

Whats App :

1. [Figma wp1](#)
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2. WhatsApp (Messaging Application)

Principles of Design

- **Simplicity:** Clean interface with minimal buttons.
- **Feedback:** “Double tick” and “blue tick” give clear message status.
- **Consistency:** Same layout for chats, calls, and status across devices.
- **Visibility:** Important actions (chat, call, camera) are always visible.
- **User Control:** Easy to delete or archive chats.

Interaction Styles

- **Direct Manipulation:** Tapping on chats, swiping to reply or delete.
- **Menu Selection:** Options like “New Chat,” “Settings,” and “Starred Messages.”
- **Form Fill-in:** Typing messages or setting status.
- **Natural Language Interaction:** Voice messages and dictation.

Types of Navigation

- **Tab Navigation:** Tabs for Chats, Status, and Calls.
- **Sequential Navigation:** Moving from chat list → chat window → media → back.
- **Global Navigation:** Access to settings, profile, and linked devices.
- **Gesture Navigation:** Swiping left/right to switch between tabs or reply.

Amazon :

1.Figma Amazon

1. Amazon (E-commerce Application)

Principles of Design

- **Consistency:** Fonts, colors (orange & black), and layout remain uniform across pages.
- **Feedback:** Shows “Item added to cart” or “Order placed successfully” confirmations.
- **Visibility:** Search bar and cart icon are always visible on top.
- **Affordance:** Buttons like “Buy Now” clearly look clickable.
- **Error Prevention:** Alerts for invalid payment or missing address.

Interaction Styles

- **Direct Manipulation:** Clicking on products, images, and filters.
- **Menu Selection:** Using dropdowns like “All Categories” or “Accounts & Lists.”
- **Form Fill-in:** Address, payment, and login details entered via forms.
- **Command-based (limited):** Voice search commands (“Alexa, find smartphones”).

Types of Navigation

- **Hierarchical Navigation:** From Homepage → Category → Product → Cart.
- **Search-based Navigation:** Using search bar to find specific products.
- **Global Navigation:** Top menu (Home, Orders, Cart, Account).
- **Breadcrumb Navigation:** Shows path like *Home > Electronics > Mobiles > Samsung*.

Instagram :

[Figma_Instagram](#)

3. Instagram (Social Media Application)

Principles of Design

- **Aesthetic and Minimalist Design:** White background, focus on visuals.
- **Feedback:** Likes turn red, notifications pop up instantly.
- **Consistency:** Same icon styles and placement across all pages.
- **Visibility:** Always shows icons for Home, Search, Reels, Shop, Profile.
- **Flexibility:** Dark and light mode options.

Interaction Styles

- **Direct Manipulation:** Double-tap to like, drag to refresh feed.
- **Menu Selection:** Selecting profile, settings, or saved posts.
- **Form Fill-in:** Posting captions, comments, and bios.
- **Conversational/Voice:** Using voice notes or voice search (in DMs).

Types of Navigation

- **Bottom Navigation Bar:** Home, Search, Reels, Shop, Profile.
- **Hierarchical Navigation:** Feed → Post → Comments → Profile.
- **Gesture Navigation:** Swiping stories, scrolling reels.
- **Search Navigation:** Explore tab to find content or users.