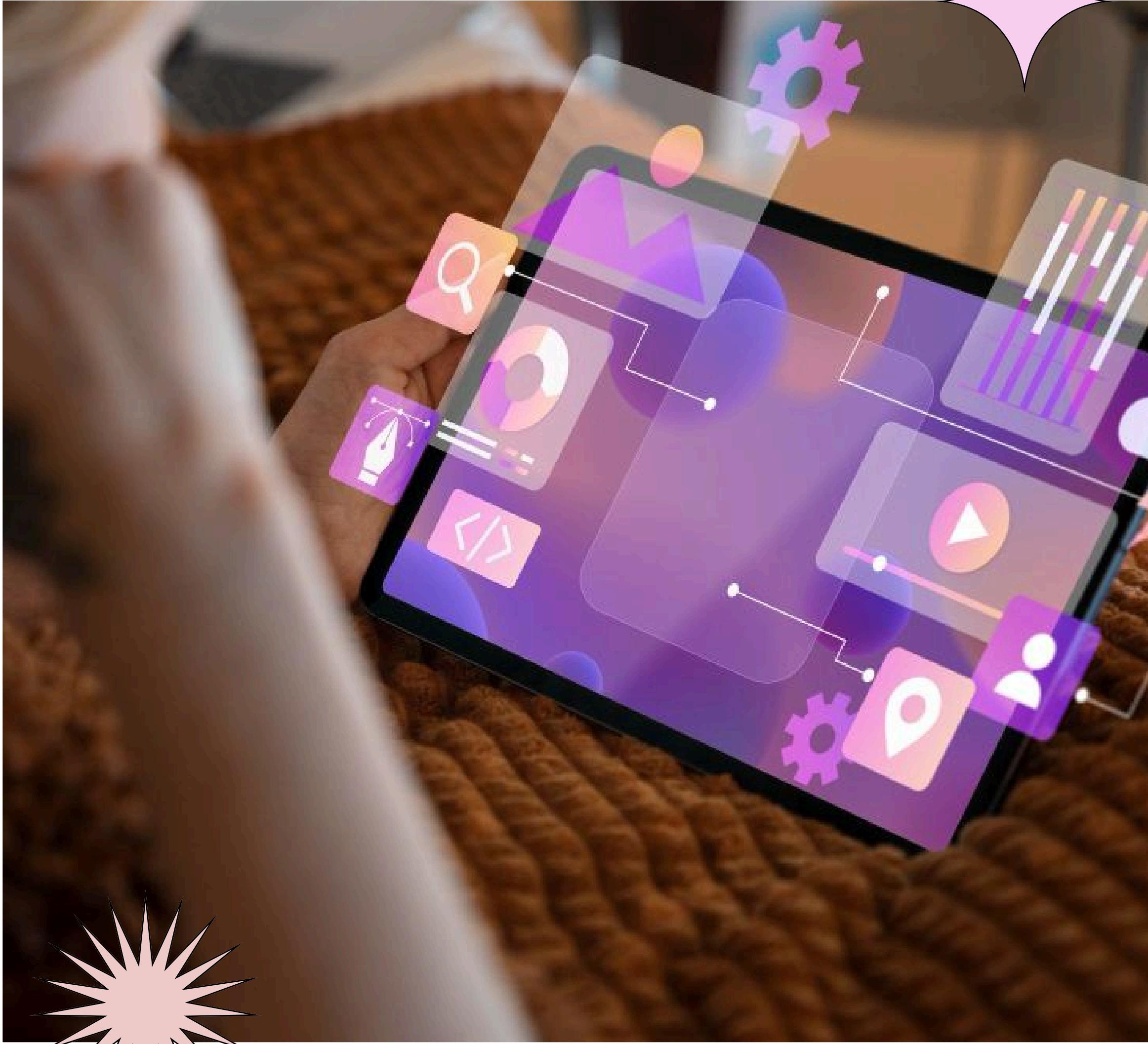
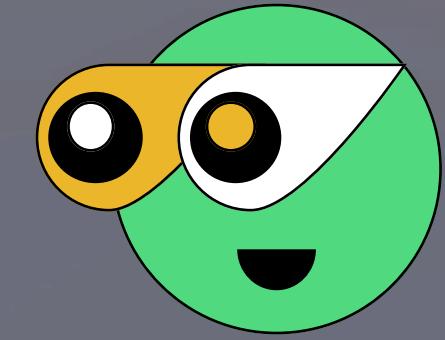


# Introduction to UI Design

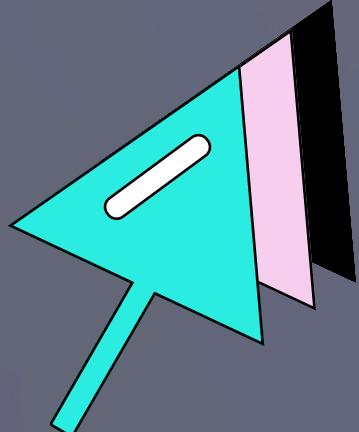


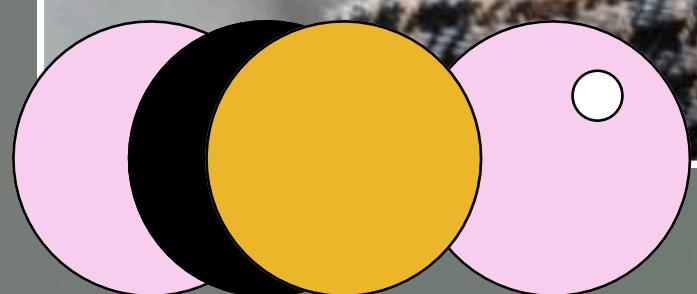
# Content Outline

Topic for discussion



1. UI Design Fundamentals
2. Design Thinking and Why UI Matters
3. Core UI Principles & Visual Hierarchy
4. Color & Typography
5. Grouping Elements





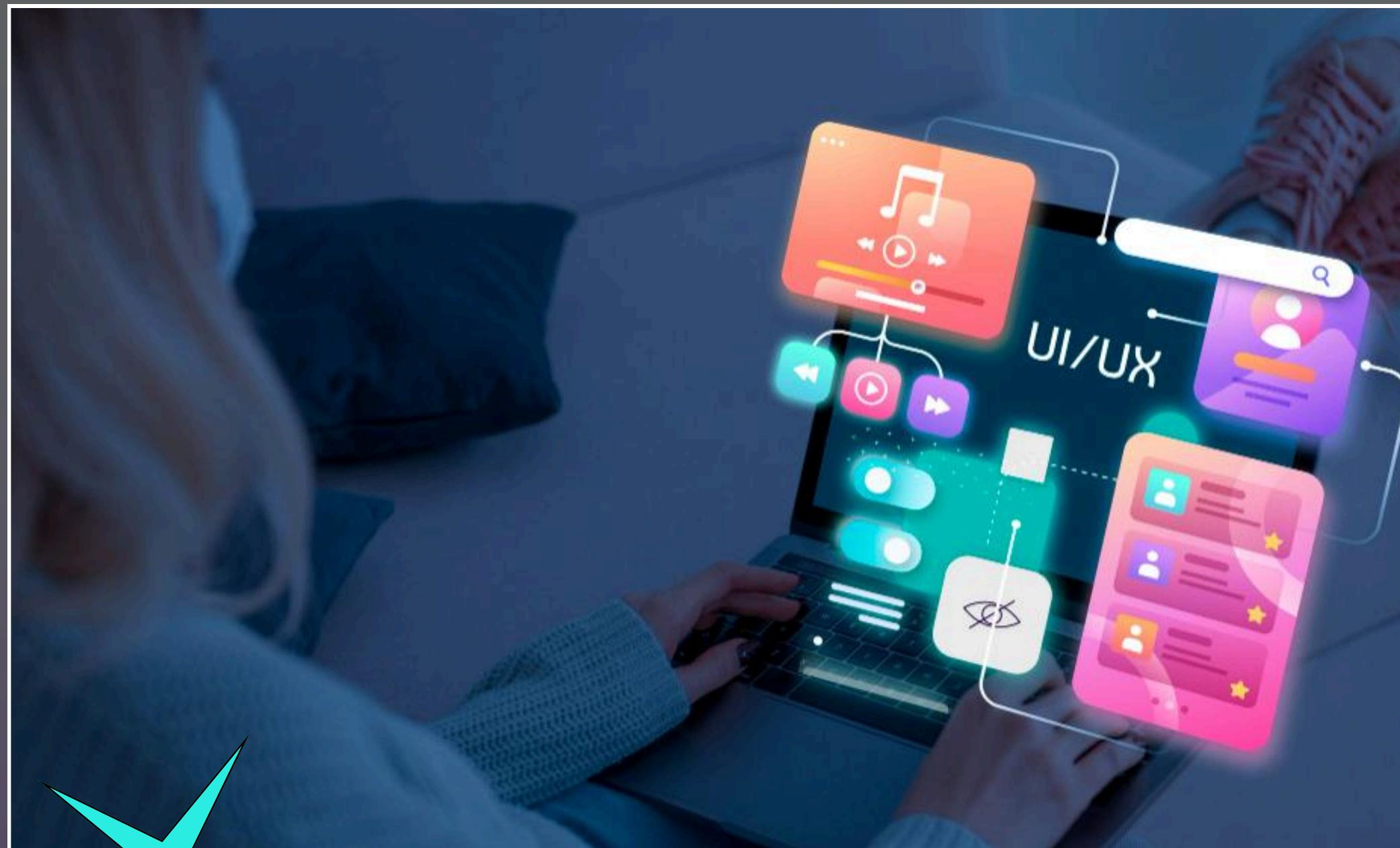
# Fundamentals of UI Design

Crafting Interfaces That Click With Users

# WHAT IS UI DESIGN?

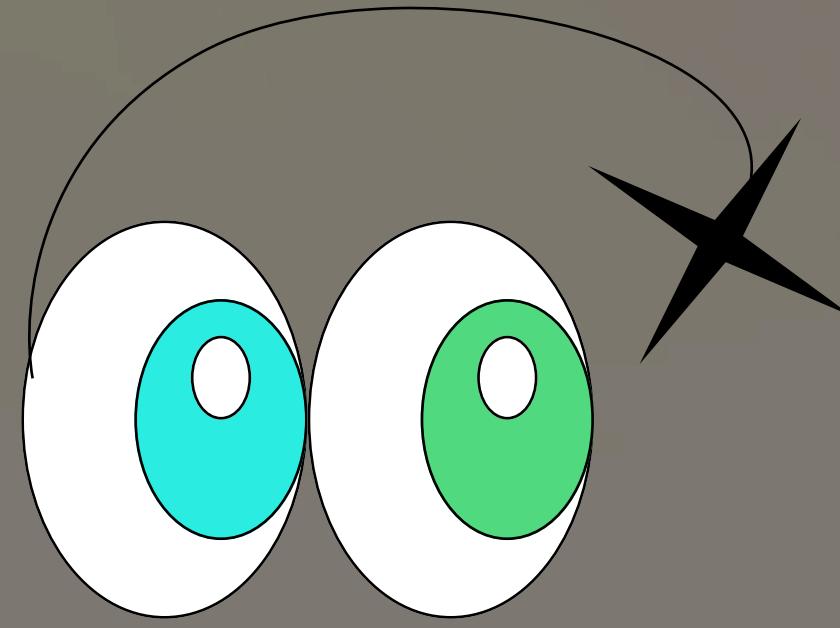


The Art of Digital First Impressions



The art of creating attractive, easy-to-use interfaces that connect people with technology.

# UI vs UX



## What you see and touch

The visual and interactive elements users engage with (colors, buttons, typography, animations)



## How it makes you feel

The overall journey and structure that determines how users accomplish goals

# UI vs UX



Paint color, furniture  
style

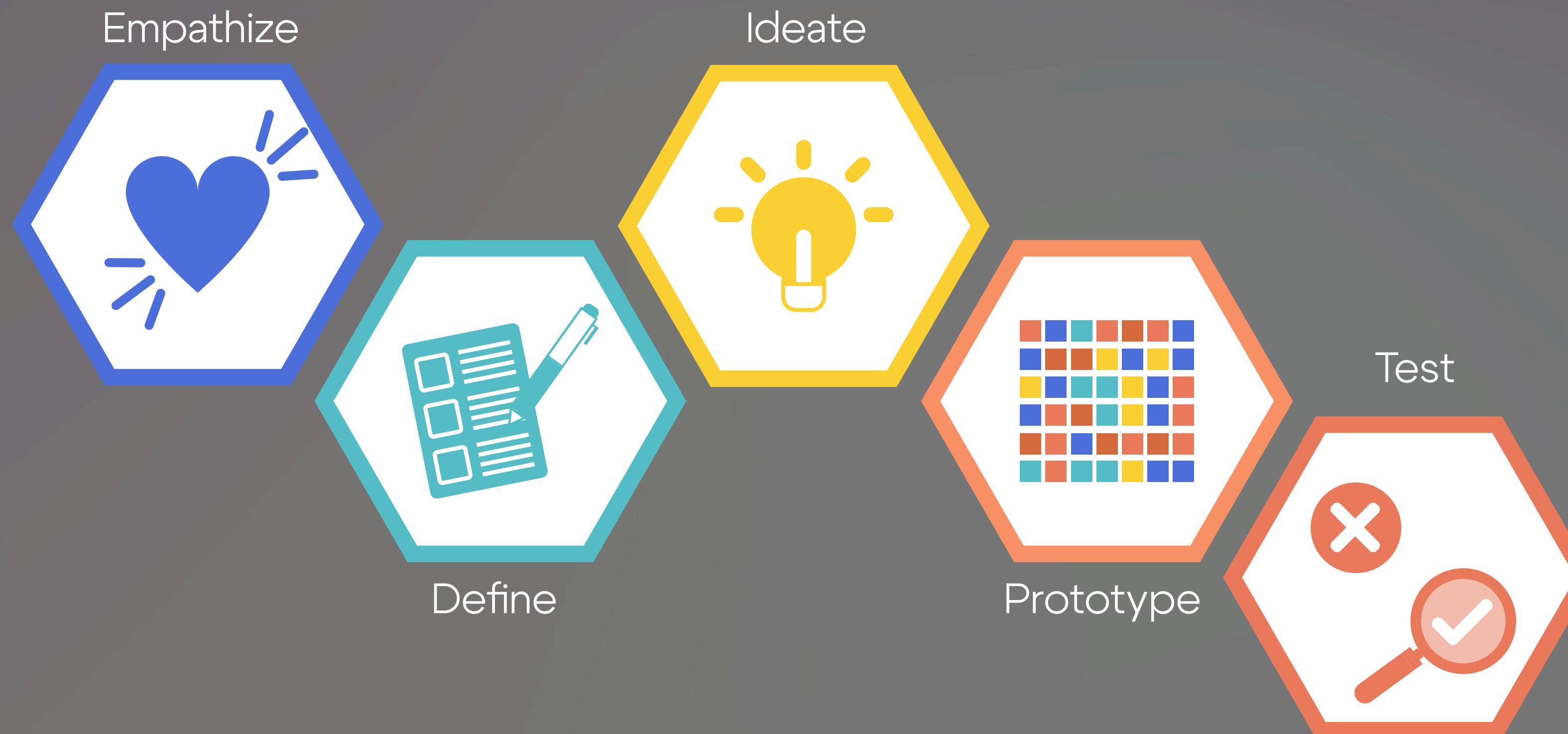


Can you find the light  
switch in the dark?

# Design Thinking & Why UI Matters



# Design Thinking Framework:



# Real-world UI Impact Stories:

UI Impact: Small Changes, Massive Results - Where Pixels Shape Profits



## The Golden Button

One button change from  
“Register” to “Guest”  
skyrocketed company  
revenue



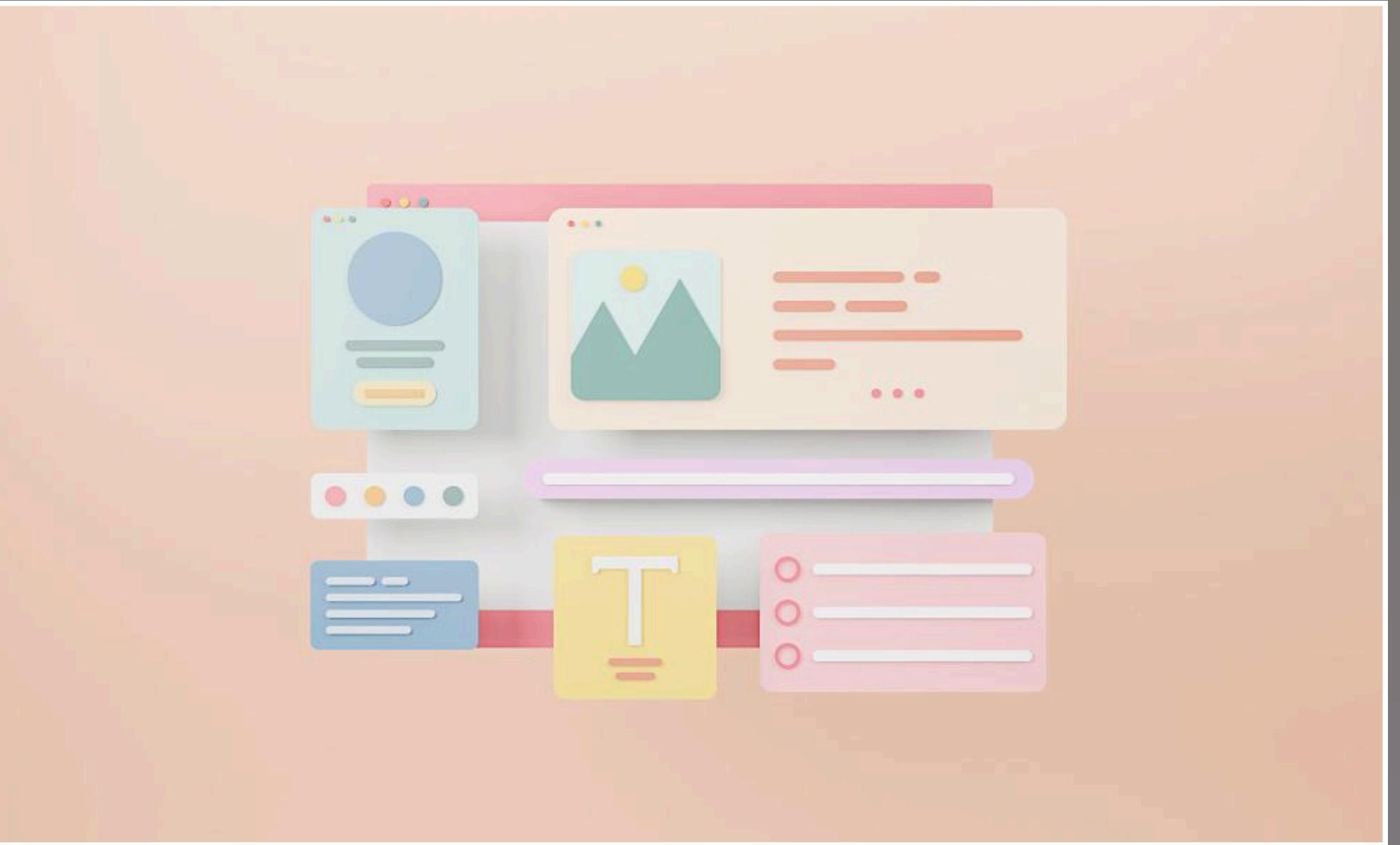
## Interface Danger

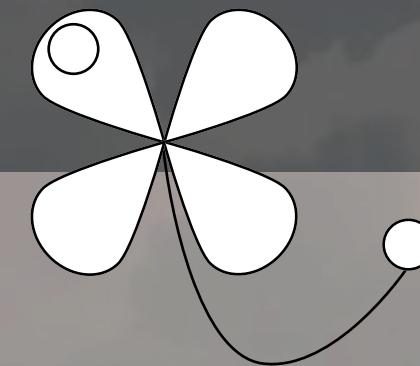
Poor UI design caused medical  
errors and aircraft incidents



## Checkout Simplicity

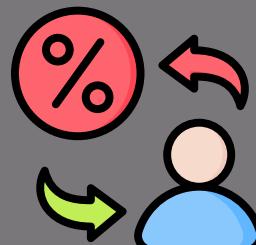
Reducing form fields from 15 to  
8 slashed cart abandonment  
rates significantly





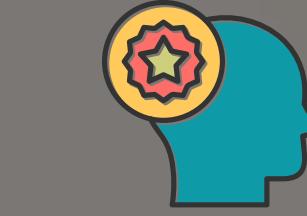
# Business Value of Good UI



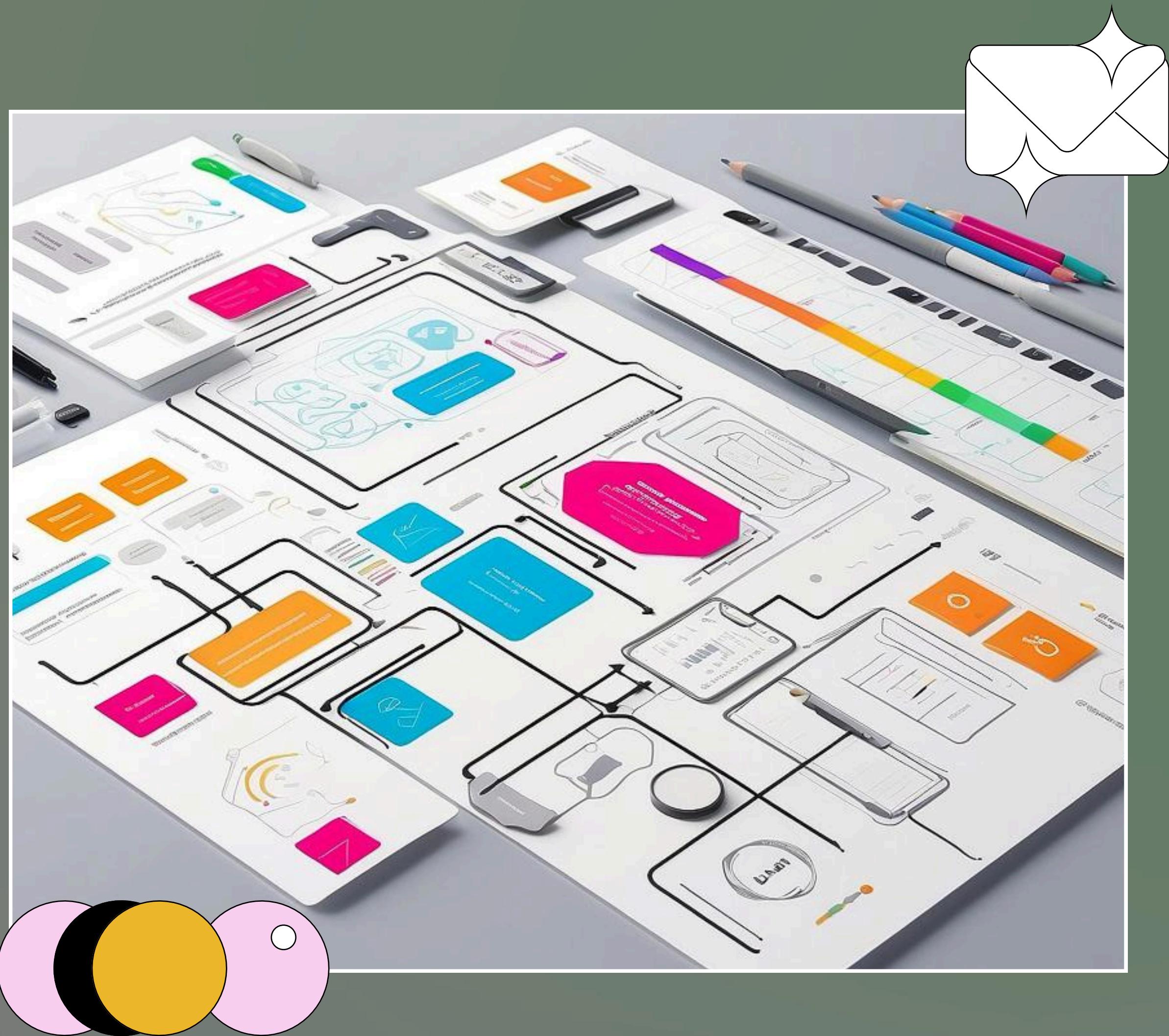
 Increased conversion rates

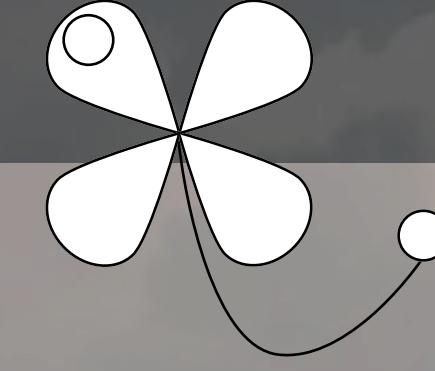
 Reduced support costs

 Higher user retention

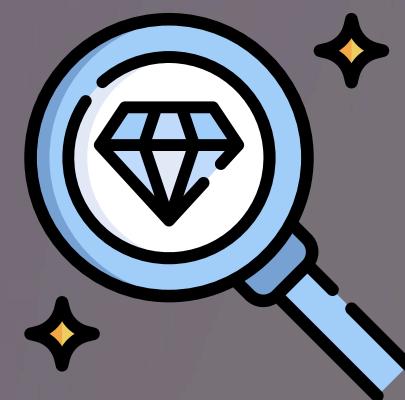
 Stronger brand perception

# Core UI Principles & Visual Hierarchy





# Core UI Principles



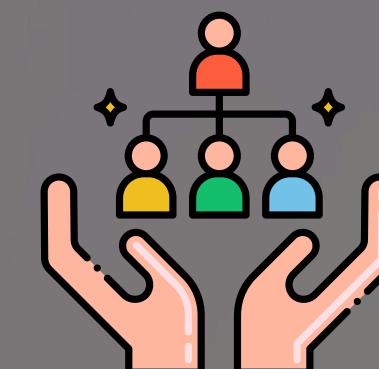
Clarity



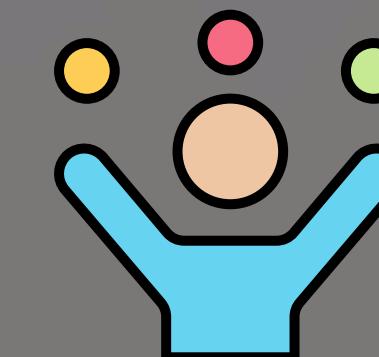
Consistency



Feedback



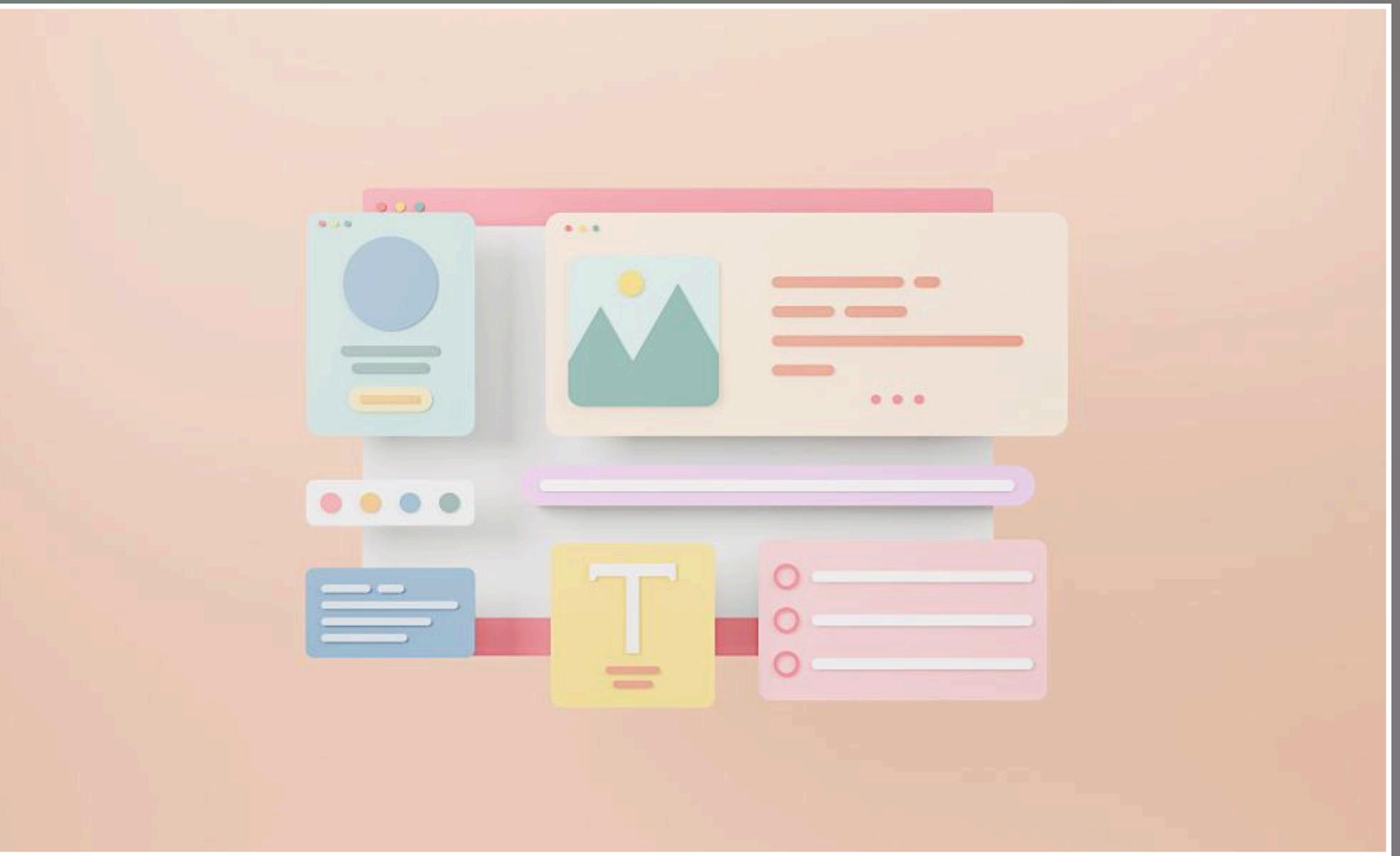
Hierarchy



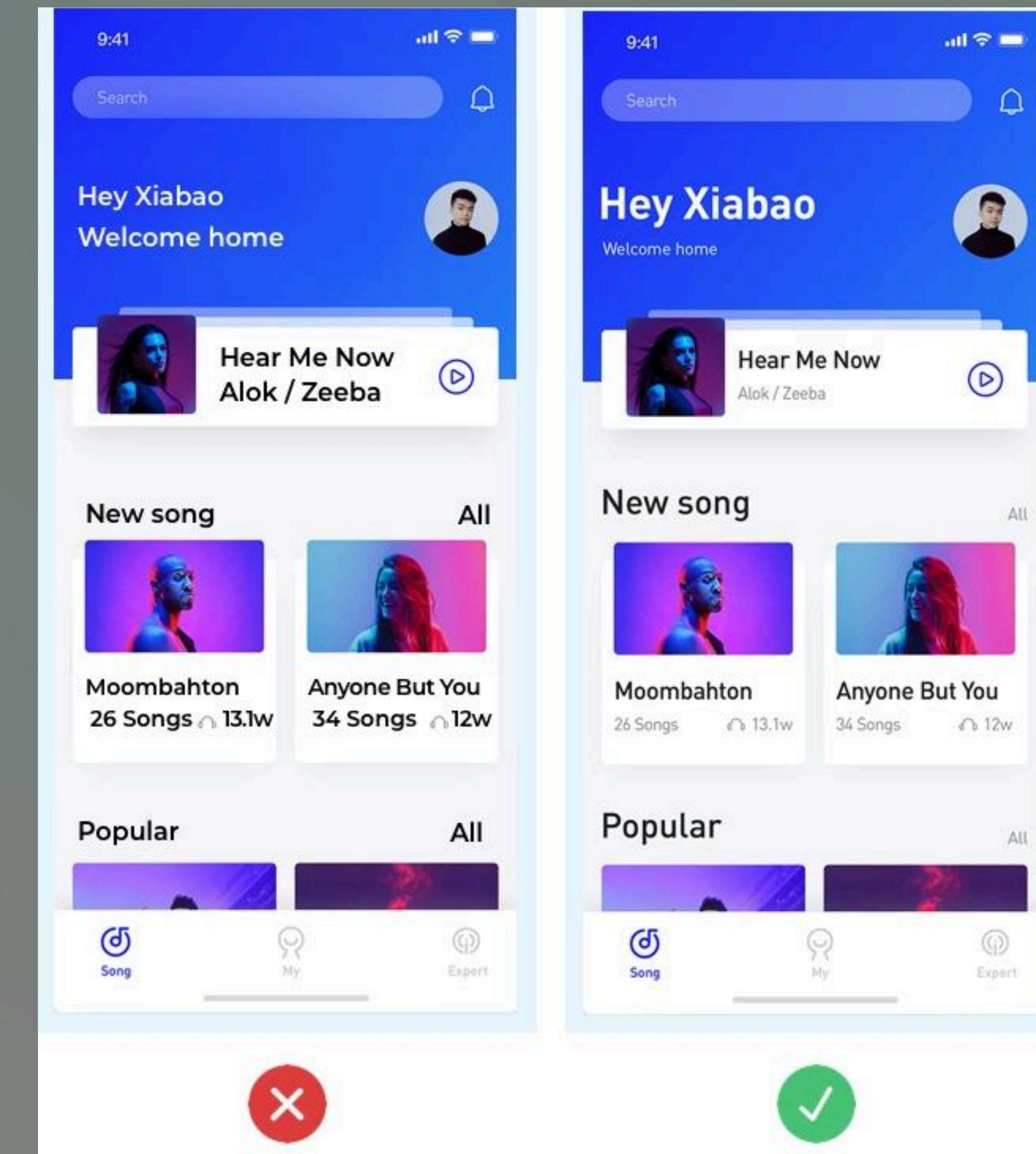
Simplicity

# Visual Hierarchy Explained

The arrangement of elements to show their  
order of importance



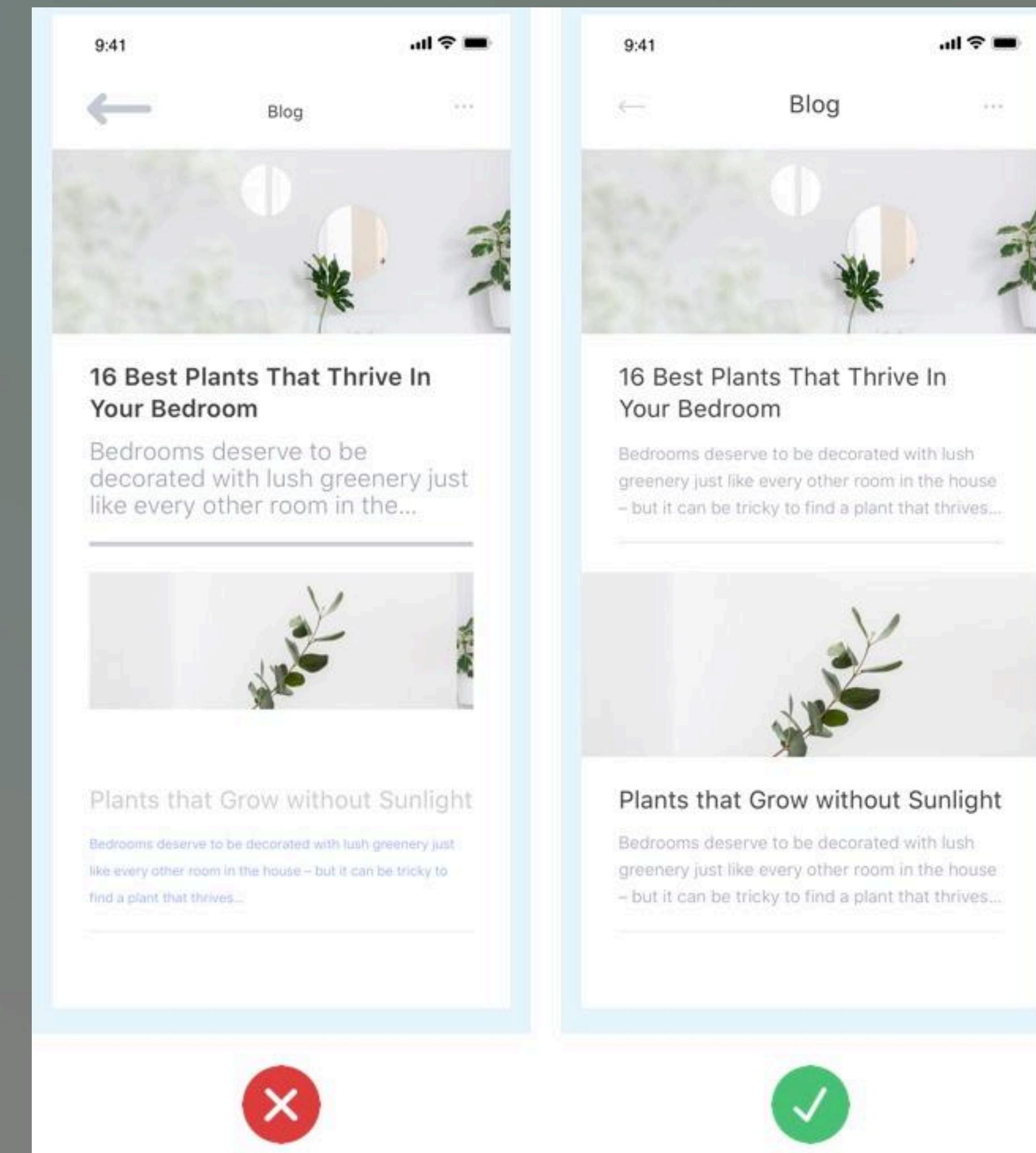
# 1. Size



Credits: CareerFoundry

<https://careerfoundry.com/en/blog/ui-design/common-ui-design-mistakes/>

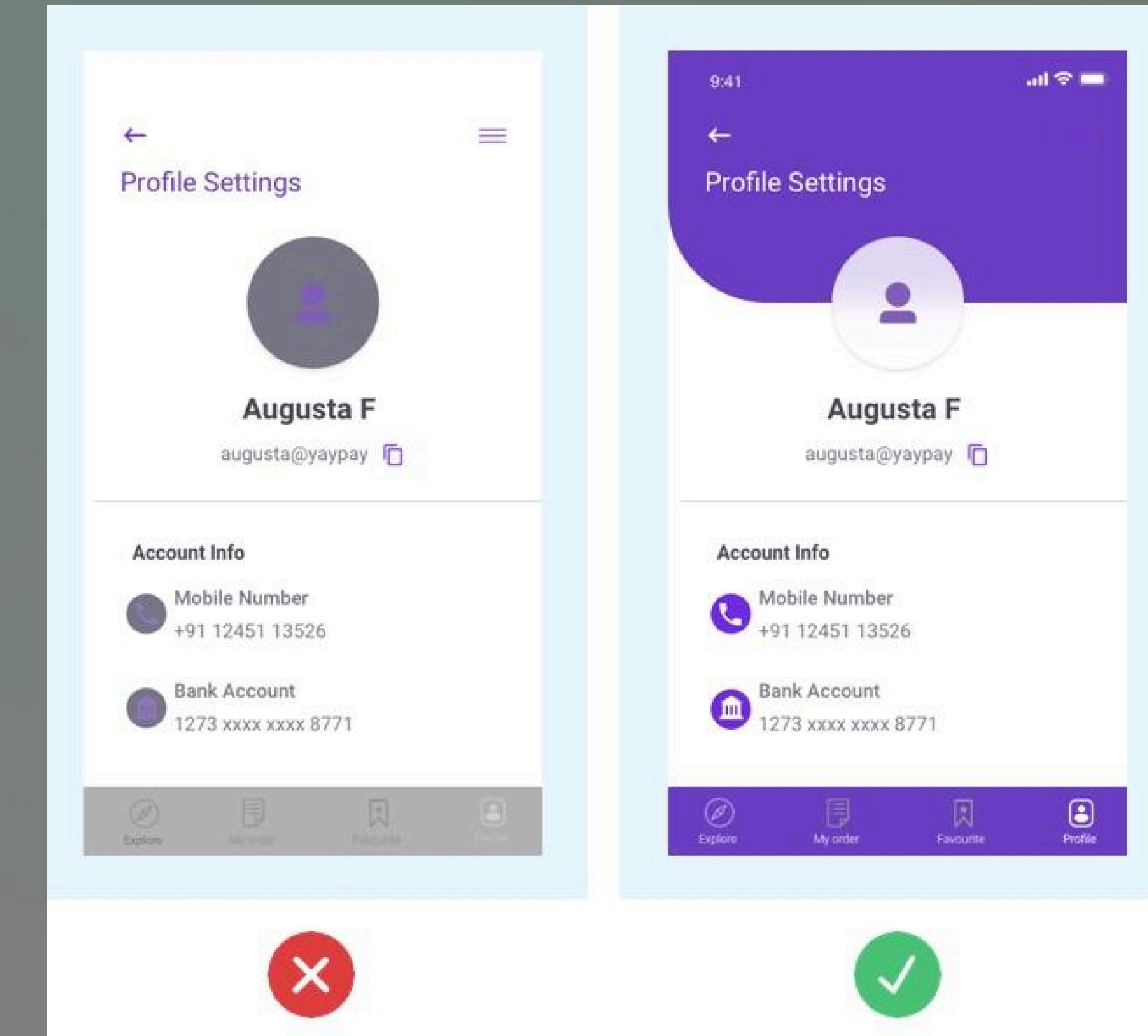
## 2. Color



Credits: CareerFoundry

<https://careerfoundry.com/en/blog/ui-design/common-ui-design-mistakes/>

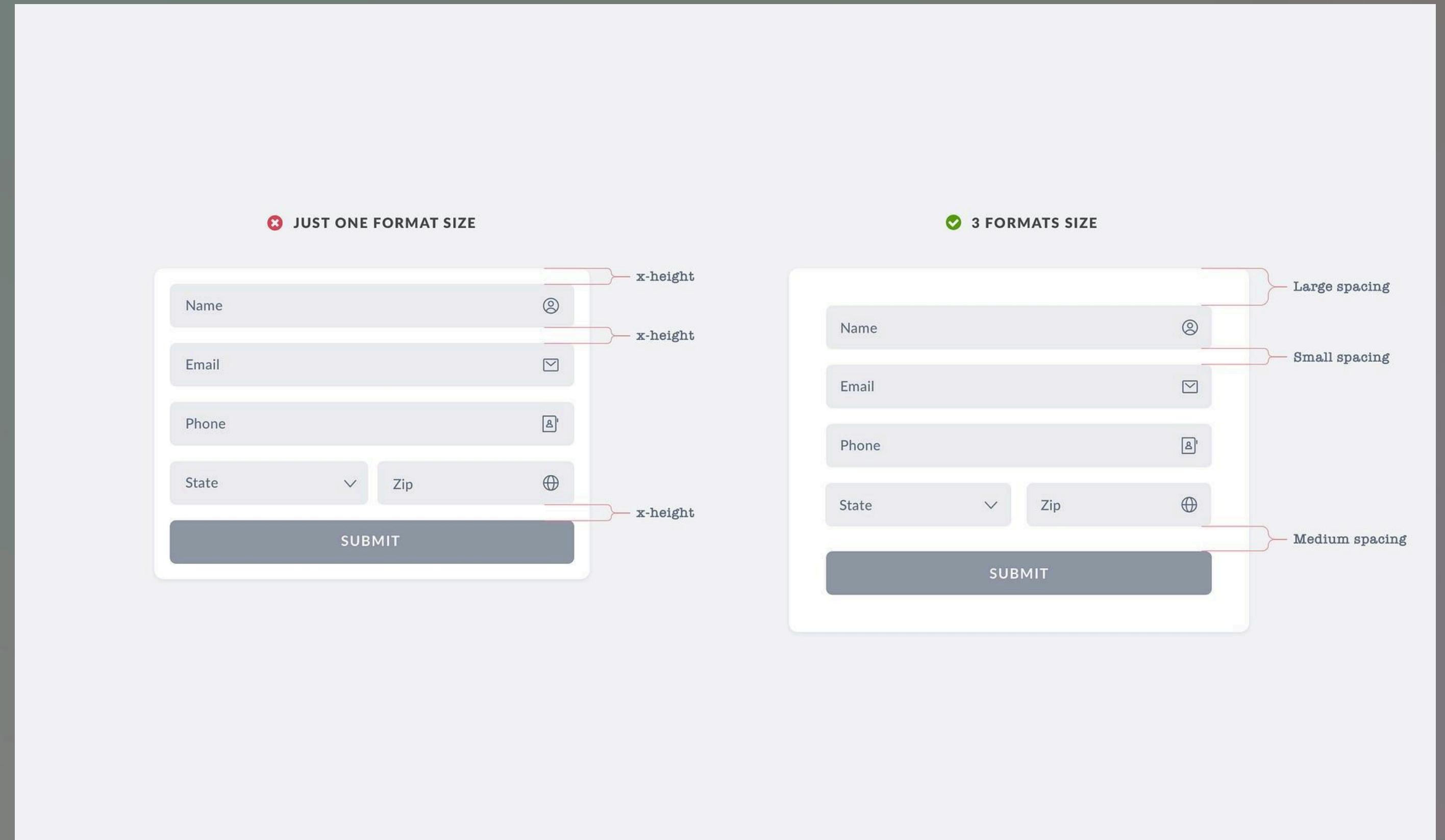
# 3. Contrast



Credits: CareerFoundry

<https://careerfoundry.com/en/blog/ui-design/common-ui-design-mistakes/>

# 4. Spacing



Credits: Medium

<https://medium.com/dwarves-design/the-principle-of-spacing-part-2-e3cf31b909fa>

# 5. Typography

The image shows two side-by-side mobile phone screens displaying a news article from a sports section. The top of each screen features a navigation bar with 'News', 'Sports' (which is underlined in blue), 'World News', and 'Newsletter'. The date 'Nov 13, 2022' is displayed above a large thumbnail image of a snowboarder performing a trick against a backdrop of snow-capped mountains.

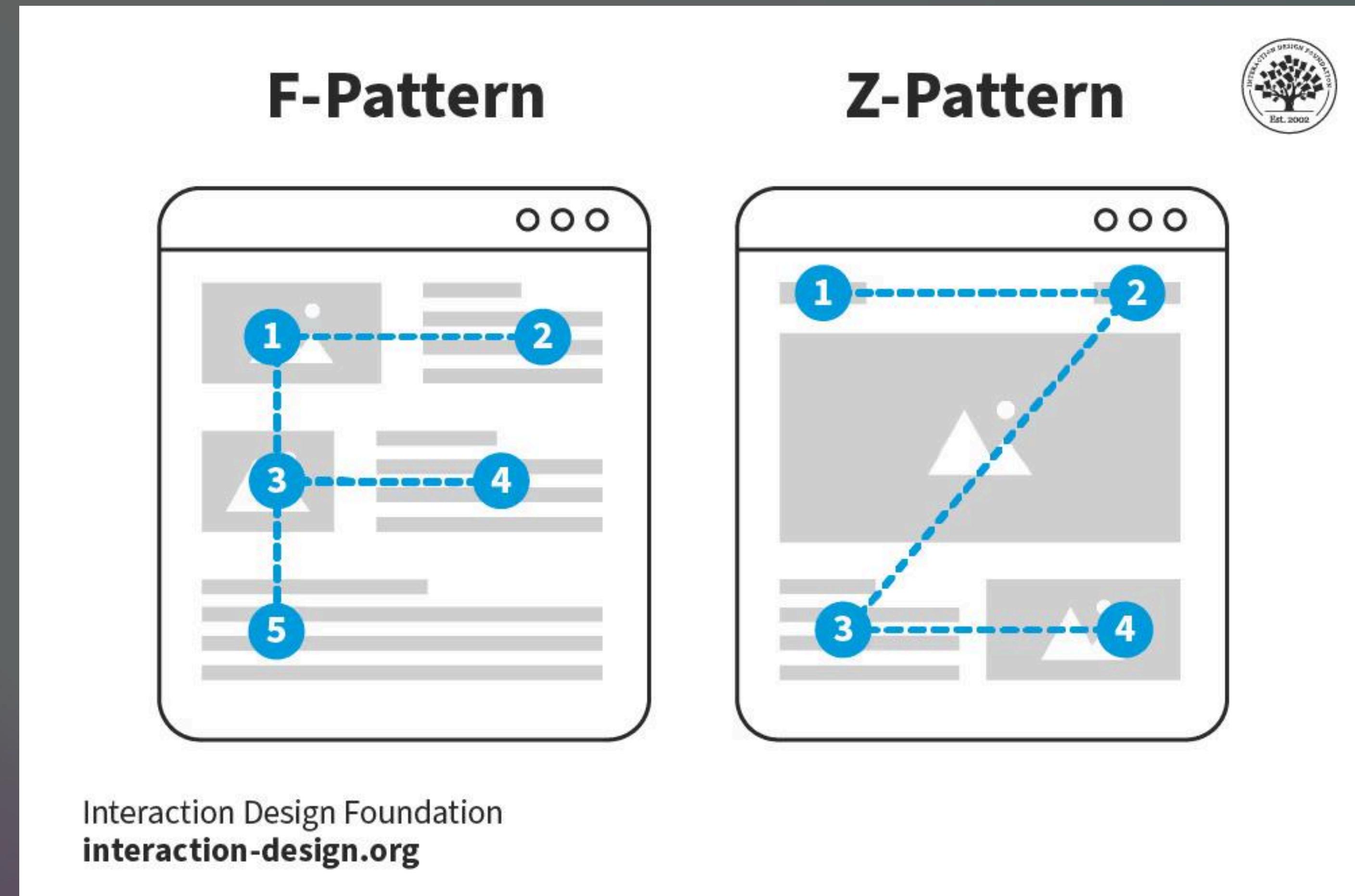
**Left Screen (Good Design):** A white circular icon with a green checkmark is positioned at the top center of the screen. Below the thumbnail, the text '6 min read' is followed by a share and bookmark icon. The article title is 'Famous Snowboarder wins Grand Prix' in bold black font. The main text body is: 'The new champion explained her success as the result of a strict training regimen instituted by her coach. The youngster is also her manager and has reportedly arranged sponsorship deals which will dwarf her one million dollar prize fund.' A blue 'Read More' button is located at the bottom of the article.

**Right Screen (Bad Design):** A white circular icon with a red X is positioned at the top center of the screen. The rest of the screen layout is identical to the left one, including the title and main text. The blue 'Read More' button is also present at the bottom.

Credits: uizard

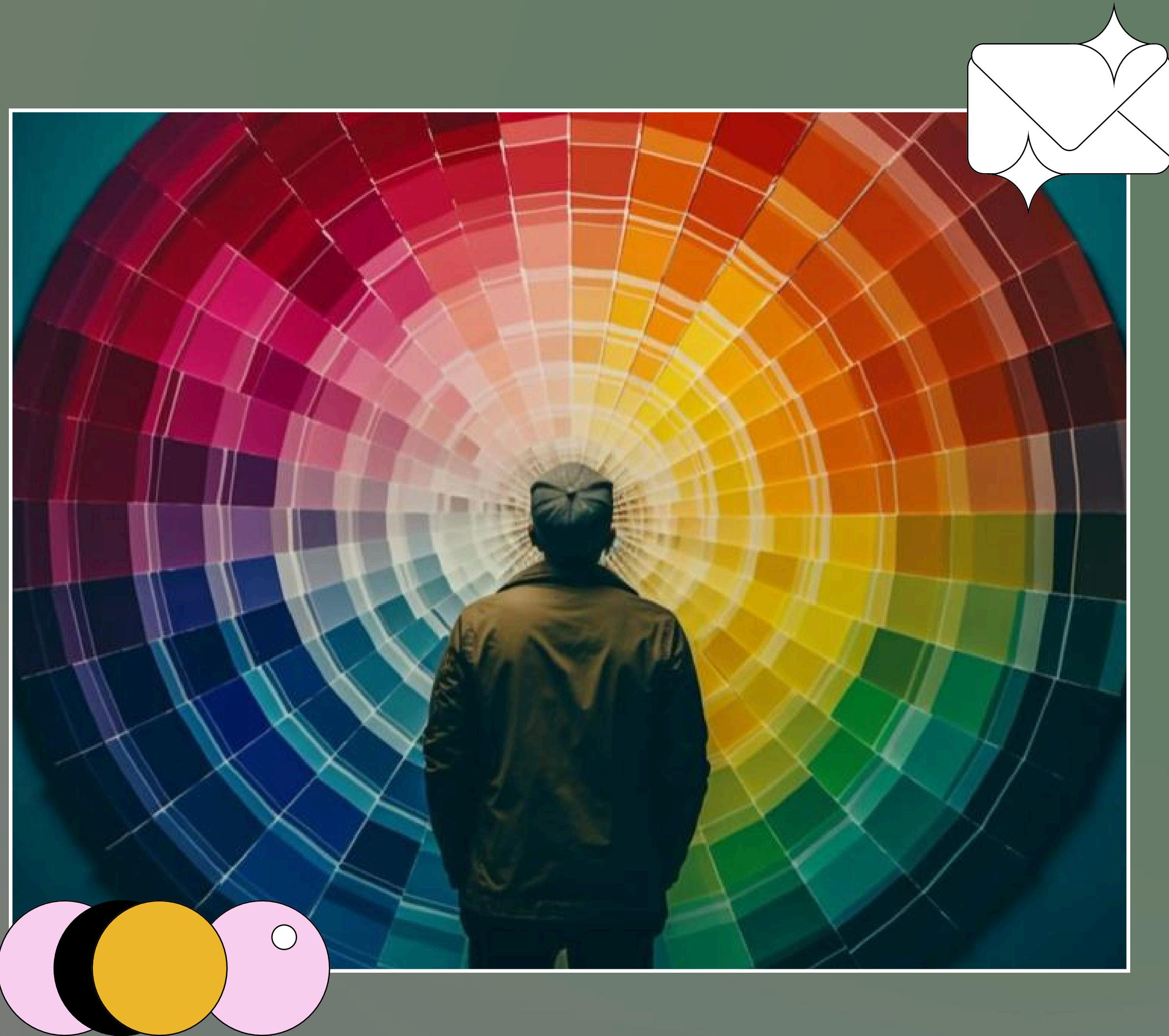
<https://uizard.io/blog/ten-ui-design-tips/>

# Reading Behaviors



Credits: Interaction Design Foundation  
<https://www.interaction-design.org/literature/topics/visual-hierarchy>

# Color & Typography



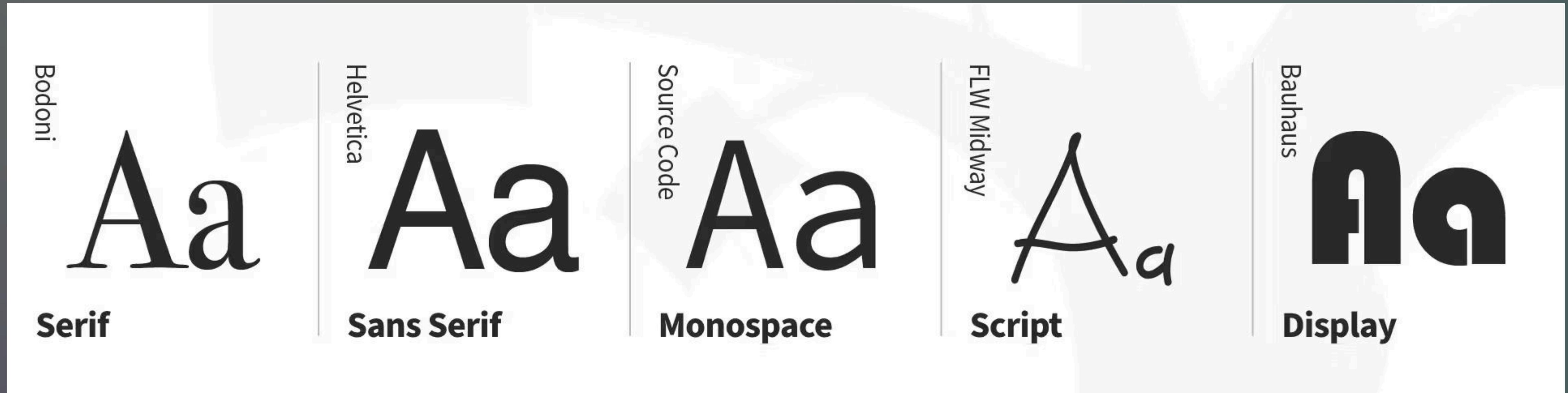
# Color Psychology



Credits: Help Scout

<https://www.helpscout.com/blog/color-psychology/>

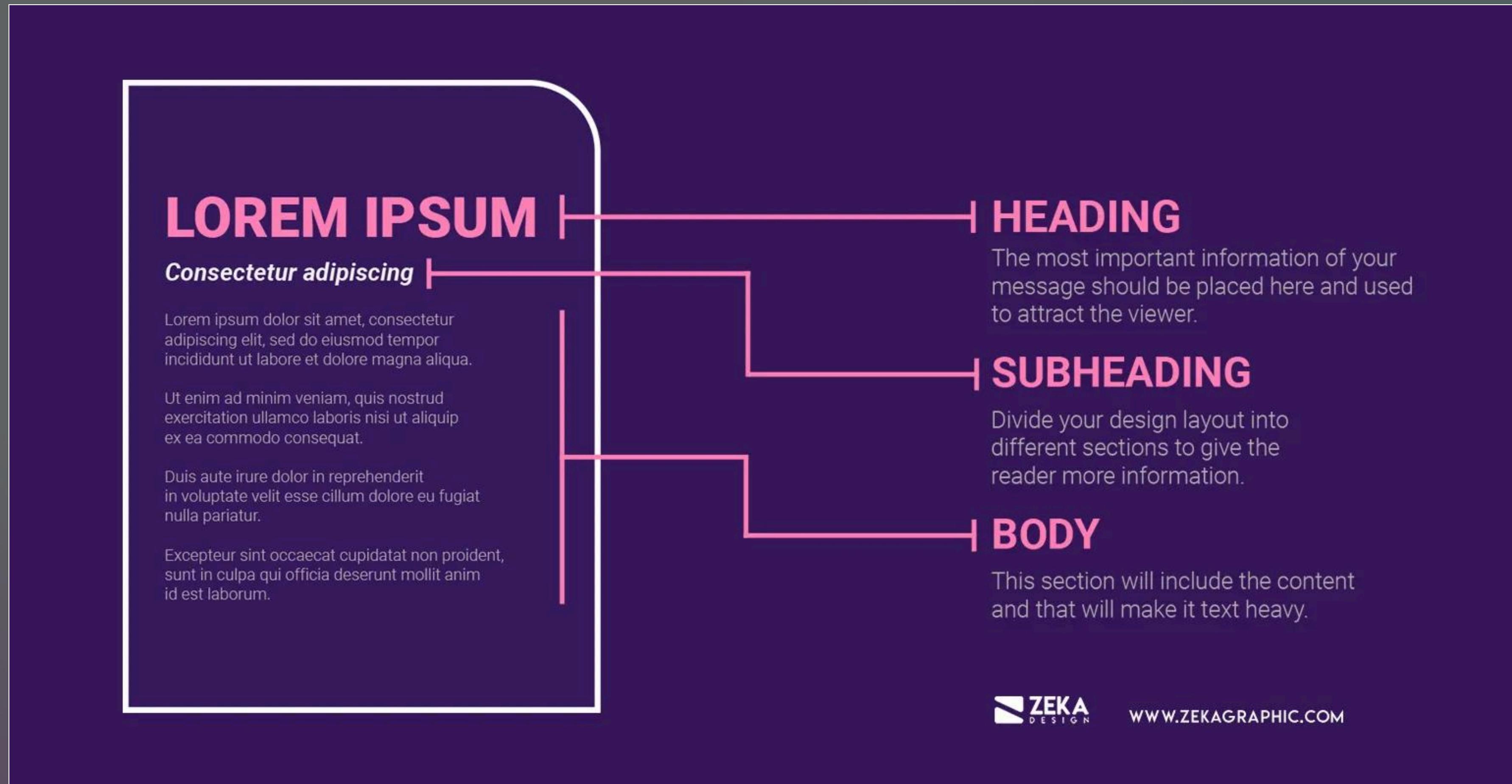
# Font Classification



Credits: NP Graphics

<https://www.npgraphics.co/linkstothersites/TYPE2OWT/chap3.html>

# Text Hierarchy



# Grouping of UI Elements



**Ainsurtech** Insurtech provider

**A leading global insurtech provider for BFSI sector**

**EXPLORE**

**Who we are?**  
Ainsurtech is a leading global insurtech provider for BFSI Sector. We use state-of-the-art technologies for our niche IT solutions.

**Our Mission**  
To create world class products built with innovation, futuristic technologies, which helps customers simplify their business process and maximize the benefit.

**Our Vision**  
To lead the market as a most trusted IT solutions provider in the Insurtech and Fintech domains, setting new standards for innovation and excellence.

**About US**

Ainsurtech is a AIMS Global entity, a leading global insurtech, addressing all aspects of Regulators, Insurance companies, and other Stakeholder's businesses including General Insurance, Tokelul Life Insurance, Medical Insurance, and Insurance Broking. Ainsurtech Products are built with futuristic technologies and Services are backed by a strong team of domain experts. We are committed to providing cost-effective, highly scalable, and efficient technology solutions by focusing on customer's requirements and business challenges. The diverse experience and knowledge in the insurance domain have enabled Ainsurtech to create solutions that incorporate the world's best insurance practices.

**Awards** 12 +  
**Employees** 65 +  
**Products** 11 +  
**Happy Clients** 28 +

**Our Services**

**BPS**  
Optimize your operational efficiency and streamline workflow with our Business Process Solutions, encompassing strategic automation and tailored process enhancements for sustainable business growth.

**GRG**  
Navigate the complexities of Governance, Risk, and Compliance seamlessly with our expert guidance, ensuring regulatory adherence, risk mitigation, and robust corporate governance.

**Taxation**  
Redefine your tax strategy with our comprehensive Taxation services, providing expert insights and strategic planning to optimize your tax position and ensure compliance with evolving tax laws.

**Actuarial Consultations**  
Empower your financial decisions with our Actuarial Consultations, offering expert advice and research. Our experts offer strategic foresight, risk analysis, and data-driven solutions to guide your business decisions.



**A leading global insurtech provider for BFSI sector**

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The insurance industry safeguards the assets of its policyholders by transferring risk from an individual or business to an insurance company. Insurance companies act as financial intermediaries in that they invest the premiums they collect for providing this service. Insurance company size is usually measured by net premiums written; that is, premium revenues less amounts paid for reinsurance.

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**GRC**  
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**Actuarial Consultations**  
Empower your financial decisions with our Actuarial Consultations, where precision meets insight. Our experts offer strategic foresight, risk analysis, and data-driven solutions to guide your business decisions.

**Ainsurtech**

**Statistics**

**A leading global insurtech provider for BFSI sector**

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The image displays a composite view of a website and its wireframe. On the left, the live website for 'AInsurtech' is shown. The header includes the logo 'AInsurtech' and navigation links for Home, About Us, Products, Services, and Contact Us. The main banner features a man holding a tablet with financial data, overlaid with text: 'A leading global insurtech provider for BFSI sector' and a button labeled 'EXPLORE'. Below the banner are three cards: 'Who we are?' (with a diamond icon), 'Our Mission' (with a rocket icon), and 'Our Vision' (with a mountain flag icon). The 'About Us' section contains a paragraph about AInsurtech's mission and history, followed by a dark banner with icons and statistics: 12+ Awards, 65+ Employees, 11+ Products, and 28+ Happy Clients. The 'Our Services' section includes descriptions for BPS, Taxation, GRC, and Actuarial Consultations. On the right, the wireframe shows the structural layout of the website, consisting of five horizontal sections with various placeholder boxes for content.

Thank you!