

EXPERIMENT-1

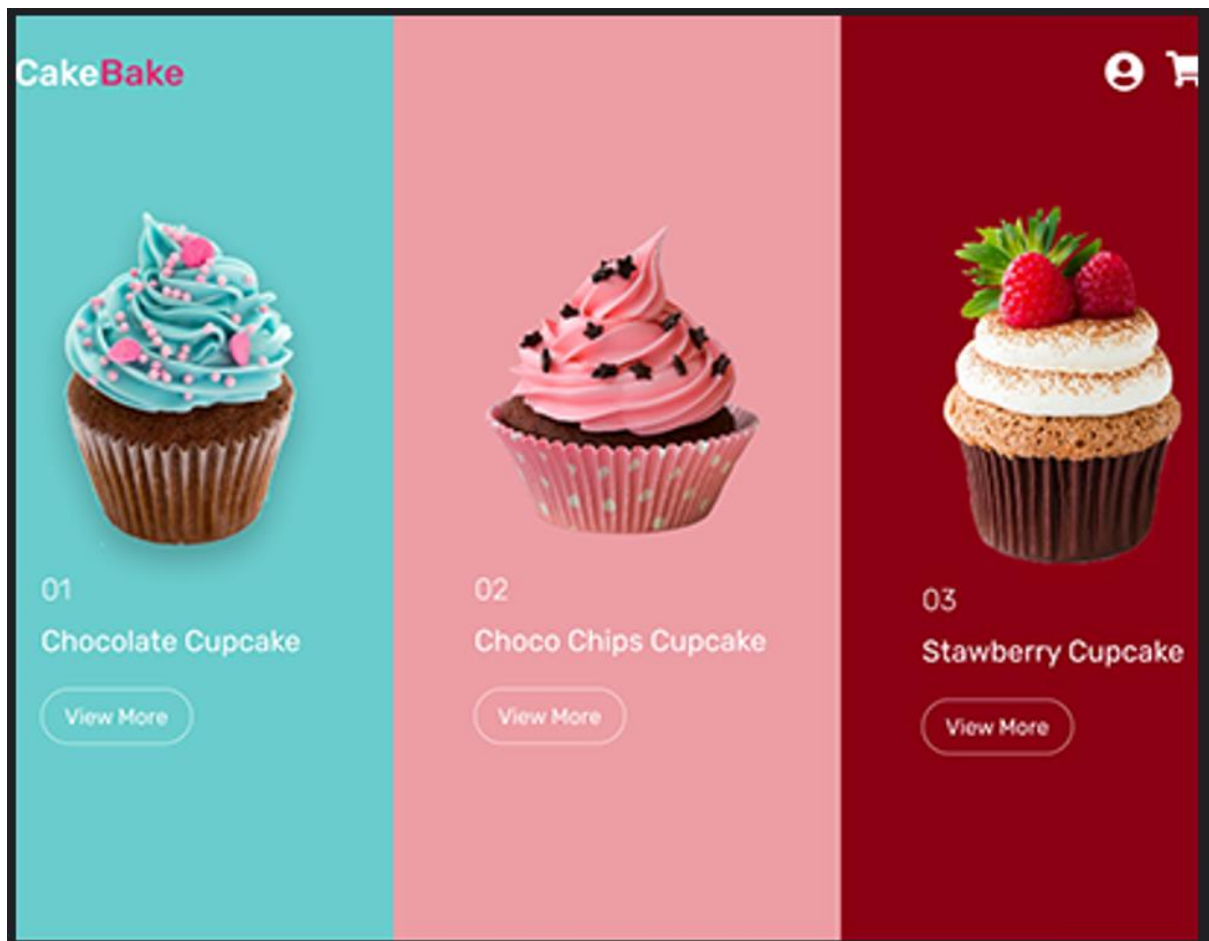
ROLL NO:230701304

NAME:SHALINI R K

USER INTERFACE AND DESIGN

COMAPARSION OF UI DESIGN BETWEEN TWO FIGMA CREATION

BAD WEBSITE:



GOOD WEBSITE:

Strawberry

"Celebrate with our mini cupcakes."
"Delight your guests with our gourmet cupcakes."
"Cupcakes perfect for any occasion."



Strawberry



blueberry



Chocolate

VISIT OUR CAFE AND CELEBRATE THIS VALENTINE'S DAY WITH YOUR LOVE ONE.
WE OFFER DIFFERENT FLAVOURS OF CUPCAKES WITH A VALENTINE THEMED
MENU AND A ROMANTIC EXPERIENCE



SPECIAL
20%
off

Blueberry

"Celebrate with our mini cupcakes."
"Delight your guests with our gourmet cupcakes."
"Cupcakes perfect for any occasion."



Strawberry



blueberry



Chocolate

VISIT OUR CAFE AND CELEBRATE THIS VALENTINE'S DAY WITH YOUR LOVED ONE.
WE OFFER DIFFERENT FLAVOURS OF CUPCAKES WITH A VALENTINE THEMED MENU
AND A ROMANTIC EXPERIENCE



SPECIAL
20%
off



PROTOTYPE LINK:

<https://www.figma.com/proto/ECuDKoHOk3zVAzyJFuw7EJ/website-1?page-id=0%3A1&node-id=25-286&p=f&viewport=-661%2C116%2C0.2&t=GrsGiob7eKzLua5y-1&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=25%3A286>

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

BAD WEBSITE (CakeBake)

1. Design Style:

- Minimalistic and clean layout.
- Focused on showcasing cupcakes with large, colorful images.
- Uses vibrant and contrasting background colors (turquoise, pink, maroon) for different cupcake categories.

2. Content:

- Displays three cupcake varieties with their names and a "View More" button.
- Content is direct and concise.

3. Navigation:

- A minimalist navigation bar with icons (e.g., cart and user profile).

4. Purpose:

- Likely designed for e-commerce or product browsing.
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GOOD WEBSITE (CutieCake)

1. Design Style:

- More elaborate, with a themed and artistic layout.
- Each section highlights a specific flavor (Strawberry, Blueberry, Chocolate) with matching visuals and colors.
- A soft and playful vibe, with background patterns and imagery complementing the cupcake flavor.

2. Content:

- Includes descriptive text about each cupcake flavor, emphasizing celebration and special occasions.
- Features a “Special 20% Off” promotional offer.

3. Navigation:

- A broader navigation menu at the top, including links to Home, About, Pricing, and Contact.

4. Purpose:

- Appears to focus on branding and creating an engaging experience, possibly for a bakery or café.
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Key Differences:

- **Focus:** The first website is product-centric, while the second emphasizes storytelling and branding.
- **Design Aesthetics:** The first is simple and functional; the second is thematic and visually rich.
- **Content Depth:** The second provides more detail and promotional content, whereas the first focuses on simplicity.
- **Target Audience:** The first seems tailored for online shopping; the second is for building brand connection and promoting offers.