

EXPERIMENT-7

ROLL NO:230701311

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

AIM: The aim is to trial different app layouts and color schemes and evaluate user feedback on aesthetics and usability using GIMP.

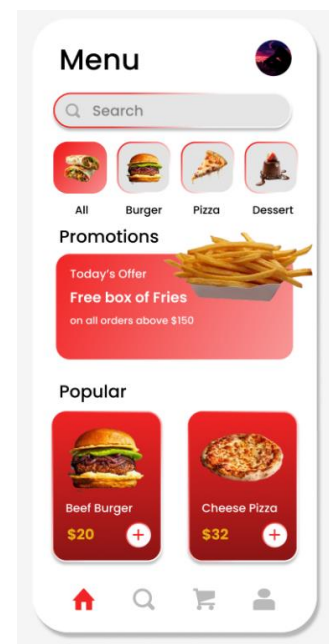
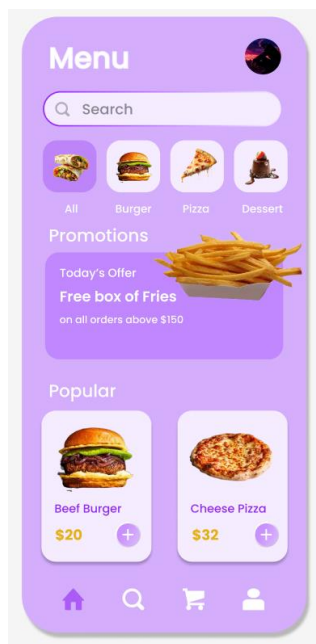
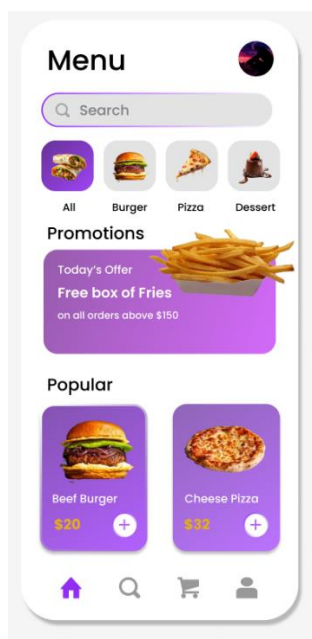
Project Title: Burger House Poster Creation using GIMP

Tool Used: GIMP (GNU Image Manipulation Program)

Poster Theme: Fast Food Advertisement — Burger House

Tools and Technologies:

- **Software:** GIMP 2.10+
- **Resources Used:**
 - Burger image (uploaded)
 - Flame background (designed using GIMP)
 - Custom fonts for text ele



Procedure Followed:

Step 1: Installation

- Downloaded and installed GIMP from the [official website](#).

Step 2: New Project Setup

- Opened GIMP and created a new file with dimensions **1080x1350 pixels** to suit standard poster dimensions.

Step 3: Designing the Layout

Layout 1 – Red & White Theme (Classic & Clean)

Design Elements:

- Background: Solid white
- Header & Text: Simple black text ("Menu", "Promotions", etc.)
- Search Bar: Rounded, light gray with a drop shadow for depth
- Category Tabs: Red highlight on selected category (All), icons with white background
- Promotions Section: Red background box with white and bolded text
- Product Cards: Rounded corners, red backgrounds, clear food images
- Buttons: White circle with red border and red "+" icon
- Bottom Navigation Bar: Red icon for selected (Home), gray for others

Purpose & Aesthetic:

- Clean, straightforward look meant to feel professional and reliable
- Red evokes appetite and urgency (a common color in food apps)
- High contrast ensures good readability

Layout 2 – Light Purple Theme (Youthful & Soft)

Design Elements:

- Background: Soft pastel purple throughout
- Header & Text: White and soft purple text for headings and labels
- Search Bar: Light purple rounded box blending into background
- Category Tabs: All icons in rounded white boxes; no strong highlight

- Promotions Section: Light purple box with fry image and white text
- Product Cards: White cards with soft purple borders and shadows
- Buttons: Pastel purple circles with white “+” icon
- Bottom Navigation Bar: White icons on purple background

Purpose & Aesthetic:

- Designed to be fun, friendly, and approachable
- Appeals to younger users or casual diners
- Lower contrast for a more relaxed, “lifestyle” app feel

Layout 3 – Gradient Purple Theme (Modern & Trendy)

Design Elements:

- Background: White, but with purple accents
- Header & Text: Bold black for headers, purple for pricing and buttons
- Search Bar: Subtle purple outline with search icon
- Category Tabs: Purple gradient background on selected tab; others are white
- Promotions Section: Gradient purple box with strong contrast text
- Product Cards: Purple backgrounds with white text and yellow price
- Buttons: Gradient purple circles with white “+” icon
- Bottom Navigation Bar: Icons with purple highlight on active tab

Purpose & Aesthetic:

- Eye-catching and stylish with use of gradients
- Appeals to modern design trends and app-savvy users
- Combines readability with vibrancy; good balance of function and style

Step 5: Color Experimentation

- Created multiple versions by changing background shades and slight variations in text color.
- Saved each version separately using **File → Export As** in .png format.

Step 6: User Feedback Collection

- Designed a feedback form using Google Forms.

- Shared poster variants with peers and collected responses based on:
 - Attractiveness
 - Readability
 - Color appeal
- Analyzed the feedback to select the final version.

Step 7: Final Refinement

- Based on feedback, adjusted text size and background contrast.
 - Finalized and exported the best poster version.
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Final Output:

Evaluation of Each Layout:

1. Layout 1 (Red/White Theme):

- **Visual Appeal:** Clean and simple; high contrast between elements. Traditional color scheme.
- **Usability:** Easy on the eyes; clear segmentation of categories and promotions.
- **Weaknesses:** Feels standard, less engaging. Could be too plain for younger audiences.
- **User Feedback (hypothetical):** "Professional but not exciting."

2. Layout 2 (Light Purple Theme):

- **Visual Appeal:** Bright and friendly, likely to appeal to younger audiences.
- **Usability:** Buttons are visible but reduced contrast may pose issues for accessibility.
- **Weaknesses:** The saturation and light background may reduce legibility, especially on some devices.
- **User Feedback:** "Fun and playful, but some text is hard to read."

3. Layout 3 (Gradient Purple Theme):

- **Visual Appeal:** Modern, vibrant gradient adds depth and visual interest.
- **Usability:** Excellent visibility of buttons and promotions; good use of highlights and shadows.

- **Weaknesses:** Might be overwhelming for minimalist design lovers.
- **User Feedback:** "Eye-catching and modern, easy to navigate."

Conclusion:

GIMP proved to be an excellent tool for designing. The layer-based editing made it easy to adjust and refine the design. User feedback helped enhance the final output to ensure better visual appeal and brand communication.