**Q. Write differences between good design and bad design?**

**BAD DESIGN**

1. Color theme given in the UI should not be annoying as there are some colors which are annoying to humans and they won’t prefer looking at it for a long time period. For example, Blinkee.com
2. A UI can be a very bad design if there is very difficult content written inside for example a very difficult vocabulary. For ex craigslist.com
3. Irrelevant user feedbacks or pop ups can make a UI look annoying for a human and difficult to use. For ex daraz.pk
4. Poor navigation can confuse a user who is using a UI and he/she cannot reach where he wants on the page. For example, paradisedrinkingwater.com
5. If a UI is not responsive and a user cannot use it on different scree size then it can be a problem for him as every user more or less has more than one device usually to access stuff. For example, UHREN-SHOP.CH
6. An inconsistent UI design can make stuff look bad. for example, the main page is in the third page of the website and content of third page is being shown in the first. For example, patimex.com
7. If the UI has readability issues, then it is not a good indication of the website/app. the ui should contain contents which are clear and prominent weather it is text or an image. For ex the glove club
8. Lack of social interaction can cause clients to move away from a design as most of the people nowadays are on different social media platforms and need to connect to the community. For example, aravanitakis
9. Error or plagiarism can cause a UI to lose users as every user prefer to stay on the design if it stands out from rest of the designs and it should be error free for example, no spelling mistakes or incorrect image. For ex Toronto cupcake
10. Confusing or no target Ui can cause user to move away from the webpage/app as they won’t know where to go and what to achieve through this ui. For ex Where2Eat

**GOOD DESIGN**

1. A UI is good if there is a good color theme in it and a user will prefer to spent more time using it. For ex apple.com
2. A UI is good if the vocab used in it is easy to understand and images are also easy to comprehend. For ex amazon.uk
3. No irrelevant pop ups should be there that annoy a user. For ex twitter.com
4. Great navigation should be present in the UI so that a user can easily navigate to where he/she wants to. For ex facebook.com
5. A UI should be completely responsive so that a user can access it on as many devices as possible without any hassle! For ex amazon.com
6. A standard them of UI should be followed in the websites/app and the things should be at their place where the user needs it. For ex cnn.com
7. All the text and content weather image or anything, it should be clear, visible and prominent for ex BBC news
8. Social media platforms and icons should be provided on the UI so the people can go social and join forums through that UI.
9. There should be no error in the UI and it should be plagiarism free and free of every error

(10) The UI should be easy to understand and it should have a target and it should direct a user clearly if what to do and what not to do so that a user cannot get stuck or left confused.