

Practical No. 1

Aim: Design appropriate UX element list for Yoga Day.

Introduction:

For Yoga Day, UX elements should promote well-being and inclusivity, using calming visuals, intuitive navigation, accessible content, and a user-friendly interface. Key elements include: a prominent Yoga Day theme, class/event schedules with booking, interactive pose guides, articles on yoga's health benefits, community forums, progress trackers, and responsive design for accessibility across all devices.

➤ **Visual & Thematic Elements**

Theme & Branding:

A clear and prominent display of the Yoga Day theme (e.g., "One Earth, One Health") to set the mood.

Calming Color Palette:

Utilize soft, natural colors like greens and purples for a serene and peaceful experience.

Inspiring Imagery:

Incorporate high-quality images or illustrations of yoga poses and peaceful natural settings.

➤ **Content & Interaction Elements**

Class & Event Listings:

A user-friendly interface for finding and booking yoga classes or events, including detailed schedules.

Interactive Pose Library:

A searchable database of yoga poses, with clear instructions, photos, and videos for proper execution.

Educational Content:

Articles, blogs, and videos explaining the physical and mental benefits of yoga, aligning with the event's health focus.

Progress Tracking:

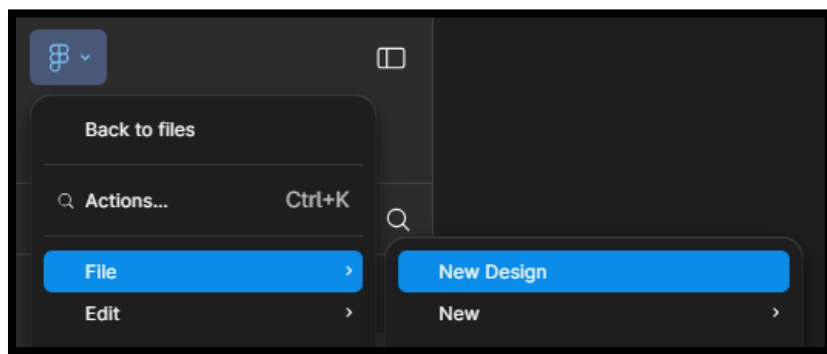
Tools for users to log their practice, set goals, and track their progress over time.

Community Features:

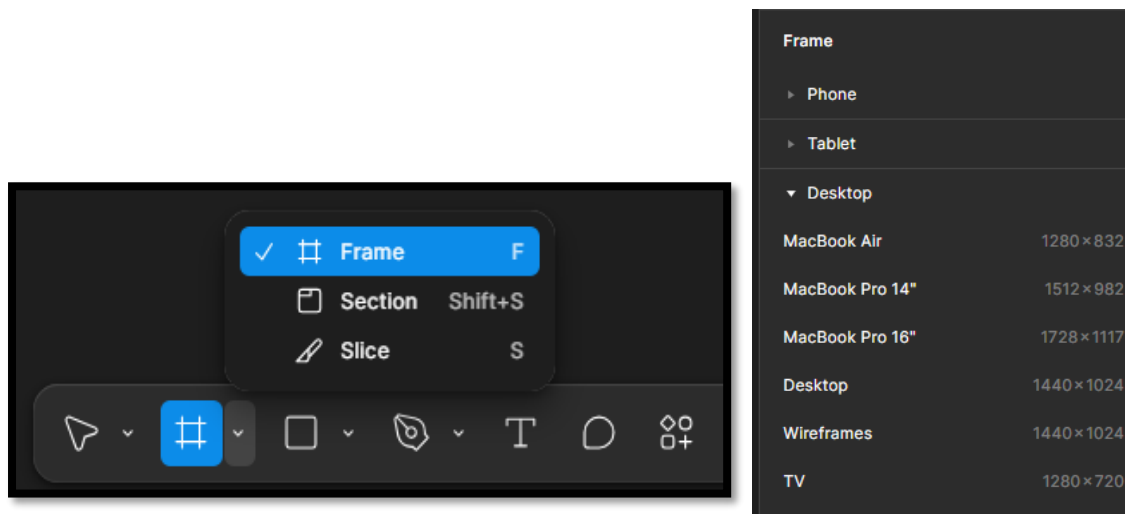
Forums, Q&A sections, or social sharing features to foster a sense of community among practitioners.

Step 1: Create a Figma account.

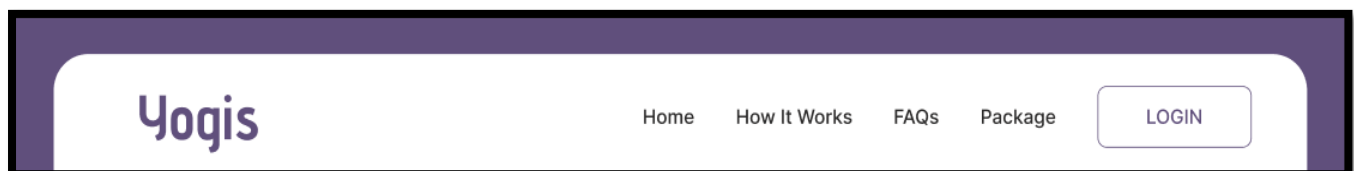
Step 2: Login to Figma account then click on File then New Design.



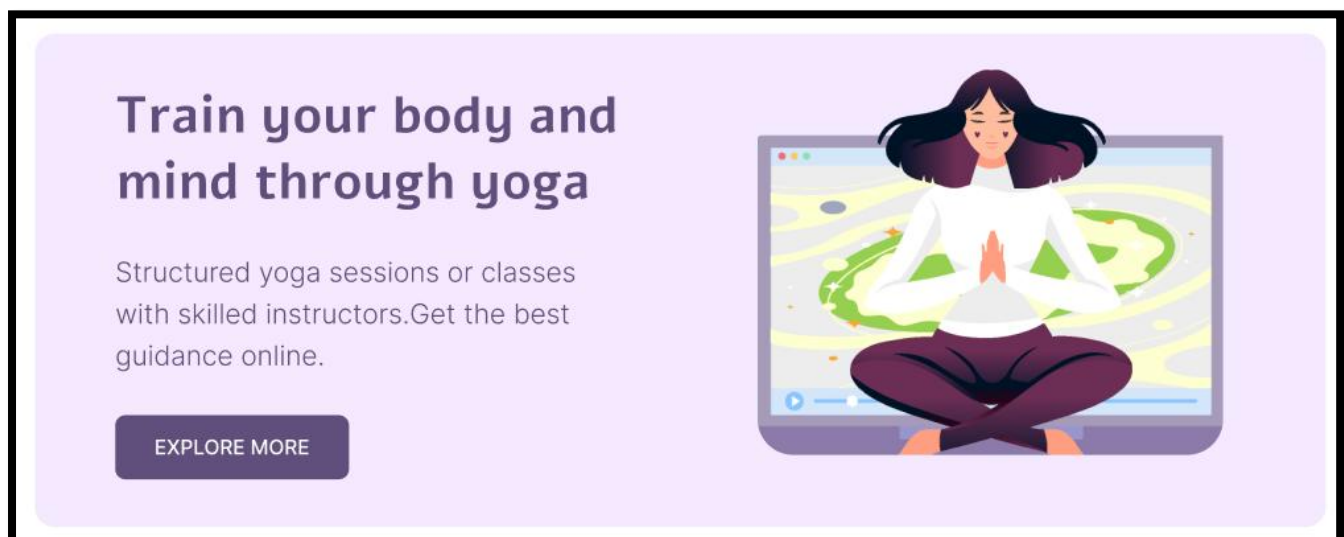
Step 3: Now click on Frame and select Desktop. It will create frame on the screen.



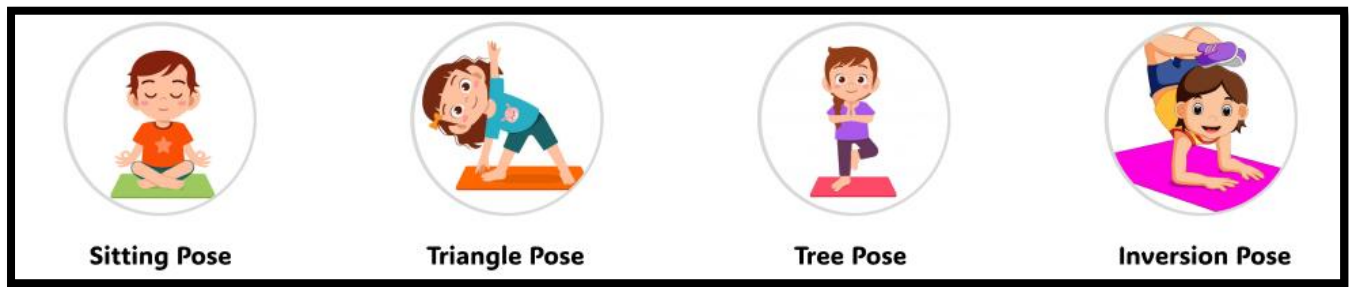
Step 4: Now set background and create Navbar. Add logo and some text as shown below:



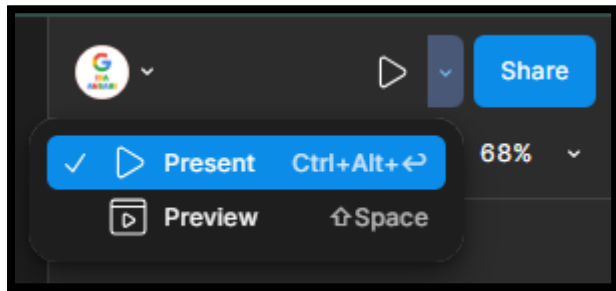
Step 5: Now add image, text and button in main section as shown below:



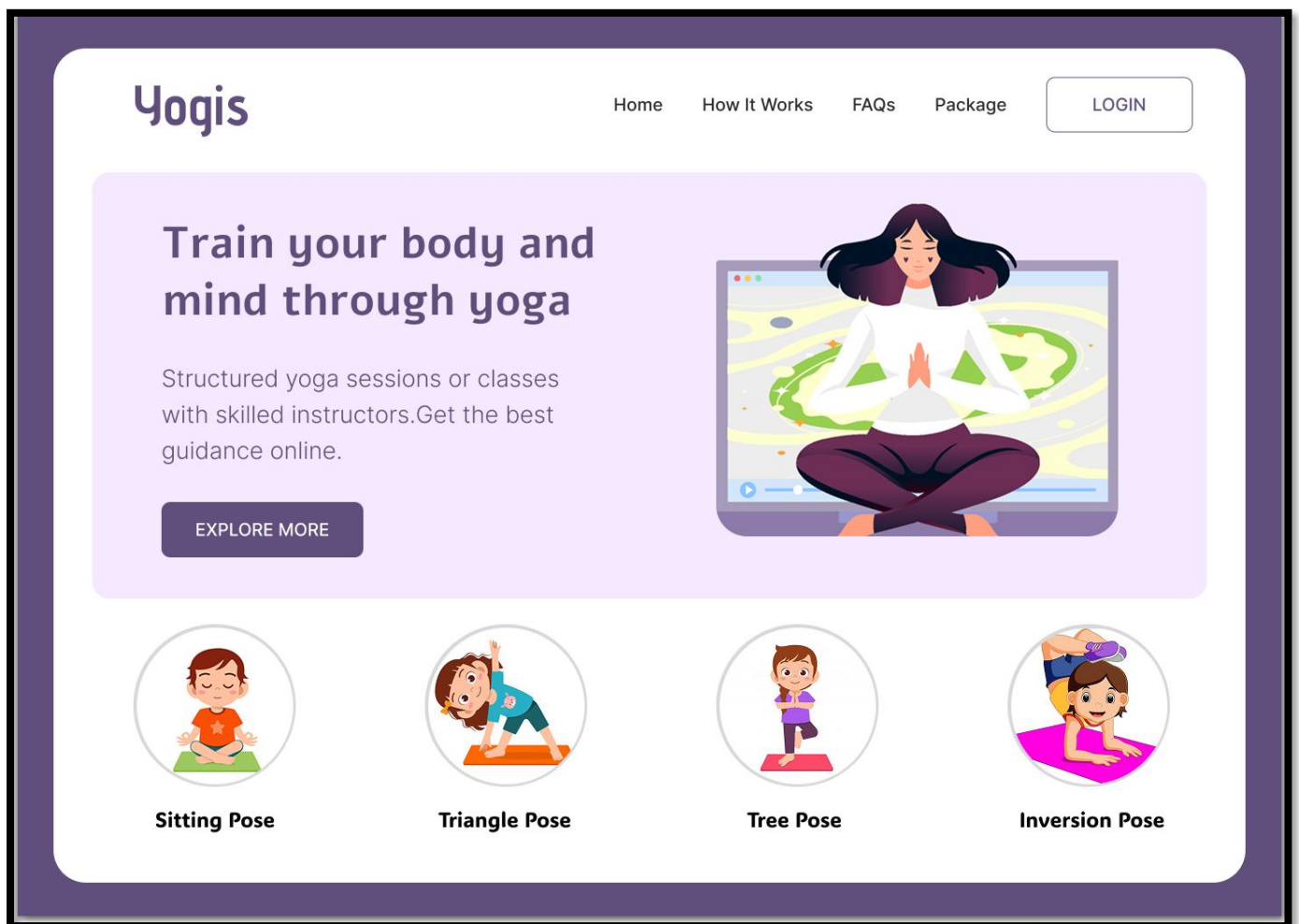
Step 6: Now add some yoga pose image in circle below main section as shown below:



Step 7: After completing the design, click on run icon on the top-right corner.



Step 8: Final output is:



Practical No. 2

Aim: Design a simple homepage for mobile shop.

Introduction:

A simple and effective homepage design for a mobile shop should focus on a **clean layout, easy navigation, and mobile-first optimization**, ensuring key information is easily accessible.

Key Design Principles

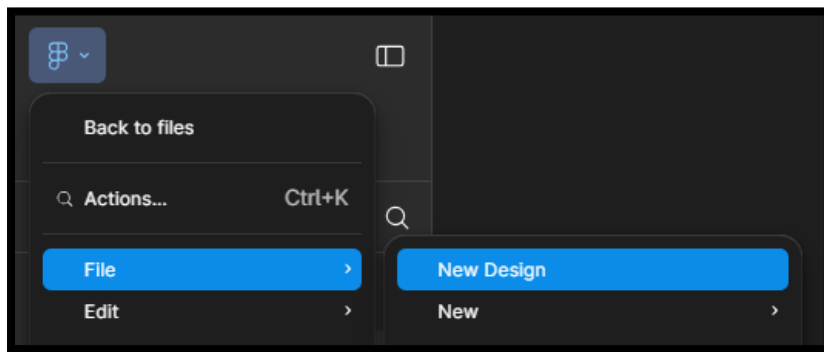
- **Decluttered Design:** Use a minimalist design with ample white space to avoid overwhelming users with too many images and text on a small screen.
- **Intuitive Navigation:** Implement simple, easy-to-find navigation, such as a sticky header with a hamburger menu icon (≡) at the top, along with a prominent search bar and shopping cart icon.

Homepage Sections

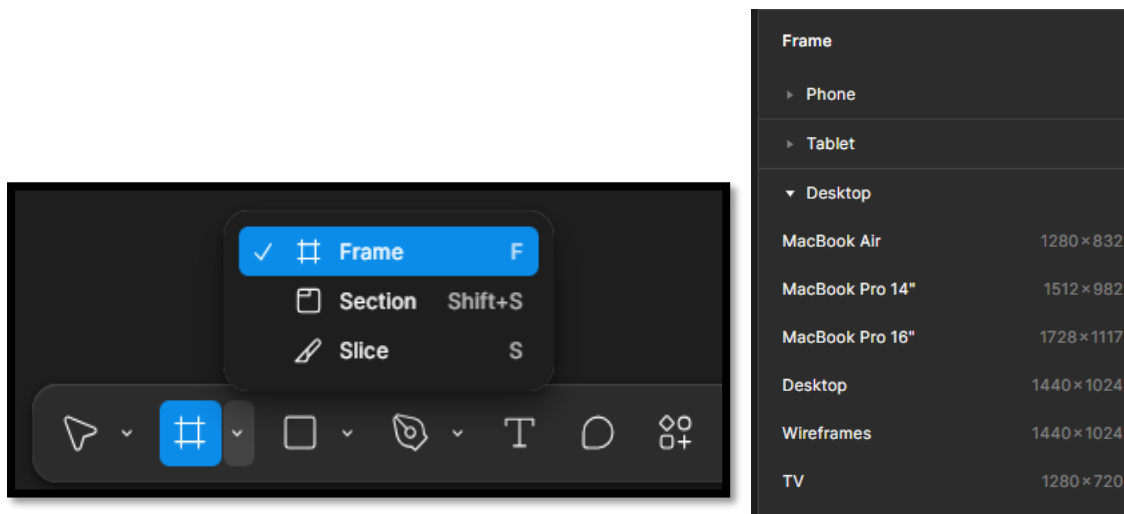
- **Header:**
 - Includes the shop's logo, search functionality, shopping cart, and user account icons. This section remains accessible on every page.
- **Hero Section:**
 - This is the first and most attractive part of the homepage. A high-quality banner image is used to showcase current offers or newly launched products.
 - A clear Call-to-Action (CTA) button (e.g., "Shop Now") is included, encouraging the user to take action.
- **Featured Categories:**
 - This section is designed to guide users to major product categories (e.g., Smartphones, Accessories). Visually attractive cards or icons are used.
- **Product Highlights:**
 - Best-sellers, top-rated items, or limited-time offers are displayed here.
 - Each product card features a clear image, name, price, and an "Add to Cart" button. Lazy loading technology for images is utilized to improve page speed.
- **Footer:**
 - Includes contact information, the physical address of the store (if applicable), and important links such as "About Us," "FAQs," and social media links.

Step 1: Create a Figma account.

Step 2: Login to Figma account then click on File then New Design.



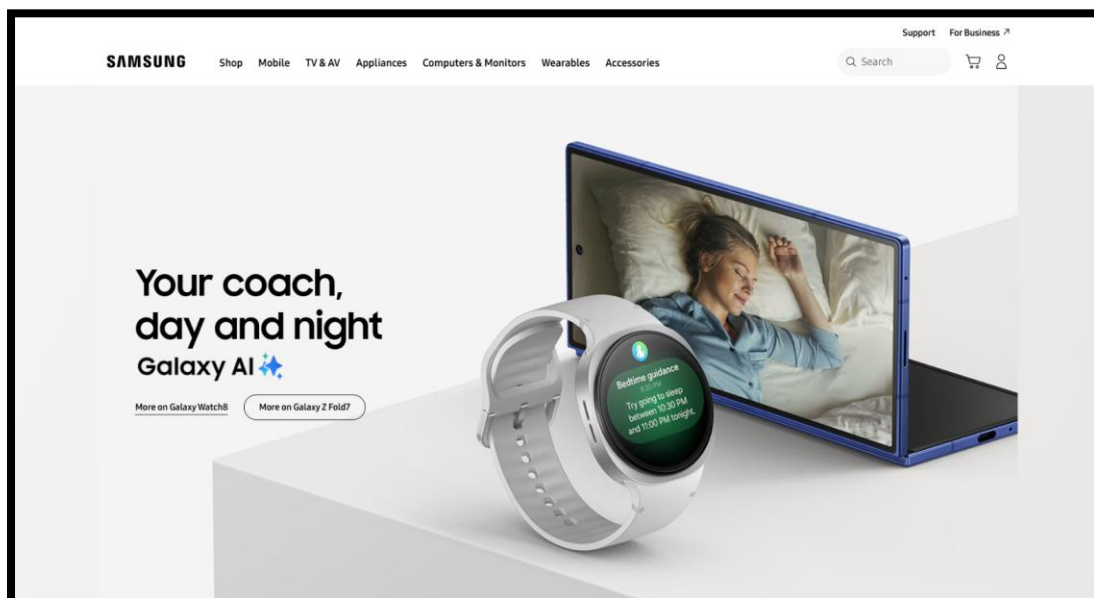
Step 3: Now click on Frame and select Desktop. It will create frame on the screen.



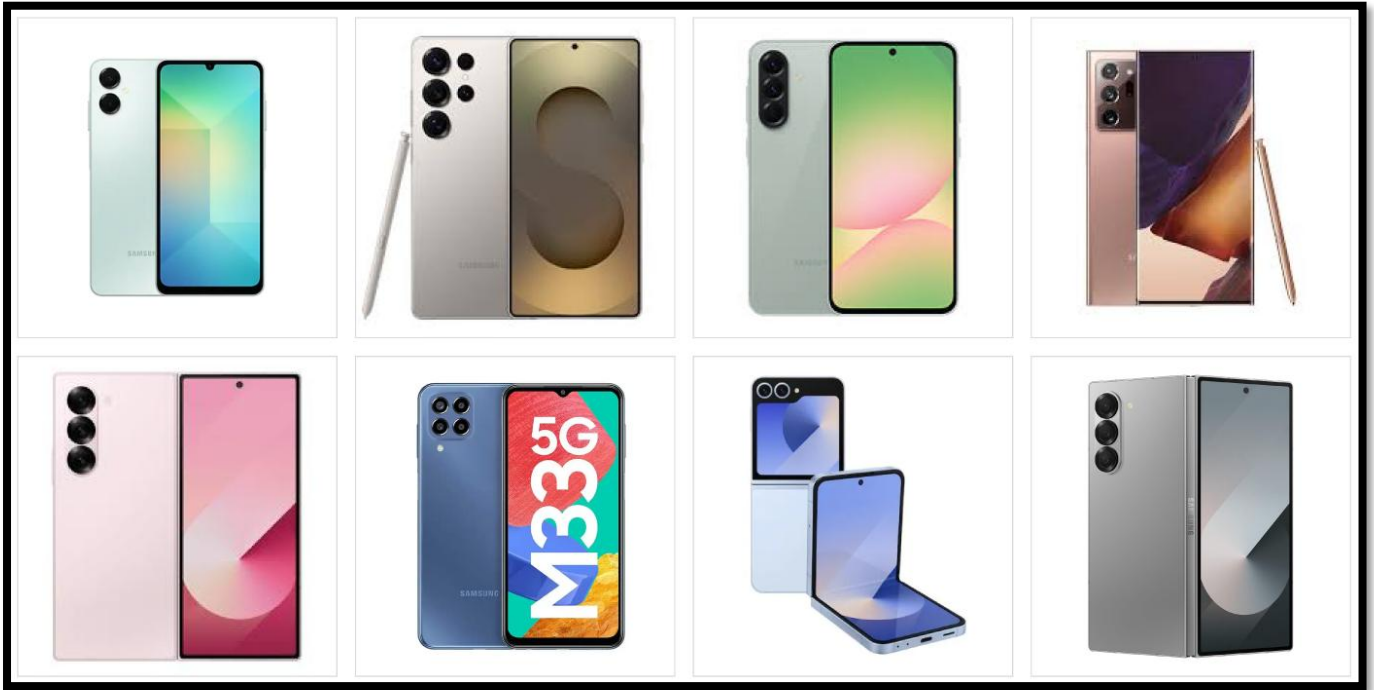
Step 4: Now type brand name add menus for users, cart and add option as shown below:



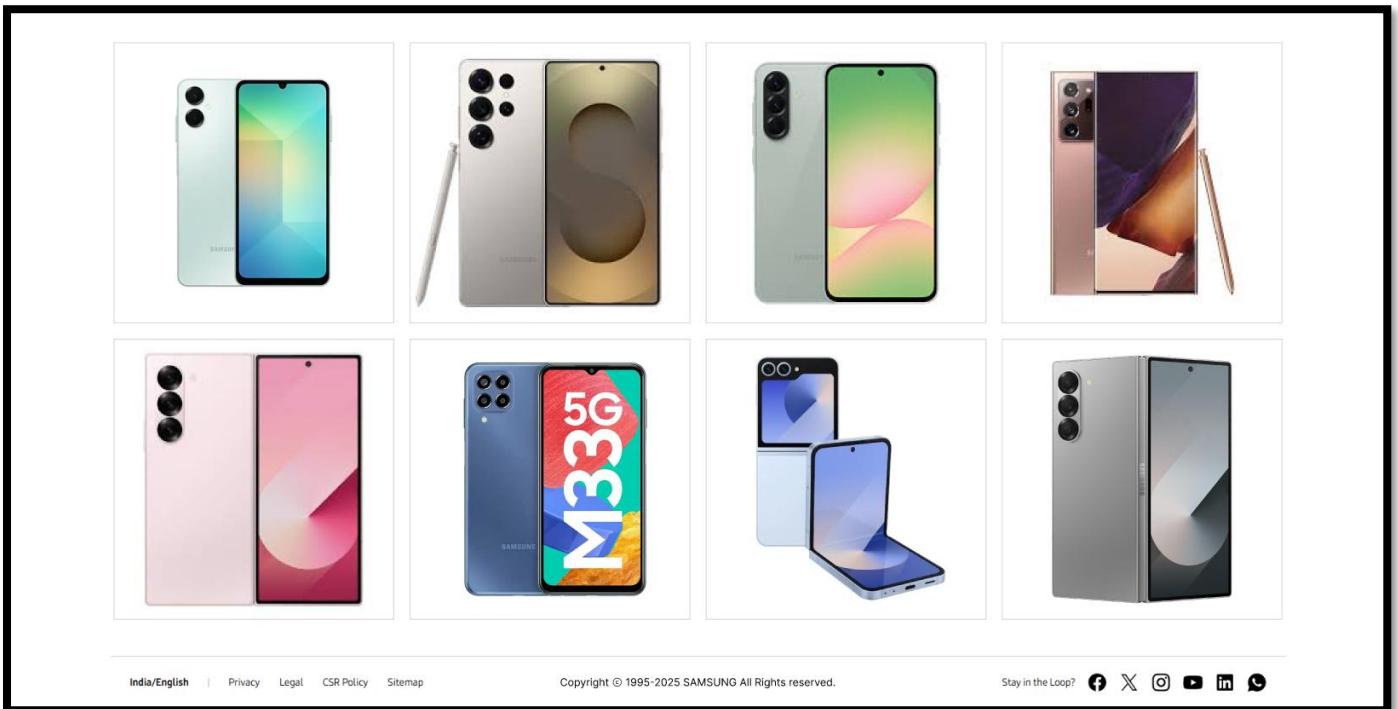
Step 5: Now add a hero image below the navbar as shown below:



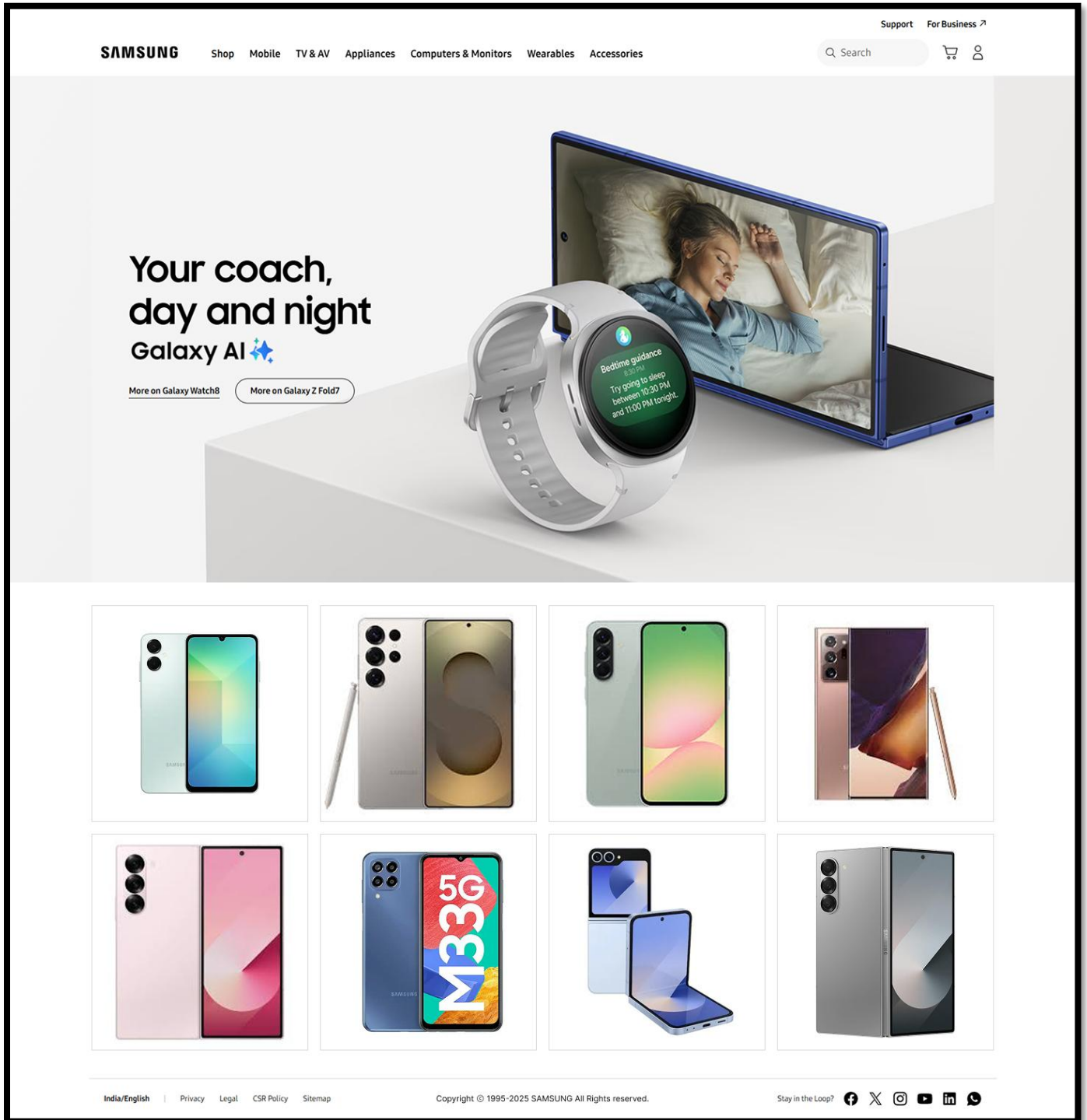
Step 6: Now add some mobile images below the hero image as shown below:



Step 7: Add a footer as shown below after adding mobile phones:



Step 8: Final output is:



Practical No. 3

Aim: Design for social media project. Develop a webpage in similar manner.

Introduction:

1. Objective

The primary objective of this practical exercise is to apply fundamental User Interface (UI) and User Experience (UX) design principles to recreate the home screen of a popular social media platform, Instagram.

2. Applied Design Principles and Rationale

The design choices made in the accompanying practical work are grounded in the following established UI/UX theories:

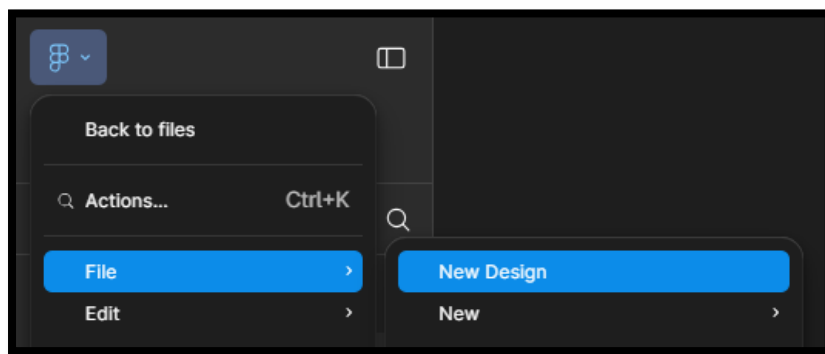
- **User-Centric Design (UCD):**
 - **Rationale:** The design focuses entirely on the end-user's needs. The layout is structured to minimize "cognitive load," ensuring that users can intuitively navigate the feed, view posts, and access core features (like search, notifications, and profile) without confusion.
- **Minimalism and Visual Hierarchy:**
 - **Rationale:** Following a minimalist aesthetic ("less is more") is crucial for platforms heavily reliant on visual content.
- **Consistency and Layout:**
 - **Rationale:** Consistency builds trust and makes the application predictable and easy to learn.

3. Design Process:

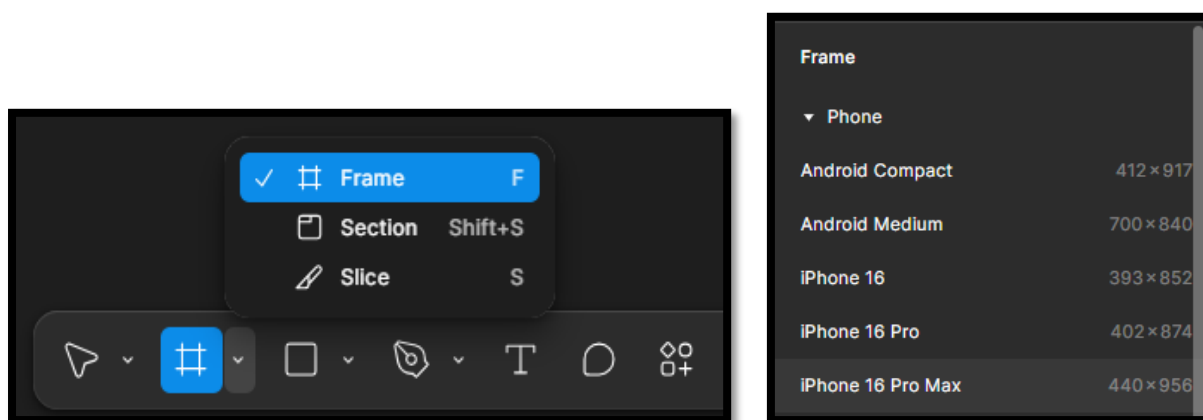
- The project began with an analysis of existing Instagram interfaces, followed by basic wireframing to map out the placement of elements. The visual design phase involved applying colors, typography, and specific assets, culminating in the final high-fidelity design presented in the practical section.

Step 1: Create a Figma account.

Step 2: Login to Figma account then click on File then New Design.



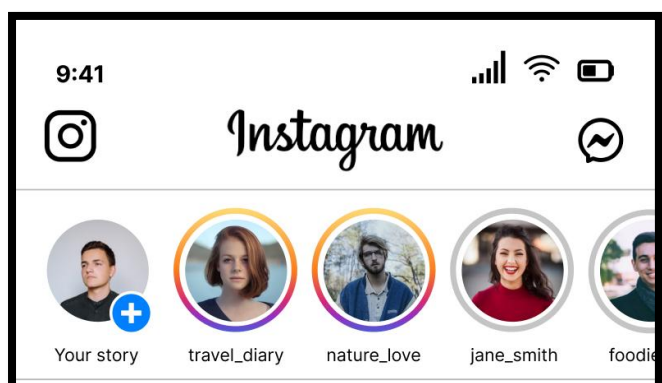
Step 3: Now click on Frame and select Phone > iPhone 16 Pro Max. It will create frame on the screen.



Step 4: Now Add Instagram icon, Instagram logo and messenger icon then draw the horizontal line as shown below. You can add time (on left side) and network, Wi-Fi, battery icon (on right side) for better visibility.



Step 5: Now add 2 circular shapes for each profile (outer 85px, inner 70px) and add stroke for outer circle (85px). Fill the image in inner circle (70px) and add name as shown below:



Step 6: Now add user icon, user name, three dots on right side and one picture posted by user.



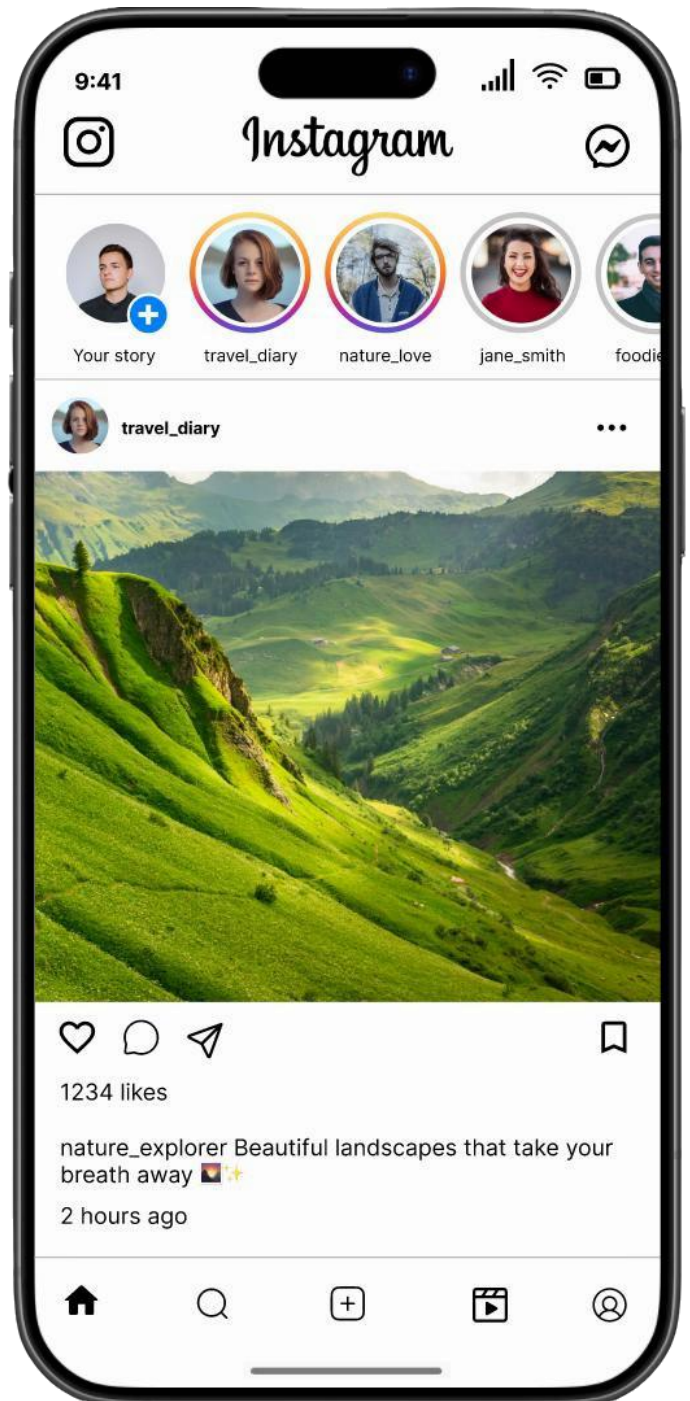
Step 7: Now add heart icon, comment icon, arrow icon and bookmark icon, also add number of likes, users comment and time of posted image.



Step 8: Now add home icon, search icon, add icon, video icon and user icon in the footer as shown below: (You can also add closing bar as it presents in iPhone)



Step 9: Final Output is:



Practical No. 4

Aim: Design simple e commerce interface.

Introduction:

A simple e-commerce interface focuses on clarity, speed, and guiding users efficiently from browsing to checkout. The key theoretical components are a clean layout, intuitive navigation, clear product presentation, and a streamlined purchase flow.

Core Interface Components

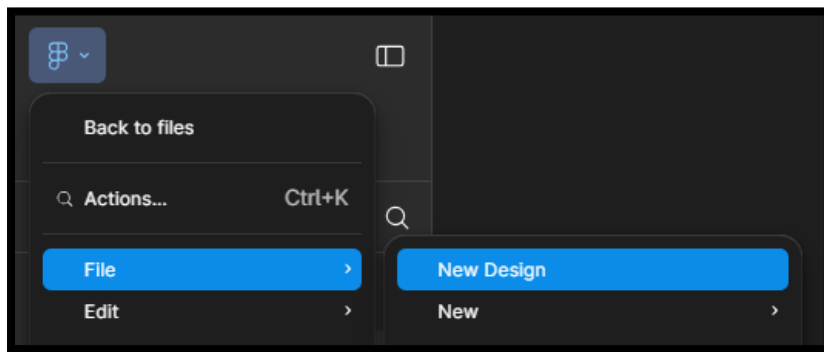
- **Header and Navigation:** This should be minimal and present the site's logo, a universal search bar, links to the main product categories, and icons for the user's account and shopping cart. The goal is instant access to essential actions.
- **Homepage:** The landing area should provide a clear overview of what the site offers. Key elements include a main promotional banner for current sales or featured products, curated product categories, and social proof (e.g., customer testimonials, star ratings).
- **Product Listing Page (PLP):** This page allows users to browse a selection of items. It needs robust filtering and sorting options (by price, size, color, etc.) on the side, clear product images, names, prices, and quick-add-to-cart buttons for each item.

Design Principles

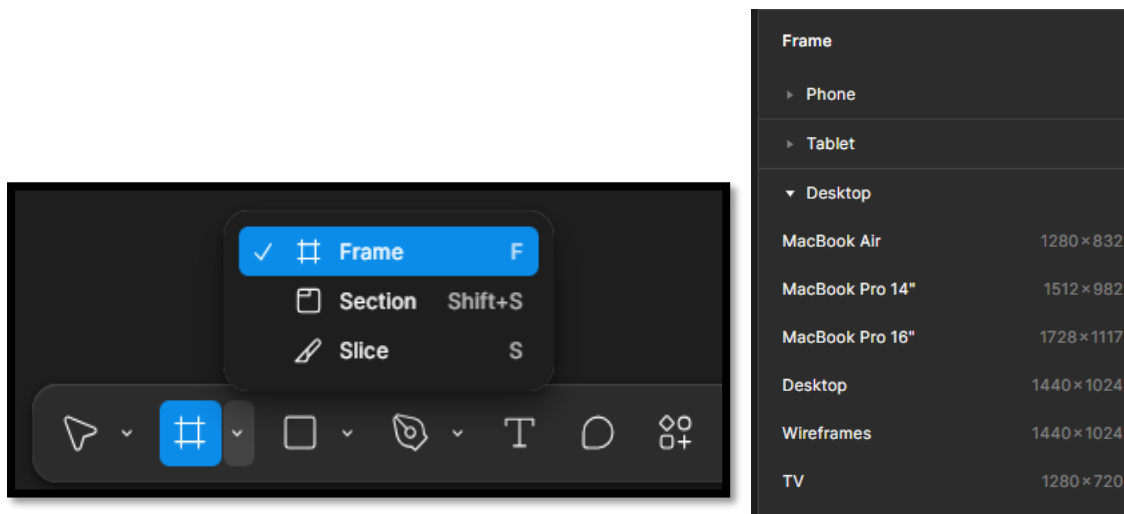
- **Hierarchy and Visual Weight:** Use size, color, and spacing to draw the eye to the most important actions (e.g., "Add to Cart" and "Checkout" buttons should stand out).
- **Frictionless Experience:** Minimize the number of clicks required to make a purchase. Remove unnecessary distractions like excess animations or unrelated ads during the checkout process.
- **Mobile Responsiveness:** The design must function flawlessly on small screens, often adopting a "mobile-first" approach with stacked elements, hamburger menus, and large touch targets.

Step 1: Create a Figma account.

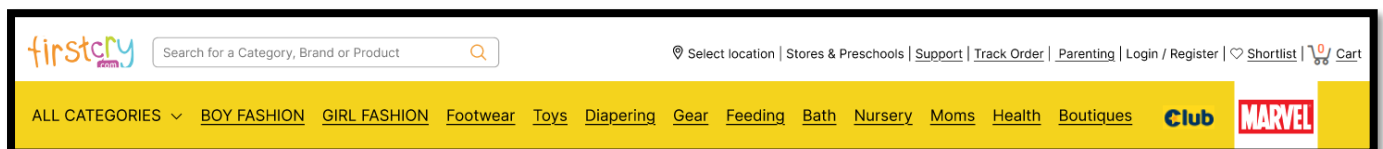
Step 2: Login to Figma account then click on File then New Design.



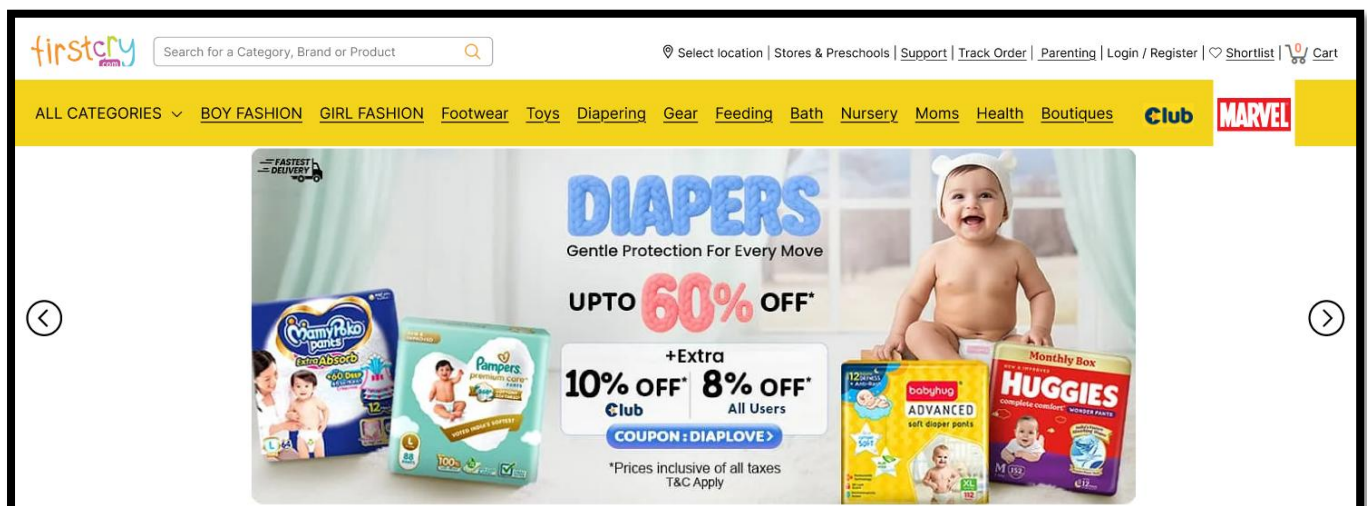
Step 3: Now click on Frame and select Desktop. It will create frame on the screen.



Step 4: Now create two navbar one for brand logo, search bar, login, register, cart etc. and second navbar for categories, toys, boys and girls fashion etc. as shown below:




Step 5: Now add large banner/hero image with left right arrows as shown below:



Step 6: Now add **PREMIUM BOUTIQUES** section and add 3 cards with name as shown below:


PREMIUM BOUTIQUES



Winter WONDERLAND
Launching Winter'23 Collection

New ARRIVALS | FLAT 40% OFF

New Arrivals upto 14Y
Flat 40% Off




Turn Up the **WARMTH** WITH **pantaloon**s

Jeans, Jackets & More

UPTO **50% OFF**

Effortless Looks, Endless Styles
Shop New-Season Favorites & More



Bringing Birthday Magic


FLAT **40% OFF**


Bring Birthday Magic
Flat 40% Off

Step 7: Now add footer text on left and up arrow on right as shown below:


Shortlist | Quick Re-Order | Track Order | [Become a Franchisee](#) | [Preschool Admissions](#)

Step 8: Final Output is:



Select location | Stores & Preschools | [Support](#) | [Track Order](#) | [Parenting](#) | [Login / Register](#) | [Shortlist](#) | 

ALL CATEGORIES ▾ [BOY FASHION](#) [GIRL FASHION](#) [Footwear](#) [Toys](#) [Diapering](#) [Gear](#) [Feeding](#) [Bath](#) [Nursery](#) [Moms](#) [Health](#) [Boutiques](#) [Club](#) [MARVEL](#)





DIAPERS
Gentle Protection For Every Move

UPTO **60% OFF**


+Extra **10% OFF** Club **8% OFF** All Users

COUPON - DIAPLOVE

*Prices inclusive of all taxes
T&C Apply


PREMIUM BOUTIQUES



Winter WONDERLAND
Launching Winter'23 Collection

New ARRIVALS | FLAT 40% OFF

New Arrivals upto 14Y
Flat 40% Off




Turn Up the **WARMTH** WITH **pantaloon**s

Jeans, Jackets & More

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Effortless Looks, Endless Styles
Shop New-Season Favorites & More



Bringing Birthday Magic

FLAT **40% OFF**

Bring Birthday Magic
Flat 40% Off

Shortlist | Quick Re-Order | Track Order | [Become a Franchisee](#) | [Preschool Admissions](#)

Practical No. 5

Aim: Design a web interface for 2 different brands.

Introduction:

Brand 1: Zouk – Modern, Ethical Indian Design

Zouk targets conscious consumers who value style, Indian heritage, sustainability, and ethical production (vegan and PETA-approved). The interface should blend modernity with cultural richness, offering a seamless, trustworthy e-commerce experience.

Interface Theory for Zouk

- **Color Palette:** A contemporary palette with rich accent colors inspired by Indian textiles and architecture: warm mustards, deep blues, terracotta, and soft neutrals like cream and beige. This balance creates a sophisticated yet culturally resonant feel.
- **Typography:** A mix of a clean, modern sans-serif font for body text (ensuring readability) and a slightly stylized serif or display font for headings that subtly references traditional Indian script aesthetics without compromising modernity.

Brand 2: Woodland – Rugged, Outdoor Adventure

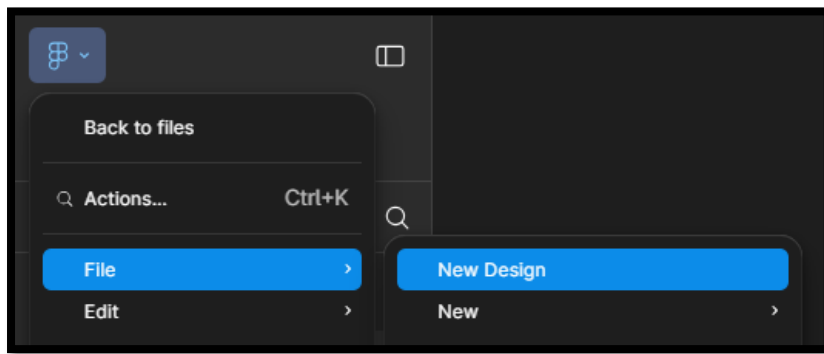
Woodland focuses on the outdoor lifestyle, adventure gear, and durable footwear. The target audience is adventurers, hikers, and individuals who need reliable, tough products. The interface must be strong, functional, and evoke a sense of the wild.

Interface Theory for Woodland

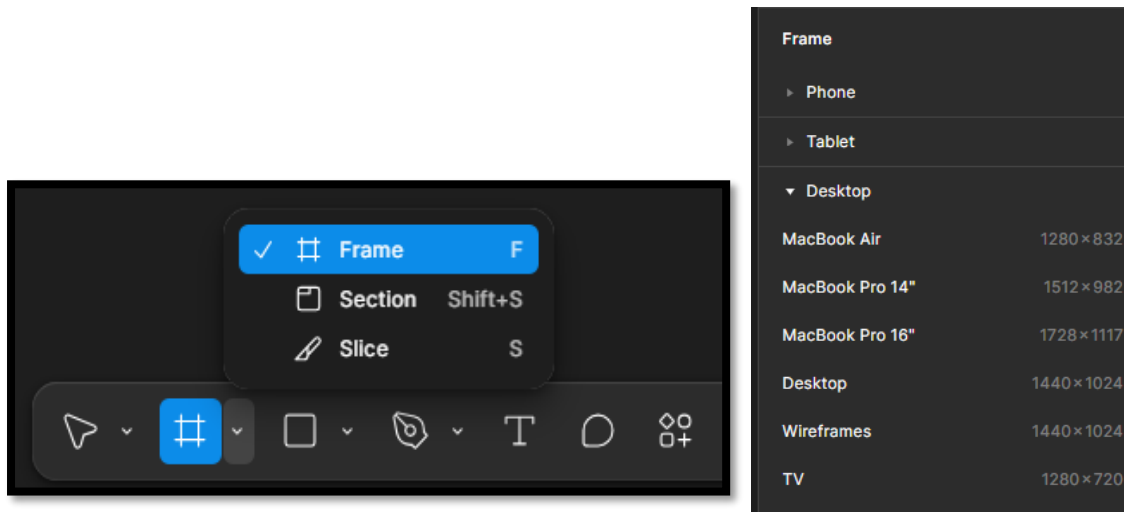
- **Color Palette:** A strong, natural, and rugged palette: deep forest greens, rugged browns, charcoal blacks, and vibrant orange or yellow as an accent color for calls to action (CTAs) and important information.
- **Typography:** Bold, sturdy sans-serif fonts that are easy to read and convey durability and strength. The typography should feel confident and powerful.

Step 1: Create a Figma account.

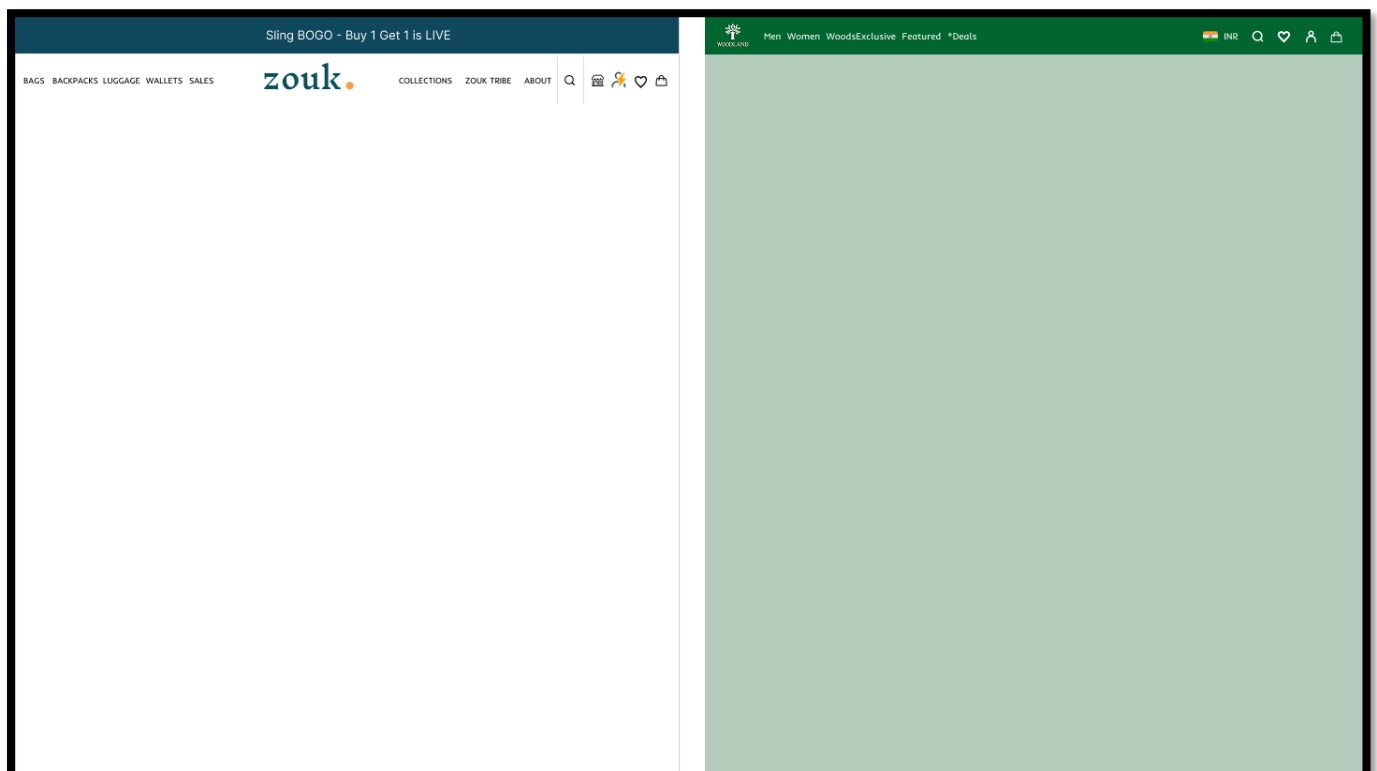
Step 2: Login to Figma account then click on File then New Design.



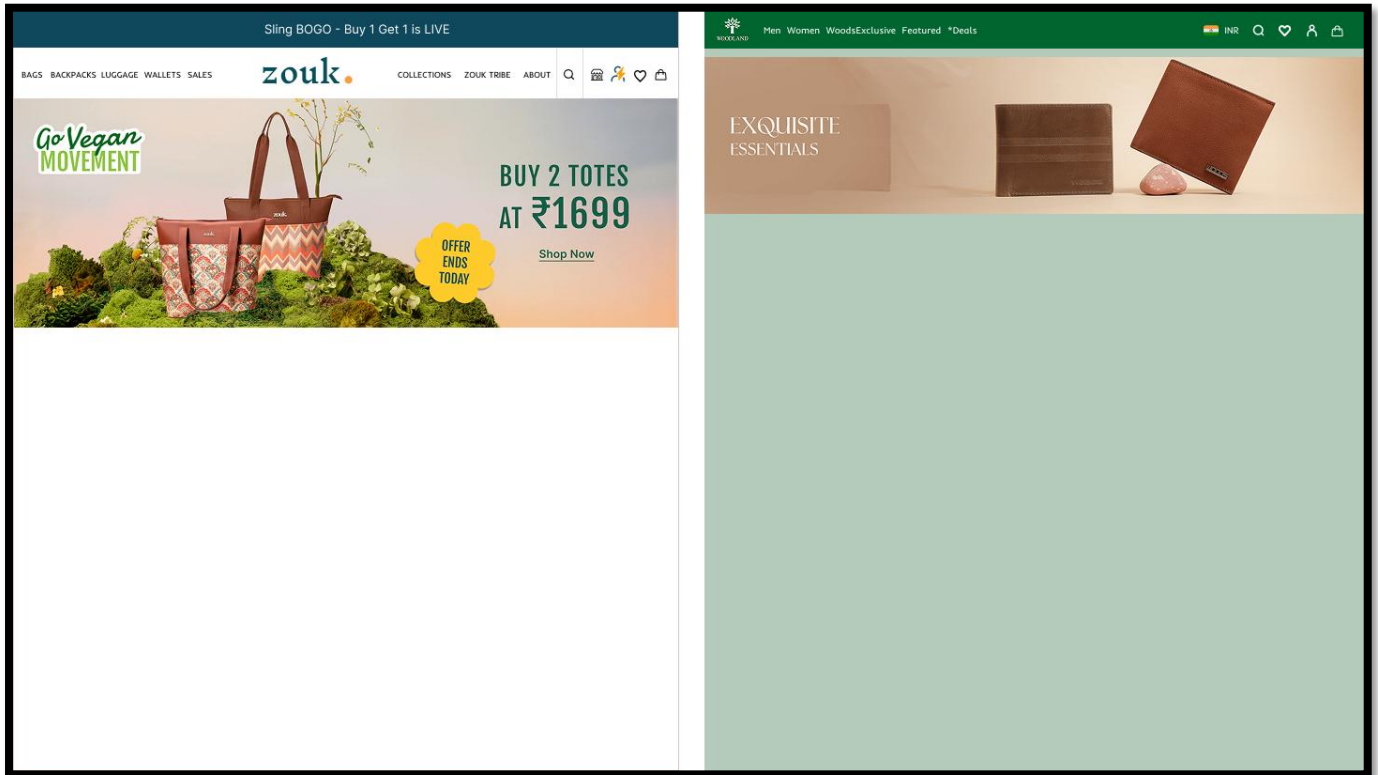
Step 3: Now click on Frame and select Desktop. It will create frame on the screen.



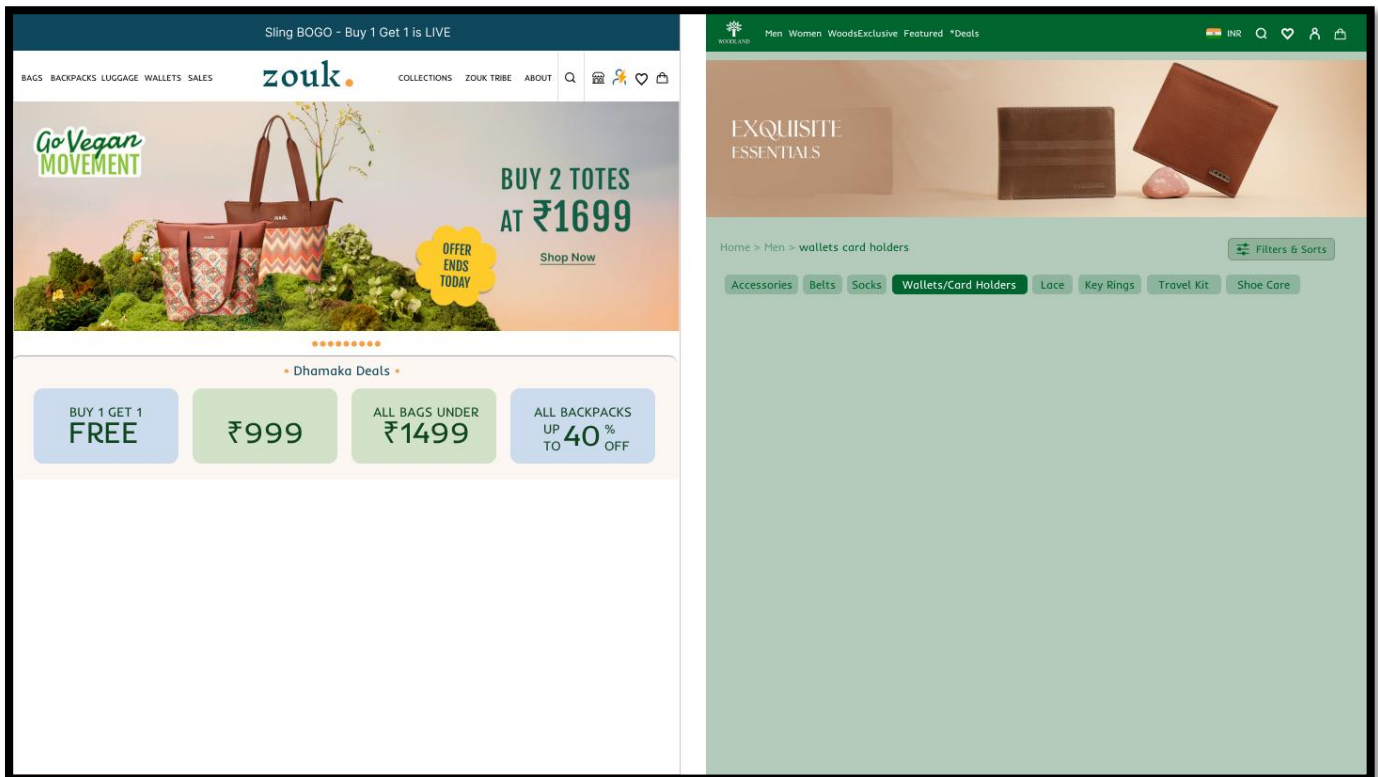
Step 4: Divide the desktop screen into 2 parts for two different brands website. And add navbar for both the brands as shown below:



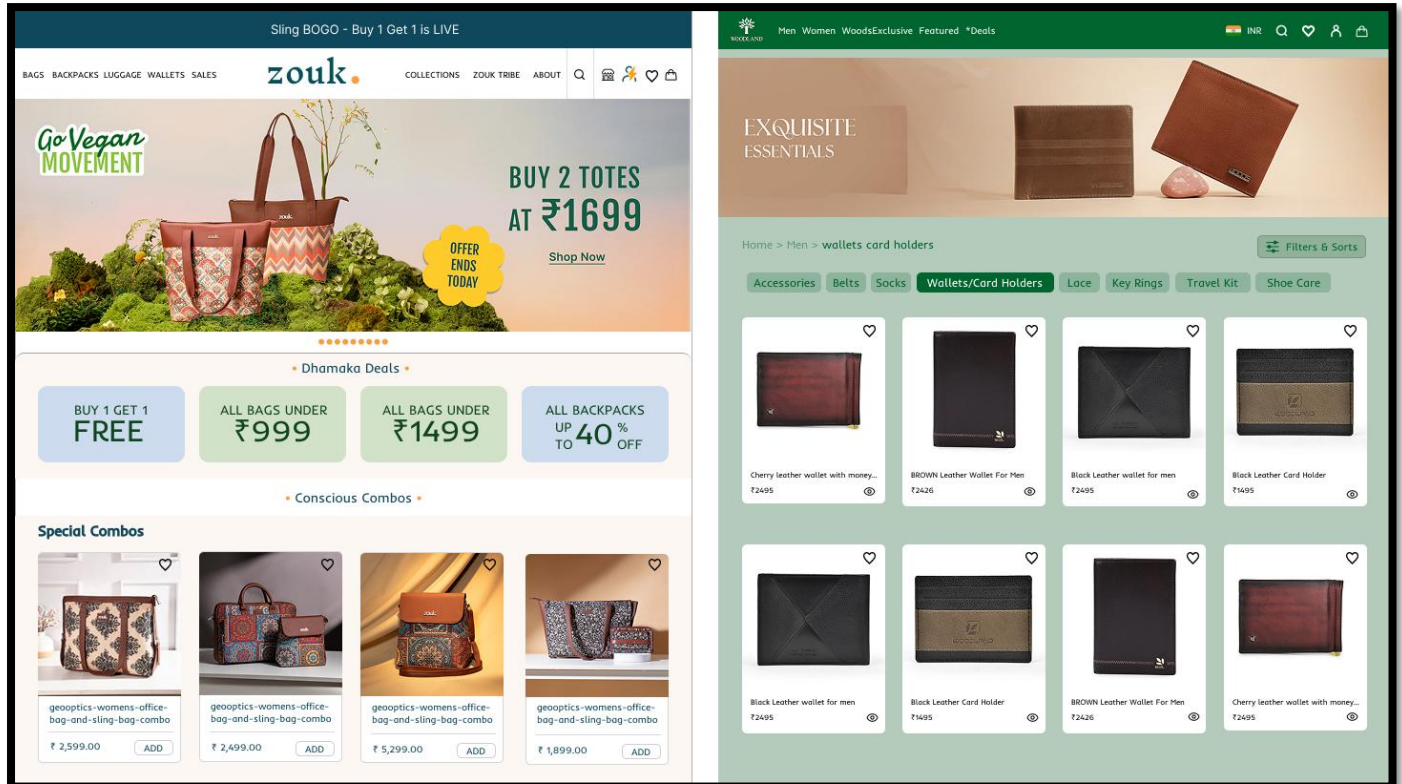
Step 5: Now add hero image in both websites as shown below:



Step 6: Now add “Dhamaka Deals” section on left website and “Filters & Sort” section on the right website as shown below:



Step 7: Now add some bags card on the left and some wallet cards on the right with price, heart icon and more as shown below which is final output:



Practical No. 6

Aim: Design a simple low-fidelity wireframe.

Introduction:

A **low-fidelity wireframe** is a rough visual guide that represents the skeletal framework of a digital interface. It focuses on structure, layout, and hierarchy rather than detailed visuals or colors. The main goal is to map out where key elements like headers, menus, buttons, and content areas will be placed.

Low-fidelity wireframes are quick to create and are often used in the early stages of the design process to test ideas and gather feedback before investing time in detailed design. These wireframes help identify user flow and layout issues early.

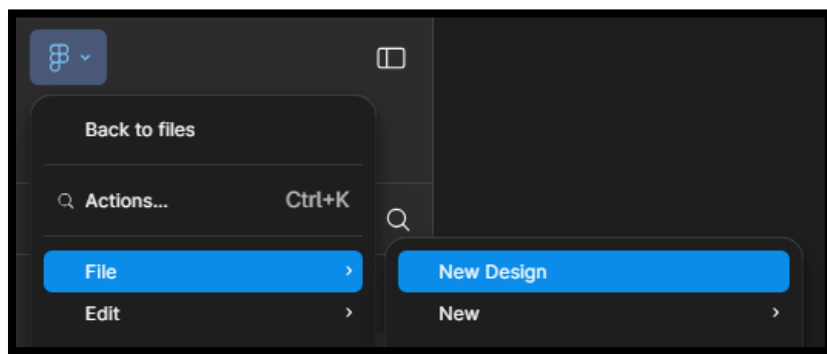
They typically use **grayscale**, **simple shapes**, and **placeholder text/images** to represent the UI components without distractions.

Figma Design Idea:

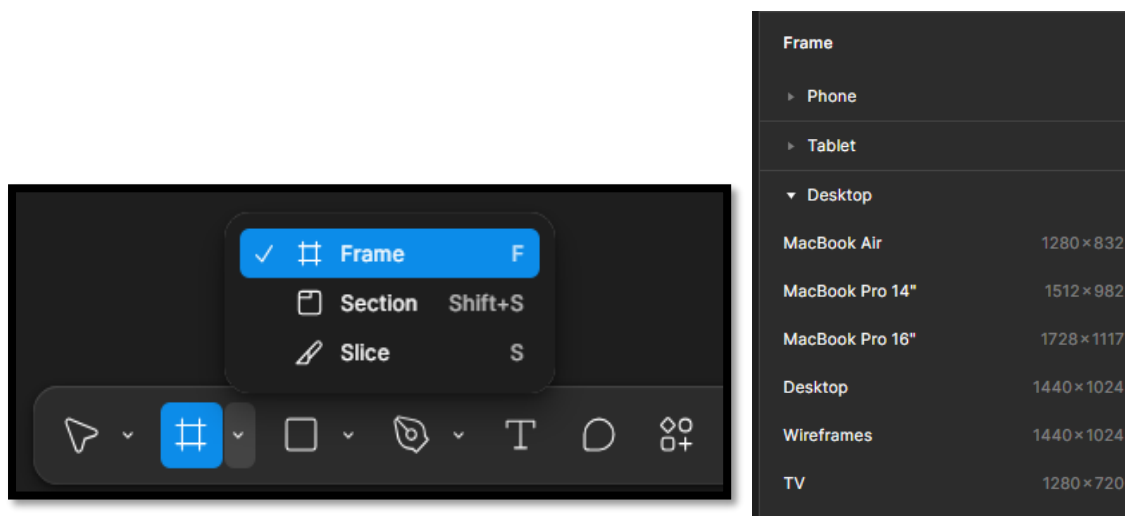
- Choose a simple app or website (e.g., login page, blog, or e-commerce home).
- Use rectangles for image placeholders and lines for text.
- Add buttons using small rounded rectangles.
- Keep colors minimal (shades of grey).
- Label each section (header, content, footer, etc.).

Step 1: Create a Figma account.

Step 2: Login to Figma account then click on File then New Design.



Step 3: Now click on Frame and select Desktop. It will create frame on the screen.



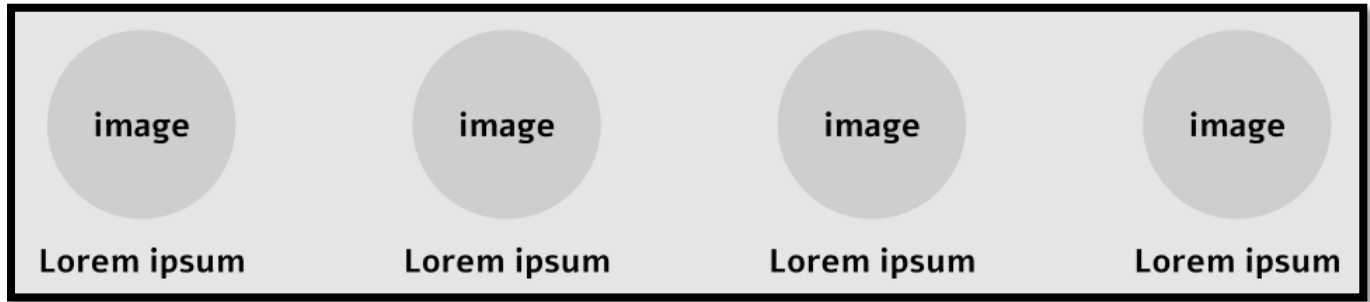
Step 4: Now set background white and create Navbar. Add logo box and some text as shown below:



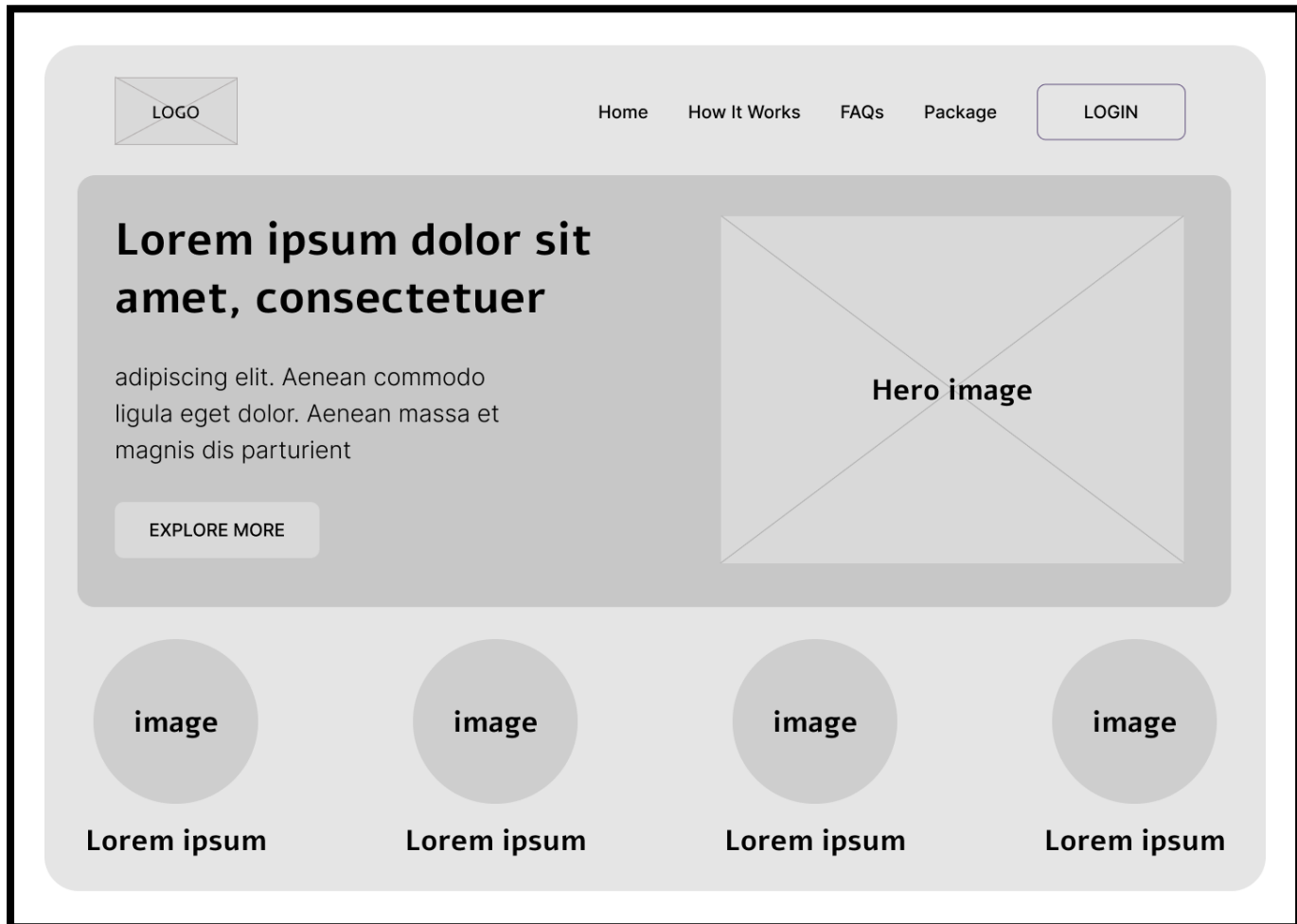
Step 5: Now add image box, text and button in main section as shown below:



Step 6: Now add some circle (for images) below main section as shown below:



Step 7: Final output is:



Practical No. 7

Aim: Design a simple user interface with colour & typography for UI.

Introduction:

Color and typography are two essential elements of visual design that influence both aesthetics and usability.

Color theory helps in creating balance, contrast, and hierarchy. Designers use combinations such as **monochromatic**, **analogous**, or **complementary** color schemes to maintain harmony. Colors evoke emotions—blue for trust, red for energy, green for growth, etc.

Typography involves selecting typefaces, sizes, and weights to improve readability and convey brand personality. A good UI maintains visual hierarchy by varying font sizes for titles, subtitles, and body text. Consistent typography enhances clarity and aligns with the overall design tone.

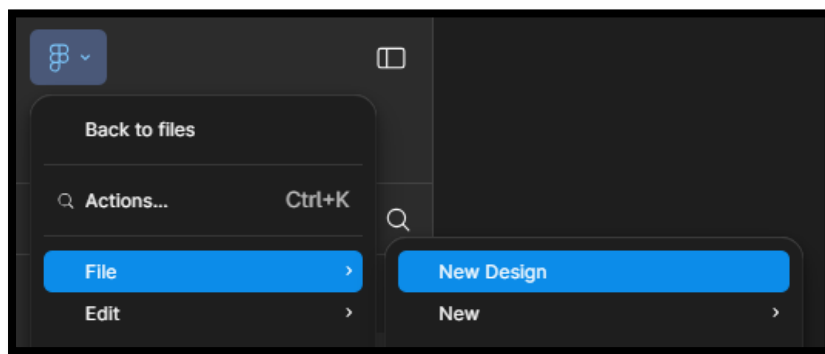
Effective use of color and typography creates a visually engaging, accessible, and brand-consistent interface.

Figma Design Idea:

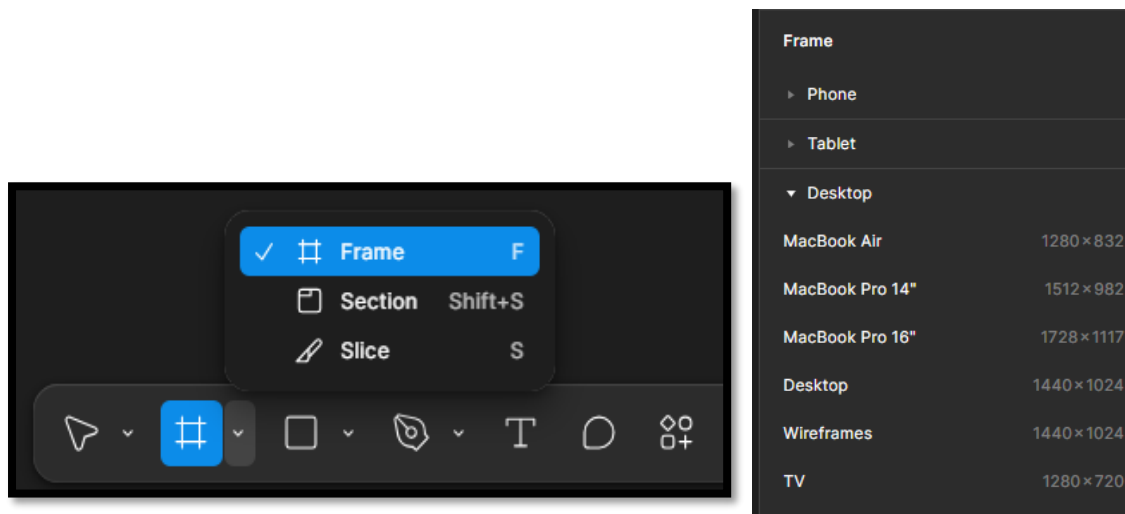
- Design a **login or signup screen** (simple and clean).
- Choose 2–3 main colors (e.g., one primary, one secondary, one background).
- Use **Google Fonts** like Poppins, Inter, or Roboto.
- Emphasize text hierarchy (large heading, medium labels, small placeholder text).
- Add subtle background color and button color contrast.

Step 1: Create a Figma account.

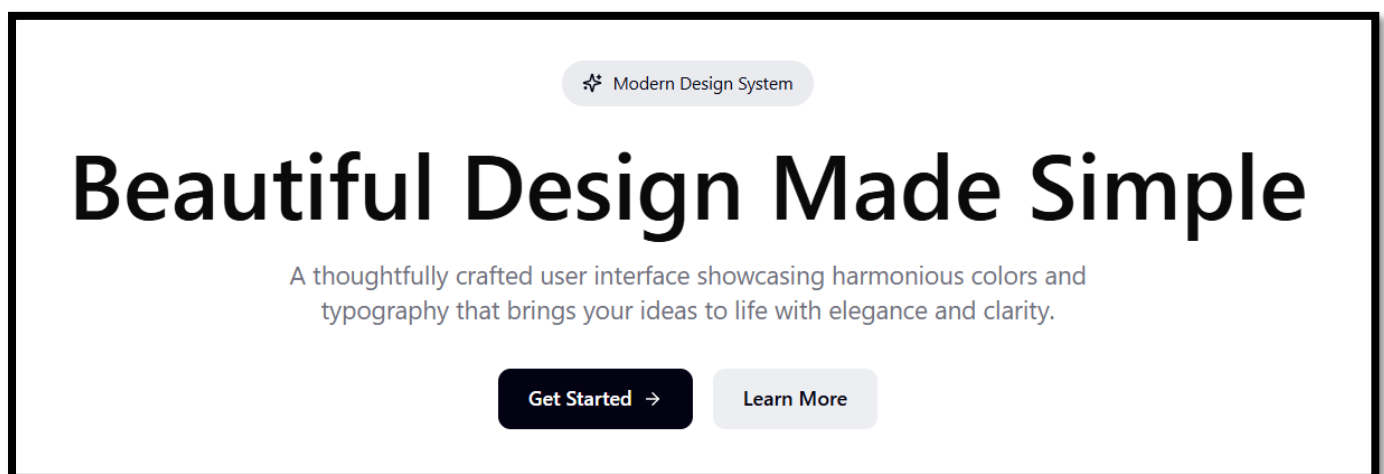
Step 2: Login to Figma account then click on File then New Design.



Step 3: Now click on Frame and select Desktop. It will create frame on the screen.



Step 4: Now add main section of the website as shown below:



Step 5: Now add “Color Design Principles” section after the main section as shown below:

Core Design Principles

Every element is carefully designed for consistency and usability



Vibrant Colors

A carefully selected color palette that creates visual harmony and guides user attention.



Clear Typography

Hierarchical text styles that ensure readability and establish clear information architecture.



Refined Details

Thoughtful spacing, borders, and interactions that create a polished user experience.

Step 6: Now add “Color Palette” section after the “Color Design Principles” section as shown below:

Color Palette

A balanced set of colors for any design need

Primary

Main brand color for key actions

Secondary

Supporting elements and surfaces

Accent

Highlights and interactive states

Muted

Subtle backgrounds and dividers

Destructive

Warnings and critical actions

Card

Elevated content containers

Step 7: Now add “Typography Scale” section after the “Color Palette” section as shown below:

Typography Scale

A consistent hierarchy for all your content

Heading 1 - Large Display

Perfect for hero sections and page titles

Heading 2 - Section Header

Great for dividing major sections

Heading 3 - Subsection Title

Ideal for card titles and groups

Heading 4 - Small Title

Use for list headers and labels

Body text - This is the standard paragraph text used throughout the interface. It's designed for optimal readability with comfortable line height and spacing.

Secondary text - Used for captions, helper text, and less prominent information.

Step 8: Now add a last section after the “Typography Scale” section as shown below:

Ready to Build Something Beautiful?

Use these design principles to create stunning user interfaces that delight your users.

Start Creating →

Step 9: The final Output is:

Beautiful Design Made Simple

A thoughtfully crafted user interface showcasing harmonious colors and typography that brings your ideas to life with elegance and clarity.

Get Started →

Learn More

Core Design Principles

Every element is carefully designed for consistency and usability



Vibrant Colors

A carefully selected color palette that creates visual harmony and guides user attention.



Clear Typography

Hierarchical text styles that ensure readability and establish clear information architecture.



Refined Details

Thoughtful spacing, borders, and interactions that create a polished user experience.

Color Palette

A balanced set of colors for any design need

Primary

Main brand color for key actions

Secondary

Supporting elements and surfaces

Accent

Highlights and interactive states

Muted

Subtle backgrounds and dividers

Destructive

Warnings and critical actions

Card

Elevated content containers

Typography Scale

A consistent hierarchy for all your content

Heading 1 - Large Display

Perfect for hero sections and page titles

Heading 2 - Section Header

Great for dividing major sections

Heading 3 - Subsection Title

Ideal for card titles and groups

Heading 4 - Small Title

Use for list headers and labels

Body text - This is the standard paragraph text used throughout the interface. It's designed for optimal readability with comfortable line height and spacing.

Secondary text - Used for captions, helper text, and less prominent information.

Ready to Build Something Beautiful?

Use these design principles to create stunning user interfaces that delight your users.

Start Creating →