

# USER INTERFACE AND DESIGN

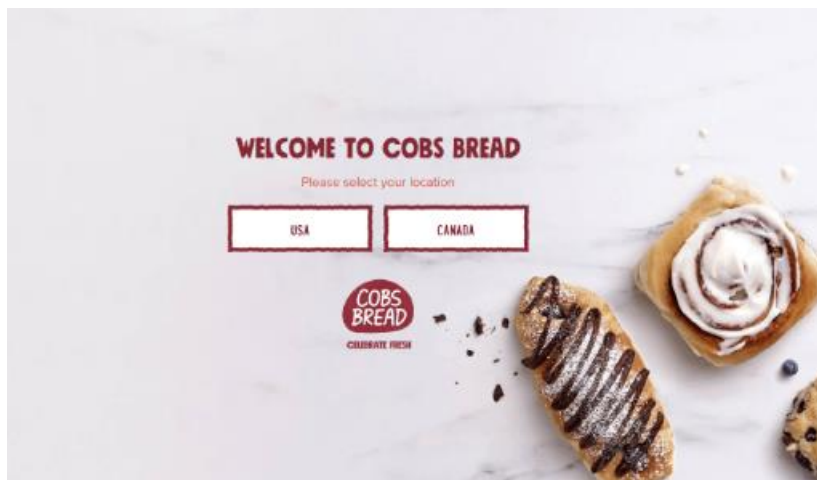
## COMPARISION OF TWO UI DESIGNS

NAME: SAKSHI P

ROLL NO : 230701279

DEPARTMENT: CSE – F

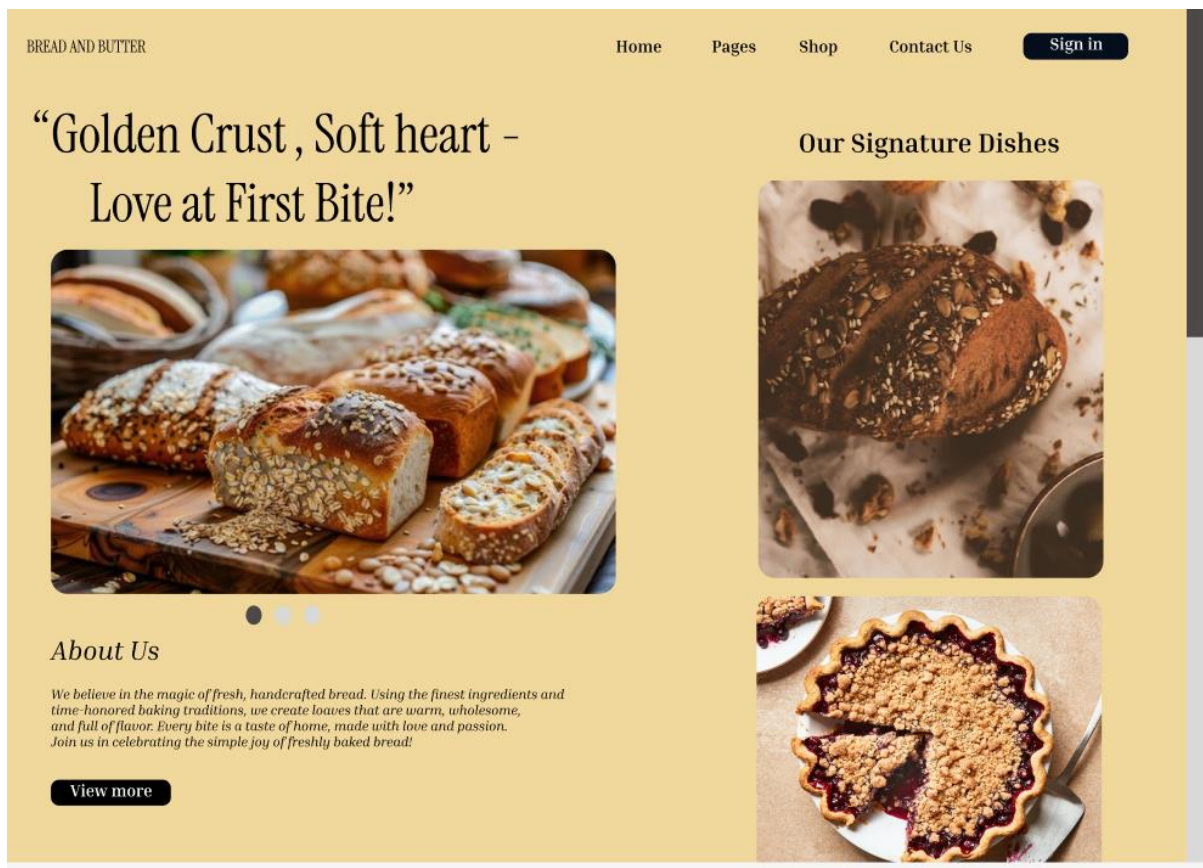
### BAD WEBSITE DESIGN



### REASON WHY IT IS BAD?

1. **Low Text Contrast:** The text blends with the light marble background, making it hard to read, especially for users with visual impairments.
2. **Unclear Buttons:** The "USA" and "CANADA" buttons lack distinct borders, hover effects, or strong visual indicators, making it unclear they are clickable.
3. **Unbalanced Layout:** The placement of text, buttons, and images lacks alignment and hierarchy, leading to a disorganized and confusing user experience.
4. **Cluttered Visuals:** The background bread images are distracting and do not complement the core design, creating unnecessary clutter.
5. **No Accessibility Features:** There's no consideration for accessibility, such as large, clear fonts, sufficient contrast, or screen reader-friendly elements.

### GOOD WEBSITE DESIGN



#### HIGHLIGHTING WHY THIS DESIGN IS SIGNIFICANTLY BETTER FROM THE PREVIOUS:

1. **Clear Visual Hierarchy:** The heading, subheading, and images are well-organized, making it easy for users to navigate and focus on key elements.
2. **High-Quality Imagery:** The bread and dessert images are vibrant and relevant, creating a visually appealing and appetizing experience.
3. **Balanced Layout:** The grid-based layout ensures a clean and structured design, avoiding clutter while showcasing content effectively.
4. **Accessible Fonts and Colours:** The contrast between text and background is sufficient for readability, and the font choice is elegant yet legible.
5. **Interactive Elements:** Buttons like "View more" are clear, actionable, and styled well to invite user interaction.