Jihad Dion N. Apues 3/26/2025

ACT-AD Ms. Alyssa Tugade

UI/UX JTech

1. How did you establish the overall design concept?

The overall design concept was established by focusing on user experience (UX) and functionality. I started by analyzing existing e-commerce platforms to identify best practices and user expectations. Then, I created a clean and intuitive UI layout using modern design principles, such as minimalism, clear typography, and a well-structured navigation flow.

1. Explain how your UI design enhances UX?

My UI design enhances user experience (UX) by ensuring simplicity, clarity, and efficiency.

1. How does your color scheme contribute to the UI?

It will contribute to my UI by readability font and the color scheme help highlight important element like button, checkout, and buy now.

1. What strategies did you use to maintain consistency across different

To maintain consistency, I used a design system that includes standardized fonts, colors, button styles, and spacing rules.

1. How do micro interactions enhance you UI and UX

This HCI helps the user get positive response from the computer and can help the user navigate more efficiently.

1. What type of typography did choose to and why?

I choose Urbanist, Inria Sans because they offer a clean, professional and readable look for the user.

1. How did you ensure the consistency of the design across the app?

I just follow the structured design system to make it consistency.

1. How does your UI support the onboarding of the first time UX user?

My UI helps first time user by making the app easy to understand and navigate, just like what I did in buttons, clear labels, and clean layout.

1. How did you incorporate your feedback?

I incorporate feedback by listening to their suggestions and making improvement based on their experiences.

1. How did you design your buttons for clarity and engagement?

I design my buttons to be clear and engaging by using a consistent size, color and placement.