Experiment with different layouts and color schemes for an app. Collect user feedback on aesthetics and usability using GIMP(GNU Image Manipulation Program (GIMP)

Step 1: Plan the Base Layout

In order to start designing the interface, a mock-up of the application EZShop was made using GIMP.
The following step was taken:

Canvas Settings: A new canvas was created with a resolution of 1080 by 1920 pixels to match the standard mobile screen resolution.

Configuration Framework

Header Section: Reserved at the top for the application logo and name.

Content Area: Made to show different product categories like Groceries, Refreshing Drinks, and Miscellaneous.

Footer Section: Reserved at the bottom for navigation bar with icons like Home, Categories, Account, and Cart.

Tool Use:

Rectangle Select Tool was utilized to split the screen into various functional regions.

Bucket Fill Tool was used to fill all sections with base colors in order to visually distinguish between the areas.

UI Elements Addition

Text labels were added utilizing the Text Tool to label and classify buttons in a readable format.

Simple interactive elements like input fields (name, email, password) and clickable buttons (Sign Up) were achieved using the Brush Tool and Shape Tools.

Layer Organization:

Each UI element was positioned in a distinct layer
for convenient modification and modification down the road. Layers
were clearly named (for example, Header, Categories, Button1,
InputField) to allow easy project management.

Step 2: Experiment with Color Combinations
Once the base layout was determined, various color schemes
were used to achieve various visual styles:

Light Mode Design:

Background: White

Text: Black

Buttons: Black with White Icons

Objective: To achieve utmost legibility and readability in light environments.

Dark Mode Design:

Background: Black

White, text

Buttons: Dark Gray with White Icons

Objective: Design a visually calming and eye-friendly experience under low light.

Process:

The default configuration was replicated using the
Duplicate function to produce individual versions per theme.

Colours were modified with the Bucket Fill Tool and Colorize Tool without altering the structure of the layout.

Each iteration was exported individually through File → Export
As, and saved as PNG for high-quality output.

Step 3: Gather User Feedback

For comparisons of the different design options and their effectiveness, user feedback was gathered:

Distribution:

Light Mode and Dark Mode screenshots were uploaded for testing by several users.
Feedback Gathering:
Respondents were asked to offer comments on:
Aesthetic appeal
Ease of navigation
Overall user-friendliness
Comfort under extended use (particularly for Dark Mode)

Results:

Light Mode was liked for the way it looked clean and fresh, particularly in lit rooms.
Dark Mode was sought after for it would reduce the glare and
was aimed to provide better comfort after prolonged usage, especially at nighttime.
Users highlighted that the arrangement was user-
friendly, featuring distinctly delineated sections alongside easily comprehensible icons and buttons.

Step 4: Iterate and Refine

As per the feedback provided:

Feedback Highlights Collected:

Light Mode Feedback:

"The white background looks very clean and professional."

"Daytime readability of text is good, although it is a little glaring in the evening."

The high contrast makes it simpler to find sections and buttons.

Dark Mode Feedback

"Dark Mode is very popular and sleek-looking."

"Much easier to use at night; it doesn't strain my eyes."

"The white text is legible on the dark background, but perhaps the highlights on the buttons can be a little brighter."

"Feels more premium and sleek than Light Mode."

Summary of Results

Light Mode was used for high ambient lighting scenes.

Dark Mode was very much preferred for nighttime usage, being cozier and having a visually pleasing appearance.

The navigation and layout were regarded as intuitive and user-friendly in both modes.

Step 4: Participate in Iterative Refinement According to the feedback received:Subtle enhancements were introduced:

Increased the brightness of button backgrounds slightly in Dark Mode for improved button visibility.

Enhanced the text contrast to improve the readability.

The ultimate designs retained the minimalist, contemporary look while providing accessibility, usability, and user comfort in a variety of usage conditions.

There were gradual improvements: Higher text contrast in Dark
Mode for improved readability.

The button colors were slightly altered to improve visual feedback when in
use. The end designs were minimalist and modern in look but also ensured usability a nd accessibility under different light conditions.

Categories

New Discounts

Groceries

Freshly Fresh

Quality Seafood

Farm-fresh Dairy

Sweet Quick

Refreshing drinks

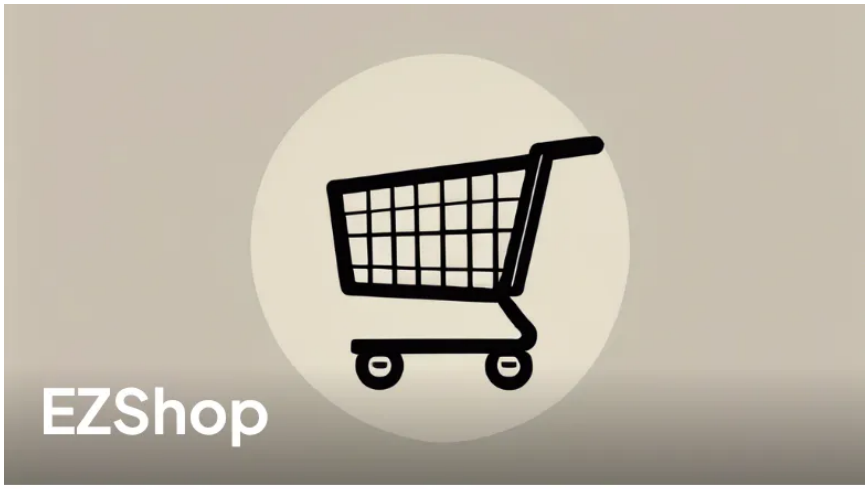
Fine Morning

Caffeine Fizzing

Miscellaneous

Health Beauty Personal

Home



Name

Enter your name

Email

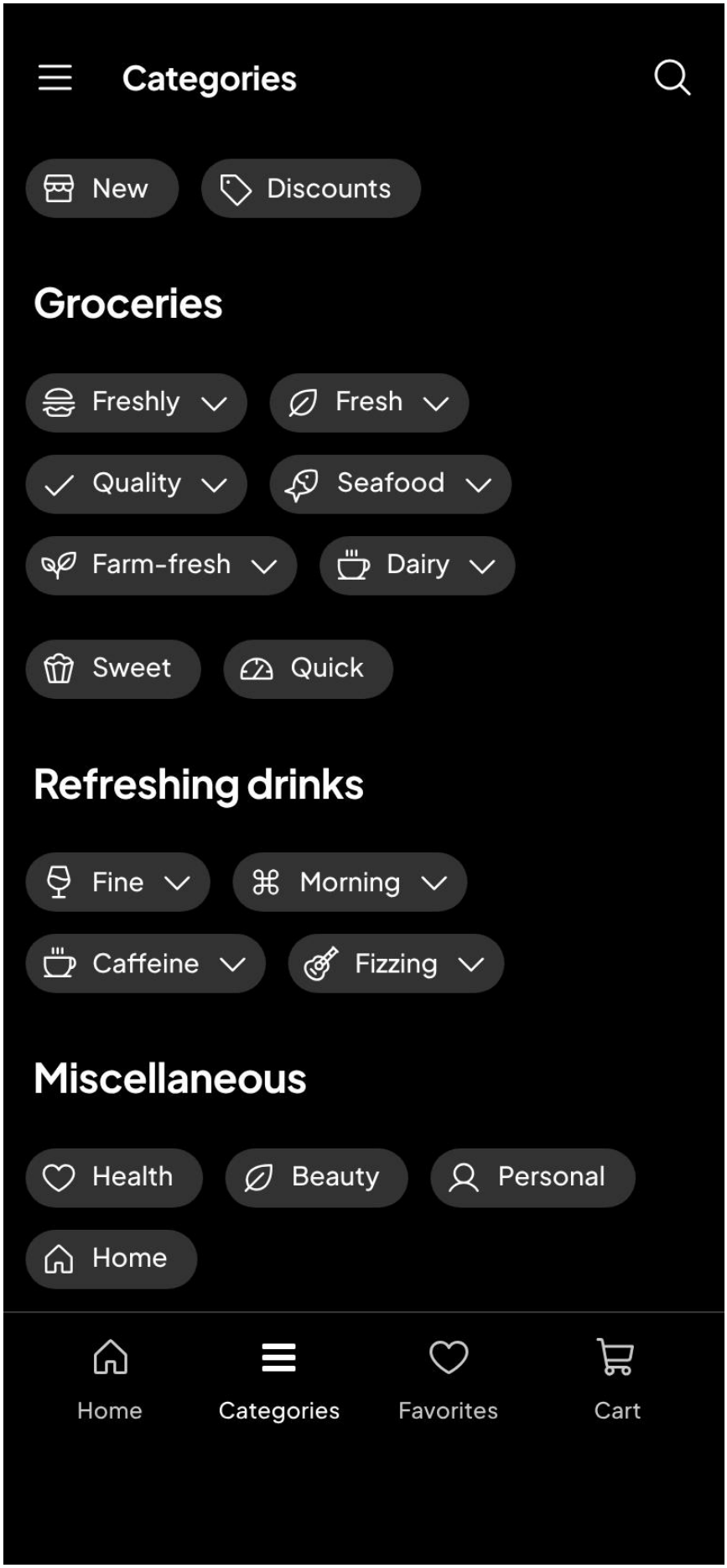
Enter your email

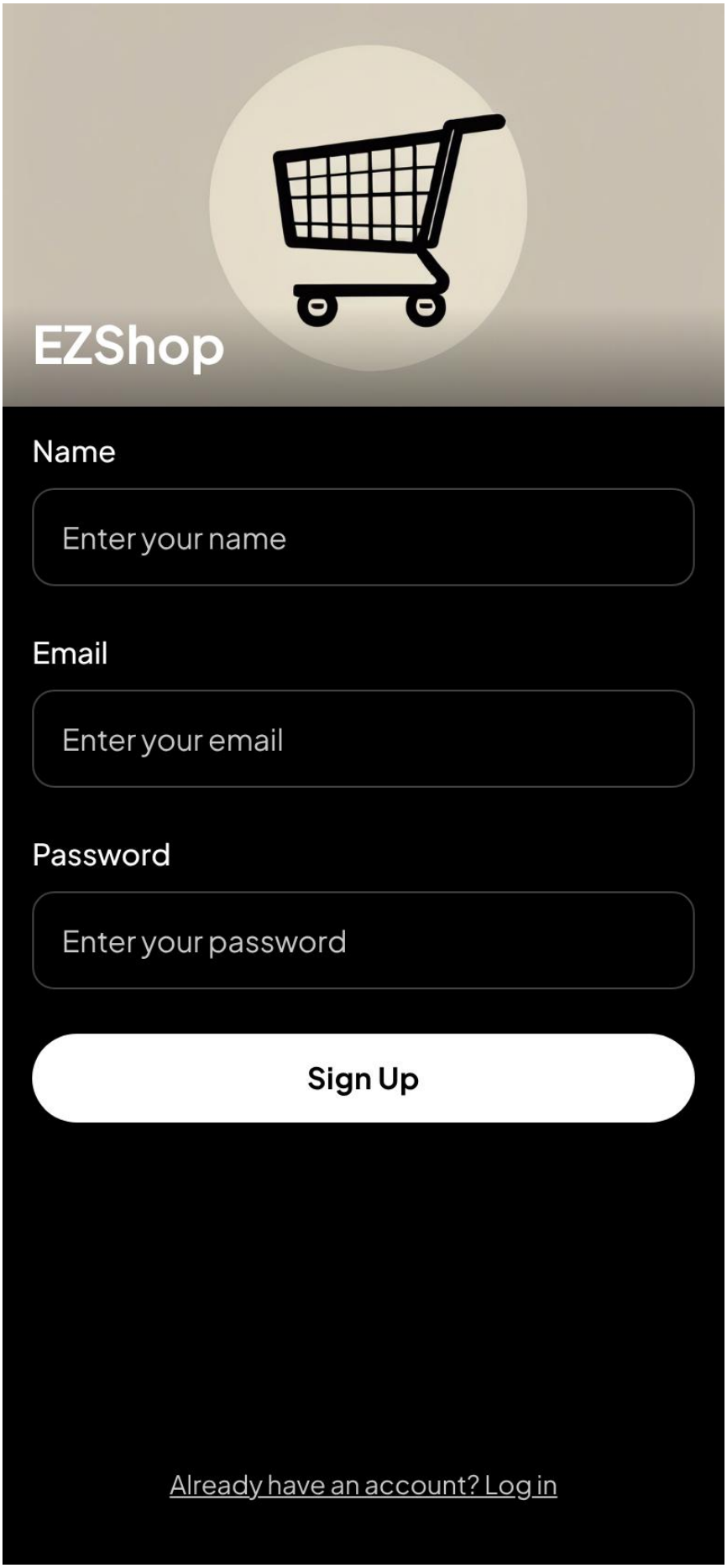
Password

Enter your password

Sign Up

Already have an account? Log in


Categories
New
Discounts
Groceries
Freshly
Fresh
Quality
Seafood
Farm-fresh
Dairy
Sweet
Quick
Refreshing drinks
Fine
Morning
Caffeine
Fizzing
Miscellaneous
Health
Beauty
Personal
Home
Home
Categories
Favorites
Cart


EZShop
Name
Enter your name
Email
Enter your email
Password
Enter your password
Sign Up
Already have an account? Log in