Reflection of the Design

Introduction:

I took a simple management tool that has a home page and user registration pages. A user sees navigation menus, some information about the website, and important links on the home page. When the user clicks on the "Get Started" button, the "Sign Up" page appears. After filling in all the input fields, users can register themselves to the website. If there is an issue with the internet connectivity, the user can not access any page of the website.

Since the assignment is about creating a poor design, I did not follow proper design rules and violated IxD principles hence it resulted in a bad design.
Here in the paragraphs below, I discussed the design decisions that I used and learned lessons.

Design Decisions:

The home page has a menu bar on the left side and the brand name on the rightmost side. It should be opposite where the brand name should be at the leftmost and the menu bar at the rightmost for both mobile and desktop screens.
There are six components and each component has its specific property. I made some design decisions that are examples of poor design decisions.

- ✓ I used random colors that did not fit with the theme. The design is not consistent at all.
- ✓ I did not use appealing text colors and font sizes which makes the design very poor.
- ✓ Most of the fonts are in the same font size for title and description which do not specify the difference between title and description.
- ✓ User is not able to find the login page and they see a page every time that says "No internet".
- ✓ User is redirecting to the home page in a loop when they click on the sign-in button.
- ✓ There is a Search button that misleads users on the search feature. It does not search for anything.
- ✓ A theme should have proper validations and its flow but the flow here is scattered.
- ✓ Navigation bar should have all items so the user can go to the desired page easily.
- ✓ A theme should have proper measurement but here I did not use proper padding and margins in all of the elements.

Lessons Learned:

I learned some lessons from this poor design pattern. The design is not looking appealing and the flow is not in a proper way.
These are the few things that should be considered while creating a design-

- ✓ Color scheme should be inline and a base color should be fixed and then another color palette should be inherited from the base color.
- ✓ Text color and font sizes should be appealing a should suit the theme.
- ✓ Different fonts should be in different font sizes according to the title and description so the design can differentiate between title and description.
- ✓ A theme should have proper validation pop-ups so the user can get an idea of what s/he has to do and what not to do with the website.
- ✓ Navigation bar should have all items so the user can go to the desired page easily from the navigation/header bar itself and s/he has not to search the buttons in the whole page.
- ✓ All the elements in the theme should have proper padding and margin so a web page in a theme looks appealing.
- ✓ All the components should have specific transition effects so the theme can fulfill the requirements of a modern design pattern.

Note: Every theme can have a different design pattern according to its usability and targeted customers. So it is important to know about the targeted audience while creating a design pattern.