ROLL NO:240701258   NAME: KEERTHI PRIYA T

USER INTERFACE AND DESIGN

COMAPARSIONOFUIDESIGNBETWEENTWOFIGMACREATION
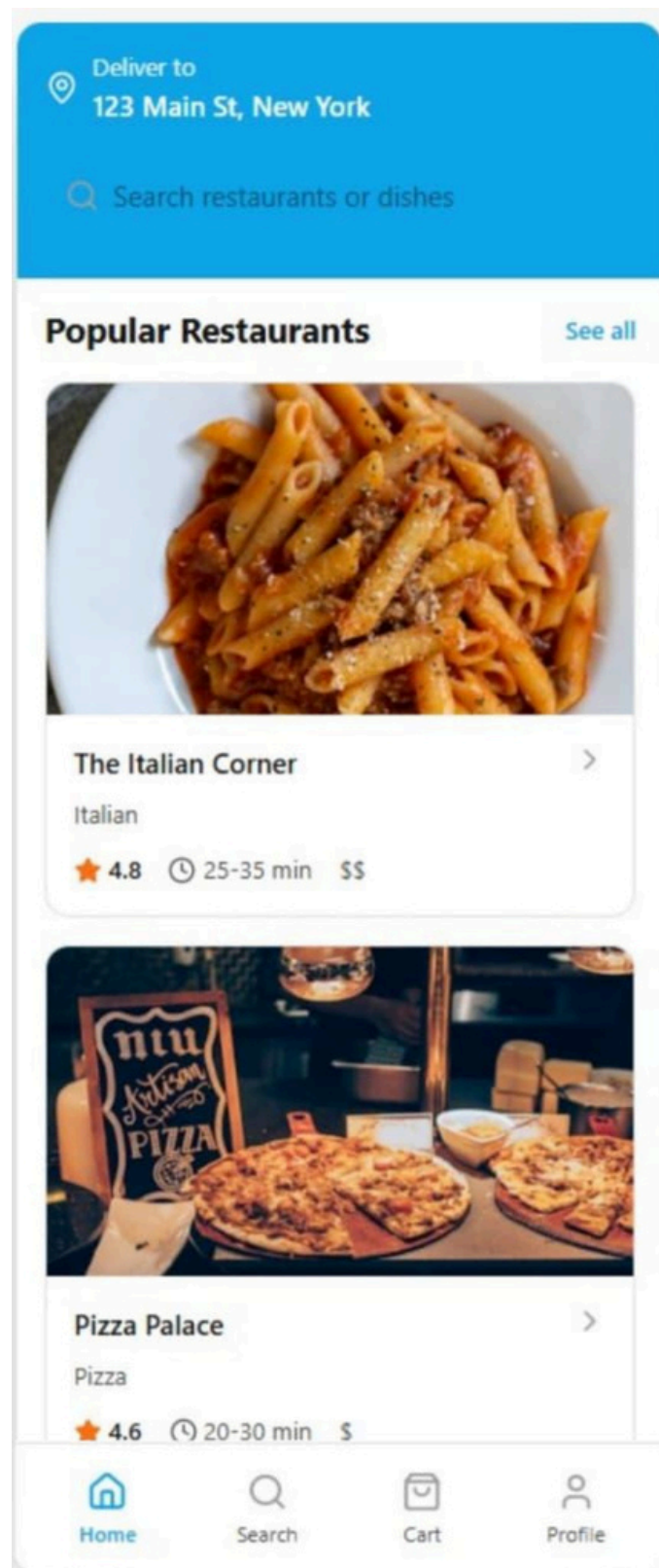
BAD WEBSITE:

GOOD WEBSITE:

 BAD WEBSITE

1. Design Style

Extremely cluttered and visually overwhelming interface.
Uses too many bright, clashing colors (red, neon green, yellow, blue, pink) without harmony.
No consistent color palette or branding.
Text fields, buttons, and sections lack uniform styling.
Poor spacing; elements are tightly packed with no white space.
Overall appearance feels unprofessional and stressful.

2. Content

Checkout form is overloaded with information on a single screen.
Labels are unclear or confusing (e.g., mixed optional/required fields).
Prices, taxes, fees, and totals are hard to scan due to poor alignment and contrast.
Excessive text blocks and warnings distract from the main task (placing an order).
Important information (final amount, payment action) does not stand out.

---

3. Navigation

No clear visual flow for checkout (address → payment → confirmation).
Buttons like Submit Payment, Cancel, Go Back compete for attention.
No progress indicator to show where the user is in the ordering process.
Lack of icons or visual cues to guide users.
High chance of user errors due to confusing layout.

---

4. Purpose

Focuses only on collecting data, not on user comfort.
Creates friction during checkout, increasing cart abandonment risk.
Not designed for real-world mobile usability.
Fails to build trust during payment.

1. Design Style

Modern, clean, and visually appealing interface. Uses a limited, calm color palette (blue, white, soft gray). Rounded cards and smooth edges improve visual comfort. Clear visual hierarchy using spacing, font size, and alignment. Professional look consistent with popular food delivery apps.

2. Content

Displays only essential information on the home screen.
Restaurants are presented as cards with images, improving recognition.
Key details (restaurant name, rating, delivery time, price range) are easy to scan.
High-quality food images increase appetite appeal.
Minimal text, maximum clarity.

3. Navigation

Clear top section for delivery address and search.
Bottom navigation bar with icons + labels (Home, Search, Cart, Profile).
Predictable flow aligned with user expectations.
Navigation is intuitive even for first-time users.
Reduces cognitive load.

4. Purpose

Designed to help users discover food quickly and easily.
Prioritizes user experience alongside functionality.
Encourages exploration and faster decision-making.
Builds trust and comfort before checkout.

KEY DIFFERENCES (Food Delivery Context)

1. Design Aesthetics

Bad design is chaotic and outdated.
Good design is clean, modern, and brand-consistent.

2. User Experience

Bad design overwhelms users during checkout.
Good design guides users step-by-step effortlessly.

3. Content Presentation

Bad design relies on dense forms and text.
Good design uses cards, images, icons, and summaries.

4. Target Audience

Bad design feels system-centric (form filling).
Good design is customer-centric, suitable for everyday users.