

EXPERIMENT - 1

ROLL NO: 240701016

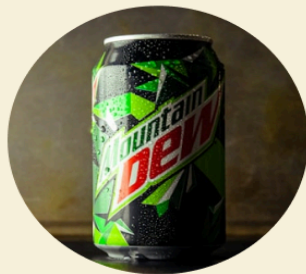
NAME: ABITHA SHRI.P.S

USER INTERFACE AND DESIGN

COMPARISON OF UI DESIGN BETWEEN TWO FIGMA CREATION

BAD POSTER

ICE - CREAM SHOP



LOCATED AT:

Rajalakshmi engineering college

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

PROTOTYPE LINK:

<https://www.figma.com/design/XVINbzvGx7VtAc3hBS5ZEm/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.