WHATSAPP:

1st Table:

| **Sr. No** | **Principles** | **Achieved** | **Justification** |
| --- | --- | --- | --- |
| 1 | Usability | Yes | WhatsApp's UI in Figma is designed to be user-friendly, with intuitive navigation and clear labels for easy interaction. |
| 2 | Compatibility | Yes | The WhatsApp UI in Figma is designed to work seamlessly on a wide range of devices and operating systems, ensuring compatibility for a diverse user base. |
| 3 | Responsiveness | Yes | The UI adapts to different screen sizes and orientations, providing a responsive and consistent user experience on various devices. |
| 4 | Safety | Yes | WhatsApp prioritizes user safety and privacy, and the UI in Figma incorporates encryption and security features to protect user data and messages. |
| 5 | Flexibility | Yes | The UI offers customization options and settings to cater to individual user preferences, enhancing flexibility in the user experience. |
| 6 | Cater to Universal Usability | Yes | WhatsApp's UI aims to be accessible to users with disabilities, incorporating features like screen readers and keyboard navigation for universal usability. |
| 7 | Strive for Consistency | Yes | Consistency in design elements, layout, and interaction patterns is maintained across different versions of WhatsApp, ensuring a familiar user experience. |
| 8 | Effectiveness and Efficiency | Yes | The UI is designed to make messaging and communication tasks efficient, providing features like chat grouping, quick replies, and multimedia sharing for effective and efficient interactions. |

2nd Table

| **Sr. No** | **Element** | **Observation** | **Improvement/Corrections** |
| --- | --- | --- | --- |
| 1 | Login/Registration Screen | User registration process is confusing. | Simplify the registration process with clear steps. |
| 2 | Chat Interface | Font size is too small. | Allow users to adjust font size in settings. |
| 3 | Profile Settings | Lack of accessibility features. | Implement screen reader support for accessibility. |
| 4 | Voice/Video Calling | Call quality is inconsistent. | Enhance call quality by optimizing network usage. |
| 5 | File Sharing | Limited file size for sharing. | Increase the file size limit for attachments. |
| 6 | Group Chat Management | Managing group chats is complicated. | Simplify group chat settings and moderation tools. |
| 7 | Notifications | Overwhelming push notifications. | Allow users to customize notification preferences. |
| 8 | Search Functionality | Search results are sometimes inaccurate. | Improve search algorithms for more precise results. |
| 9 | Privacy Settings | Privacy settings are not intuitive. | Redesign the privacy settings for ease of use. |
| 10 | Multimedia Sharing | Image compression reduces quality. | Provide an option for sending images without compression. |

Instagram:

1st Table:

| **Sr. No** | **Principles** | **Achieved** | **Justification** |
| --- | --- | --- | --- |
| 1 | Usability | Yes | Instagram's UI in Figma is designed to be user-friendly, with a simple and intuitive layout for easy navigation and content discovery. |
| 2 | Compatibility | Yes | The Instagram UI is compatible with a wide range of devices and operating systems, ensuring users can access the platform from various platforms. |
| 3 | Responsiveness | Yes | The UI adapts to different screen sizes and orientations, providing a seamless user experience on mobile devices, tablets, and desktops. |
| 4 | Safety | Yes | Instagram prioritizes user safety by implementing content moderation, privacy settings, and reporting mechanisms to ensure a secure environment. |
| 5 | Flexibility | Yes | The UI offers users the ability to customize their profiles, follow preferences, and content feeds, enhancing flexibility in their Instagram experience. |
| 6 | Cater to Universal Usability | Yes | Instagram strives to be accessible to users with disabilities, providing alt text, keyboard navigation, and other accessibility features for universal usability. |
| 7 | Strive for Consistency | Yes | Consistency in design elements, layout, and interaction patterns is maintained across Instagram's website and mobile apps, creating a cohesive user experience. |
| 8 | Effectiveness and Efficiency | Yes | Instagram's UI is designed to facilitate quick and efficient sharing of photos and videos, with features like story sharing, direct messaging, and content discovery for effective and efficient interactions. |

2nd Table:

| **Sr. No** | **Element** | **Observation** | **Improvement/Corrections** |
| --- | --- | --- | --- |
| 1 | Navigation Bar | The navigation bar layout is cluttered, and some users may find it overwhelming. | Streamline the navigation by categorizing and organizing icons for a cleaner appearance. |
| 2 | Feed Posts | Scrolling through the feed can be slow on older devices, leading to a subpar user experience. | Optimize image loading and pagination for smoother scrolling and faster load times. |
| 3 | Search Function | Some users struggle to find specific accounts or content using the search feature. | Implement more intuitive search algorithms and suggest popular accounts or content as users type. |
| 4 | Privacy Settings | Navigating and configuring privacy settings can be confusing for some users. | Provide clear and user-friendly instructions within the settings menu, and offer a guided setup for privacy controls. |
| 5 | Direct Messaging | Users occasionally encounter delays in message delivery. | Enhance real-time message delivery and address potential server-side issues for instant messaging. |
| 6 | Accessibility | Some elements lack appropriate alt text for screen readers, hindering accessibility. | Ensure all images and icons include descriptive alt text for improved accessibility. |
| 7 | Notifications | Users may receive excessive or irrelevant notifications, leading to a cluttered notification center. | Allow users to fine-tune notification preferences and provide better filtering options for a personalized notification experience. |
| 8 | Profile Page | Loading times for user profiles can be slow, especially for accounts with many posts. | Optimize the loading of profile pages and consider implementing lazy loading for images. |

Amazon

1st table:

| **Sr. No** | **Principles** | **Achieved** | **Justification** |
| --- | --- | --- | --- |
| 1 | Usability | Yes | Amazon's UI in Figma is designed with a user-friendly layout and intuitive navigation, making it easy for customers to search for products, read reviews, and make purchases. |
| 2 | Compatibility | Yes | The Amazon UI is compatible with various web browsers and operating systems, ensuring that customers can access the platform from a wide range of devices. |
| 3 | Responsiveness | Yes | The UI is responsive and adapts to different screen sizes and orientations, providing a consistent and user-friendly experience on smartphones, tablets, and desktops. |
| 4 | Safety | Yes | Amazon prioritizes user safety by implementing secure payment methods, fraud detection, and stringent policies to protect customer data and transactions, ensuring a safe online shopping experience. |
| 5 | Flexibility | Yes | Amazon offers a variety of customization options, including personalization of product recommendations, payment options, and delivery preferences, enhancing flexibility in the shopping experience. |
| 6 | Cater to Universal Usability | Yes | Amazon strives to be accessible to users with disabilities by providing alt text for images, keyboard navigation, and other accessibility features to ensure universal usability. |
| 7 | Strive for Consistency | Yes | Consistency in design elements, layout, and interaction patterns is maintained across Amazon's website and mobile apps, creating a cohesive and familiar user experience. |
| 8 | Effectiveness and Efficiency | Yes | Amazon's UI is designed to facilitate efficient product discovery and purchases, with features like one-click ordering, product comparisons, and customer reviews for effective and efficient interactions. |

2nd Table:

| **Sr. No** | **Element** | **Observation** | **Improvement/Corrections** |
| --- | --- | --- | --- |
| 1 | Homepage Design | The homepage layout appears cluttered with multiple elements, including various product categories, recommendations, and ads. | Simplify the homepage by reducing clutter and emphasizing personalized recommendations and user-specific categories. |
| 2 | Search Bar | The search bar is prominently placed, but the placeholder text is somewhat vague. | Improve the placeholder text to provide clear search suggestions or prompts to help users find products more efficiently. |
| 3 | Navigation Menu | The navigation menu offers extensive categories, but it may overwhelm some users. | Simplify the navigation menu by providing concise categories or implementing a customizable menu for users. |
| 4 | Product Listings | Some product listings lack detailed product descriptions, making it difficult for users to make informed purchase decisions. | Enhance product listings with comprehensive descriptions, including key specifications, features, and reviews. |
| 5 | Product Images | Product images should offer zoom and rotate features for a closer look at the product. | Implement zoom and rotate functionality for product images to provide a better visual understanding of items. |
| 6 | Checkout Process | The checkout process could be streamlined further, especially on mobile devices. | Simplify the checkout process by reducing the number of steps and making it mobile-friendly for a more efficient checkout experience. |
| 7 | Customer Reviews | Some reviews lack credibility due to suspected fake or biased reviews. | Implement stricter review moderation and user verification to maintain trust in customer reviews. |
| 8 | Accessibility Features | Accessibility features like alt text for images and keyboard navigation are essential but may need improvement. | Continuously improve and update accessibility features to ensure the platform is accessible to all users, including those with disabilities. |
| 9 | Mobile App Performance | The mobile app occasionally experiences performance issues or crashes. | Address and resolve mobile app performance issues for a more stable and reliable mobile shopping experience. |