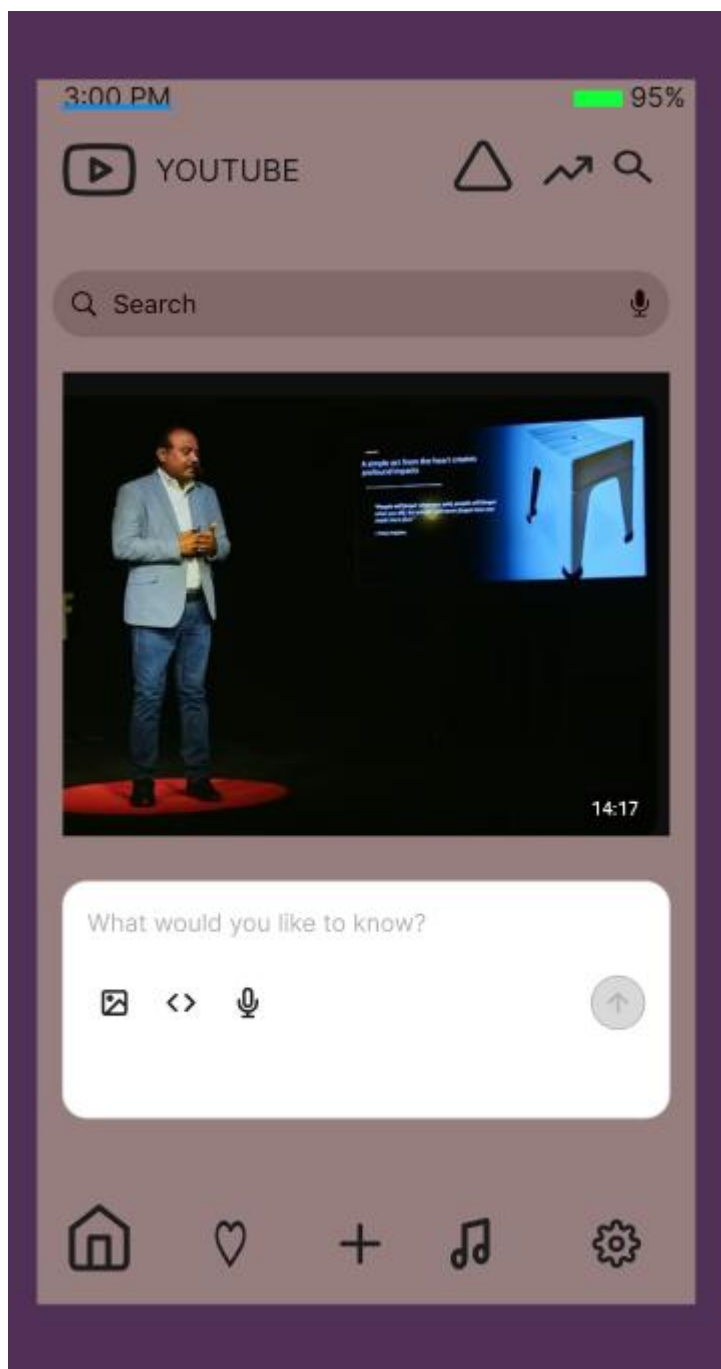ROLL NO:240701423   NAME: RATHINAVEL.T

USER INTERFACE AND DESIGN

COMAPARSION OF UI DESIGN BETWEEN TWO FIGMA CREATION

BAD WEBSITE:

GOOD WEBSITE:

PROTOTYPE LINK:

https://www.figma.com/design/95S1GBpIVaNOX3sPB7l5yS/Untitled?node-id=0-1&p=f&t=fRRWmFI4iTLZihy0-0

The two websites have distinct designs and approaches. Here's a comparison:

BAD WEBSITE

1. Design Style:

Dull and inconsistent background colors.

UI elements do not stand out clearly from the background.

2. Content:

The interface includes unnecessary elements that distract the user.

The overall presentation feels less engaging.

3. Navigation:

Bottom navigation icons are present but lack visual emphasis.

Icons are not clearly distinguishable due to low contrast.

4. Purpose:

The design fails to provide a smooth content-browsing experience.

Not optimized for easy user interaction or content discovery

GOOD WEBSITE

1. Design Style:

Clean, well-structured, and visually balanced layout.

Uses soft and consistent background colors.

2. Content:

Text and images are balanced, making content easy to understand.

The UI encourages smooth scrolling and exploration.

3. Navigation:

Bottom navigation bar is clear and user-friendly.

Icons are well-spaced and easy to recognize.

4. Purpose:

Designed for efficient content browsing and better user experience.

Helps users quickly find and interact with videos.

Key Differences:

- **Focus:**
  The bad UI feels cluttered, while the good UI prioritizes content visibility.

- **Design Aesthetics:**
  The bad UI lacks visual clarity; the good UI is modern and polished.

- **Usability:**
  The good UI offers smoother navigation and better accessibility.

- **User Experience:**
  The bad UI may confuse users, whereas the good UI enhances engagement and comfort.