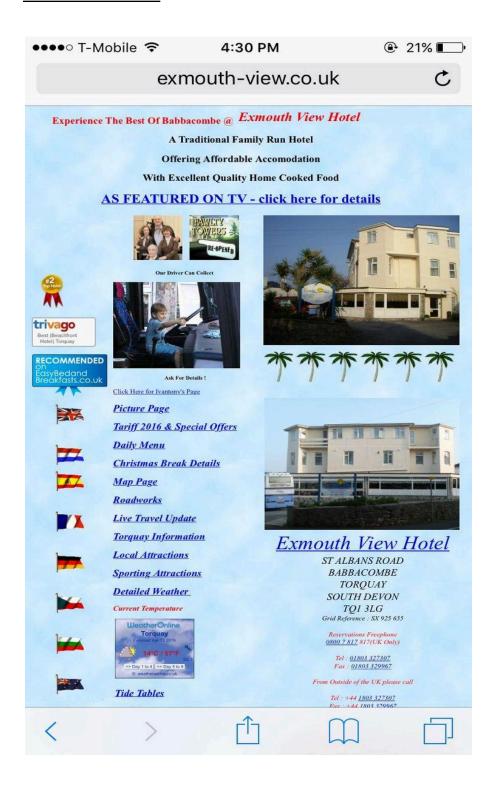
UID EXPERIMENT 1

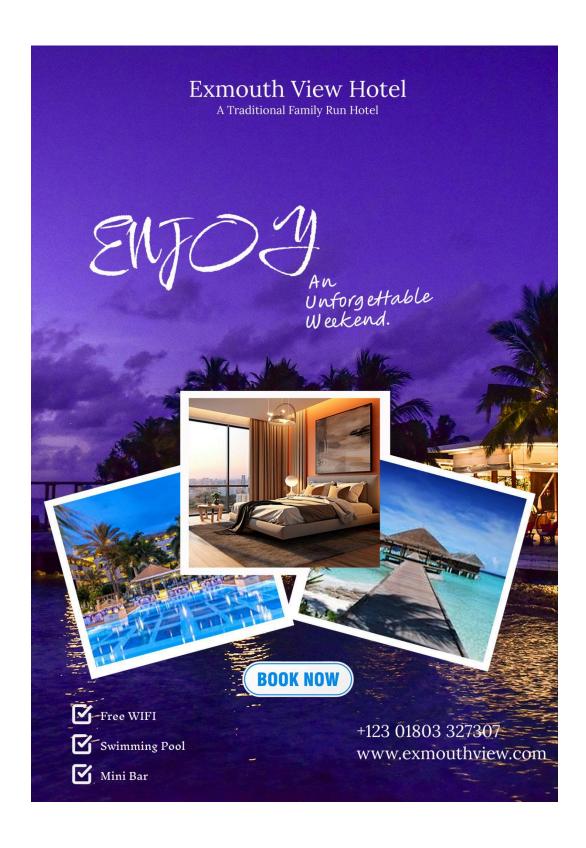
BAD DESIGN:



Why it's a bad design:

- 1. The page is overloaded with text, unwanted images and linked without any clear organisation.
- 2. Multiple font sizes and styles makes it difficult to read and understand.
- 3. This design looks outdated.
- 4. There are way too many low quality images which do not add any value to the design. Some text colors are very hard to read and understand.

GOOD DESIGN:



Changes Made:

- 1. The second design looks so much cleaner and more high-end. The first one is like an old-fashioned poster with too much text and random pictures. After that chnages, it really looks like a high end vacation destination.
- 2. Rather than a clustered design with too many links and tiny images, the second design keeps it simple. The "ENJOY" text immediately catches the eye and makes it easier for the customer to understand the motive.
- 3. When looking at the second design, you immediately get the feeling that this is a high end place to stay. The first one looked old and a lot of images and text were out of place, whereas the second one markets an experience.
- 4. The second design lays everything out well, with nice quality photos. The first one simply jammed in photos without much consideration and information.