

EXPERIMENT – 01

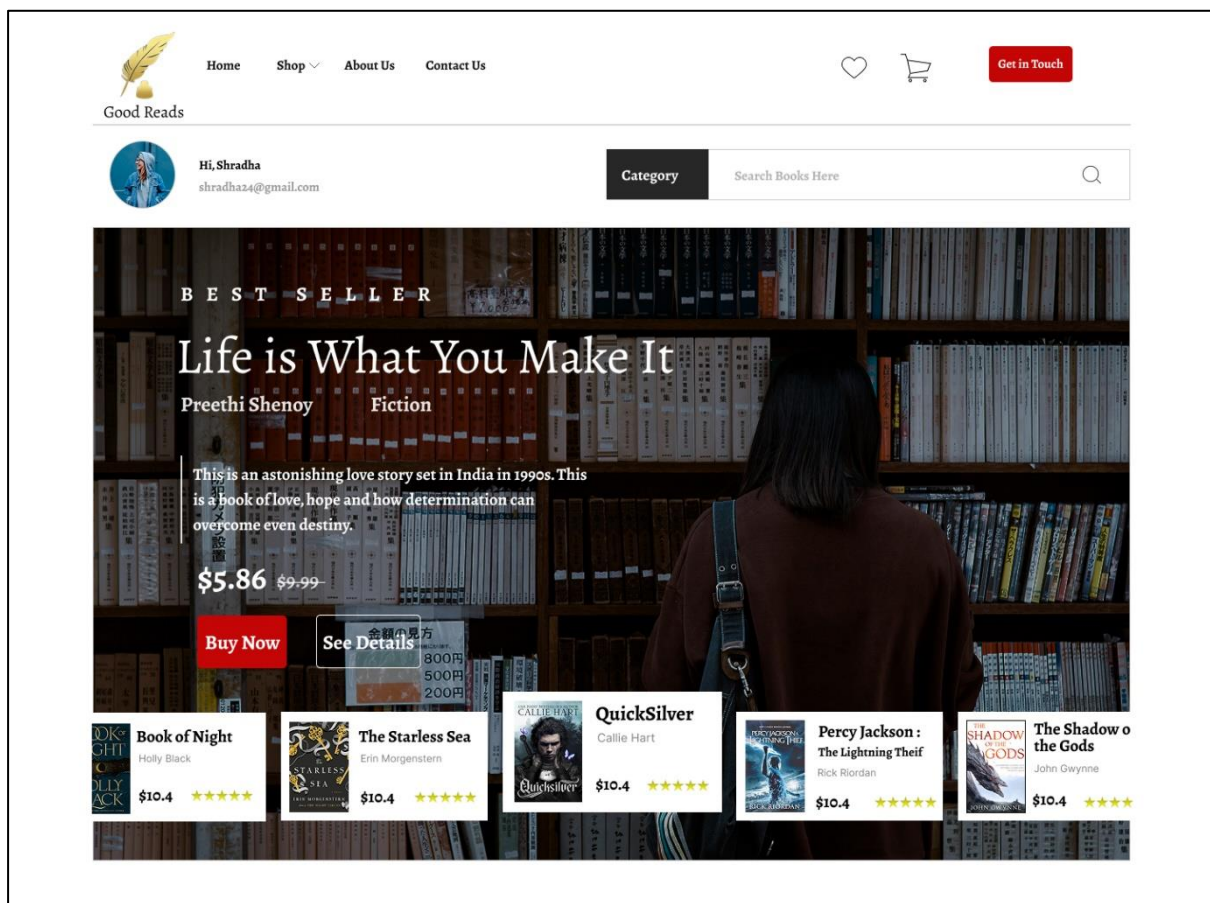
ROLL NO: 230701311

NAME: SHRADHA S

USER INTERFACE DESIGN

Comparison of Good and Bad UI Designs

Good design:



Bad design:



Good Design (First Image - "Good Reads")

1. Visual Hierarchy

- Clear focus on the featured book.
- Well-structured pricing and CTA buttons.
- Book recommendations are easy to scan.

2. Aesthetics

- Dark overlay enhances text readability.
- Elegant and professional color scheme.

- Visually appealing and modern design.

3. Navigation

- Simple and well-organized menu.
- Includes search bar and category filter.
- Easy to browse and explore books.

4. Call-to-Action Clarity

- "Buy Now" button is bold and noticeable.
- "See Details" provides more user options.
- Encourages immediate interaction.

5. User Personalization

- Displays user profile (name, email).
- Creates a more engaging experience.
- Feels customized for the user.

6. Book Thumbnails

- Well-sized covers, prices, and ratings.
- Neatly arranged for better usability.
- Encourages browsing and book discovery.

Bad Design (Second Image - "goodreads")

1. Cluttered Layout

- Too many elements in one space.
- Harder for users to focus.
- Overwhelming experience.

2. Weak Visual Hierarchy

- No clear focal point.
- Poor section contrast.
- Difficult to navigate content.

3. Poor CTA Visibility

- Sign-up buttons lack emphasis.
- Do not grab user attention.
- Less encouragement to interact.

4. Navigation Confusion

- Too many links and options.
- Overwhelming for new users.
- No clear browsing path.

5. Dull Color Palette

- Muted colors reduce engagement.
- Lacks contrast between sections.
- Makes content feel less exciting.

6. Overload of Information

- Excessive text blocks.
- Minimal spacing between elements.
- Harder for users to scan content.

Final Conclusion

The **first design ("Good Reads")** is well-structured, visually appealing, and user-friendly. It effectively utilizes **strong visual hierarchy, clear navigation, and engaging CTAs**, making it easy for users to explore books and take action. The use of **dark overlays, proper spacing, and personalized user elements** enhances the browsing experience.

In contrast, the **second design ("goodreads")** feels cluttered and overwhelming due to **poor hierarchy, excessive text, and weak CTA placement**. The **lack of contrast and organization** makes it harder for users to navigate and engage with the content.

Verdict:

- **"Good Reads" = A well-designed, modern, and engaging UI.**
- **"goodreads" = Needs improvement in layout, clarity, and readability.**