

LAB TASK- 1

BAD DESIGN TO GOOD DESIGN

Bad design chosen:



WHY IS IT A BAD DESIGN?

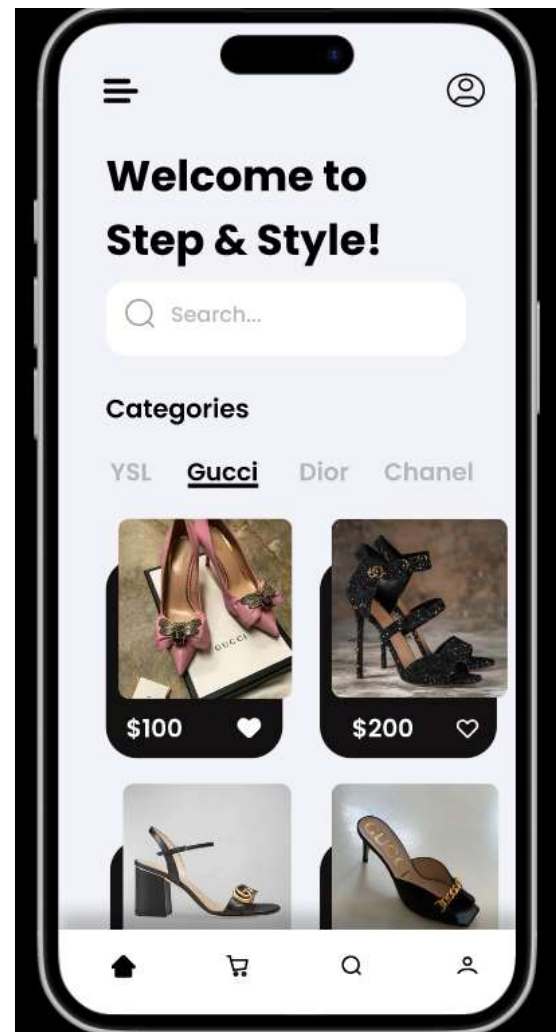
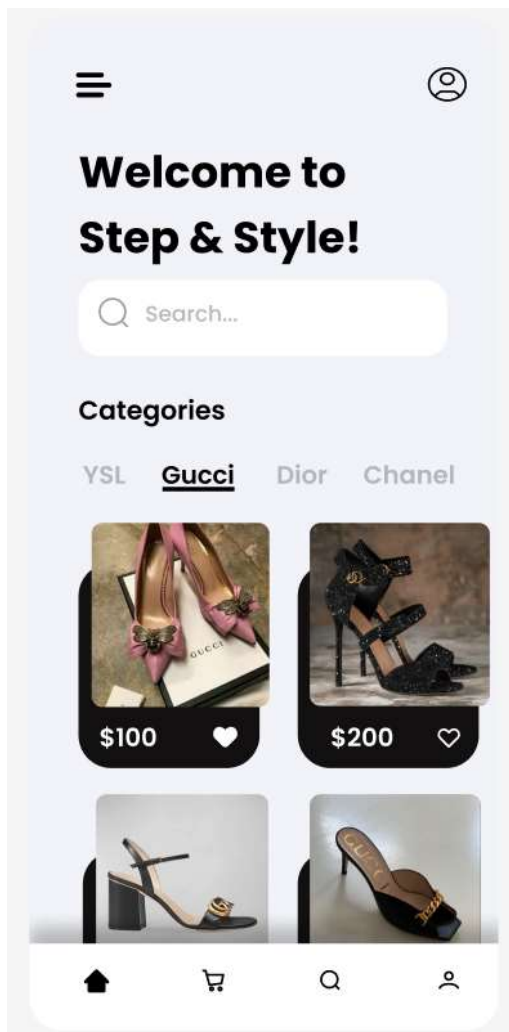
- Poor Contrast (Hard to Read Text)
- Inconsistent Font Styles
- Unclear Use of Magnifying Glass Icons
- Unstructured Layout (Messy and Unorganized)
- No Clear Call-to-Action (What Should Users Do?)
- Payment Methods Are Not Well Integrated

This design is **poorly structured** and lacks clarity, making it difficult to read and navigate. The contrast between the black text and light purple background is weak, **reducing readability**. The fonts used look **unprofessional**. **Inconsistent font styles** across headings and product names creates a disorganized look. The magnifying glass icons next to product names function as search buttons, but they are **inefficient** because users must click each icon separately **instead of having a unified, easy-to-use search system**. The overall layout feels messy, with too much empty space in some areas and **overcrowding** in others. There is **no clear guidance about what the users should do?** as the "ORDER METHODS" section simply lists a phone number and the "PAYMENT METHODS" section merely

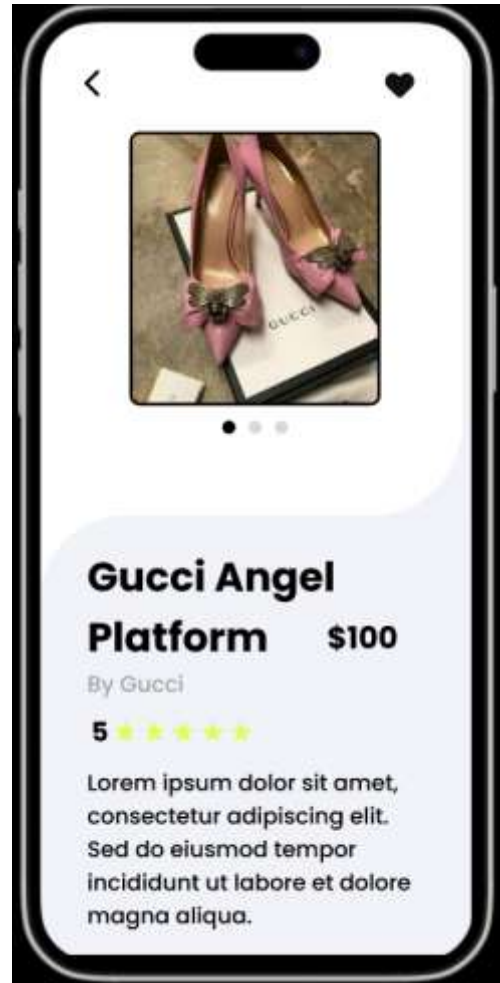
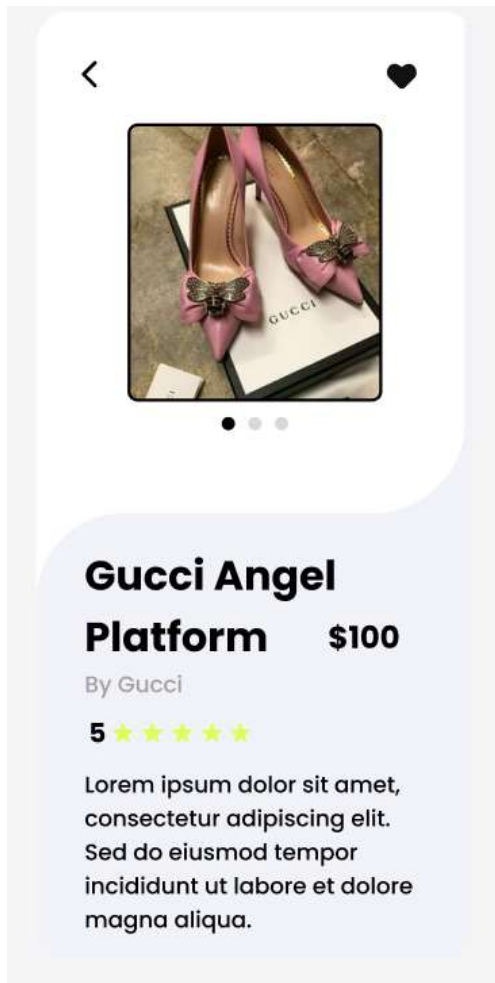
displays logos without explaining how to make a payment. In the design important information does not stand out, and the payment method images seem randomly placed and not integrated properly. The absence of branding, a logo, or additional contact details further weakens the design's effectiveness.

GOOD DESIGN:

=> Home Page



=> Favorites Page



WHY IS IT A GOOD DESIGN?

With the online shopping platform as bad design, this design only **focuses** on the **footwear section**.

This design offers a **visually appealing**, **user-friendly**, and **well-structured layout**. The home page features a welcoming message, a clear search bar, and categorized sections, making navigation easy. The product images are neat, with prices clearly displayed and favorite icons for quick saving. The use of a **minimalistic colour scheme** and **clean typography** enhances readability and professionalism. The favorites page is well-organized, with a detailed product view including a high-quality image carousel, pricing, brand information, and a star rating system, ensuring users have all necessary details before making a purchase. The curved card design and well-spaced elements improve **visual hierarchy**, drawing attention to important information. This refined design enhances usability, aesthetics, and engagement, making it a well-structured and efficient solution compared to the previous design.