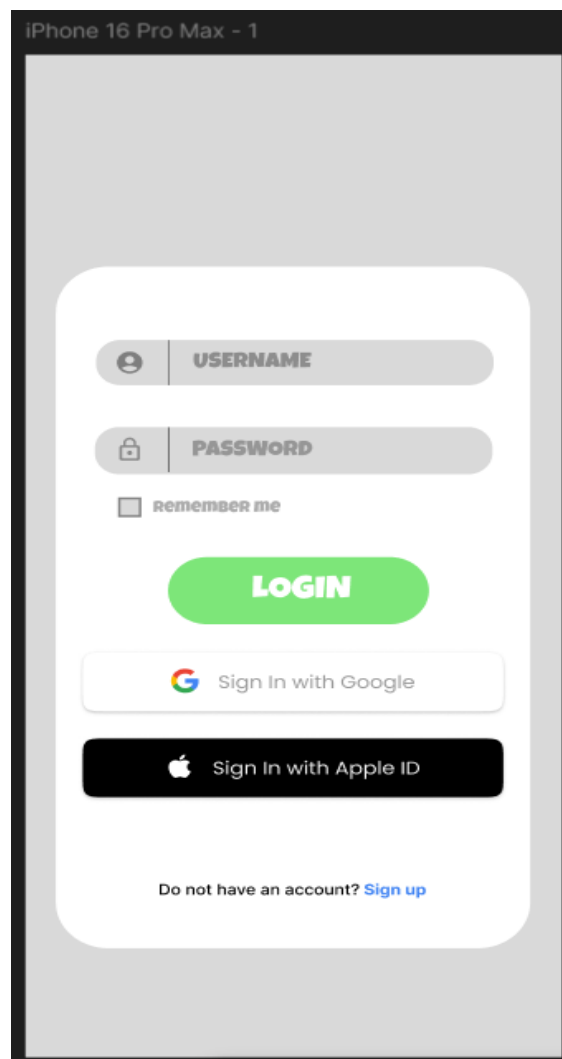


UID-4

Familiar and unfamiliar design

230701235

Familiar design:



Why is this familiar?

This design feels familiar because it follows a common login UI pattern used in many modern apps like Instagram, Facebook, and banking apps. It features standard elements like input fields, social login buttons, and a minimalistic style inspired by Material Design and iOS guidelines.

Unfamiliar design:

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Why is this unfamiliar?

The first design feels unfamiliar because it hides colors until the user hovers, which isn't expected—especially on mobile. Users are used to seeing categories clearly upfront. The second design is better because colors are always visible, making it more intuitive.