

## EXPERIMENT - 1

ROLL NO: 240701016

NAME: ABITHA SHRI.P.S

# USER INTERFACE AND DESIGN

COMPARISON OF UI DESIGN BETWEEN TWO FIGMA CREATION

BAD POSTER



GOOD POSTER



**Happy Summer**  
with a chill  
Ice cream

**Specialty**

- ✓ vanilla
- ✓ strawberry
- ✓ chocolate
- ✓ pistachio
- ✓ cookie cream

**WE ARE LOCATED AT:**  
Rajalakshmi engineering college, Thandalam, Chennai, 602105

**\$30**

**\$35**

**\$40**

**\$50**

The poster features a large, stylized title 'Happy Summer' with a subtitle 'with a chill Ice cream'. Below the title are five circular images showing different ice cream products: a large tub of vanilla ice cream, a scoop of strawberry ice cream in a dish, a tall chocolate milkshake, and two cones topped with various toppings. To the right, a large circle highlights a cone with three scoops of ice cream (vanilla, strawberry, and pistachio) and colorful sprinkles. The word 'Specialty' is written in a large, elegant script, followed by a bulleted list of five ice cream flavors. The background is a light pink color with a subtle marble pattern.

**PROTOTYPE LINK:**

[https://www.figma.com/design/XV1NbzyGx7VtAc3hBS5ZEm/ice-cream-temp?node\\_id=0-1&p=f&t=ez5a5dWmIH1NMOKM-0](https://www.figma.com/design/XV1NbzyGx7VtAc3hBS5ZEm/ice-cream-temp?node_id=0-1&p=f&t=ez5a5dWmIH1NMOKM-0)

## COMPARISON OF GOOD DESIGN AND BAD DESIGN

### **BAD DESIGN**

#### **Design style :**

- Lacks visual and consistency.
- Poor color combination and random image placement.

#### **Content :**

- Very minimal information.
- No clear highlight or attractive message.
- There is no price of the product.

#### **Layout:**

- Improper alignment and spacing.
- No visual hierarchy ; difficult to understand at first glance .

#### **Purpose:**

- Fails to attract attention.
- Does not effectively promote the ice cream shop or its products.

## GOOD DESIGN

### **Design Style:**

- Clean, attractive and professional layout.
- Suitable color palette matching the ice-cream theme.

### **Content:**

- Clear heading and well organized product details.
- Important information is easy to read and understand.

### **Layout:**

- Proper alignment and spacing.
- Clear visual hierarchy guides the viewers attention.

### **Purpose:**

- Effectively promotes ice-cream.
- Attracts customers and communicates information clearly.

### **KEY DIFFERENCE:**

The bad poster lacks clarity, structure and visual appeal, whereas the good poster follows basic design principles such as alignment, contrast and hierarchy, making it more effective and visually appealing.