# Week One: Recreating Bad UI with Good UI

Ritika Taphasvi G | CSE FC | 230701266

## Introduction

User Interface Design is crucial in promotional materials to ensure clarity, engagement, and action. Poor UI can lead to confusion and low conversions, while good UI improves readability, aesthetics, and usability. This report compares a badly designed Florida trip promotion with a well-structured version.

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## Bad UI: "Fantastic Florida Weekend"



### Why This UI Is Bad?

- **Inconsistent and Overwhelming Typography**
  Uses multiple font styles, sizes, and effects, making the design look chaotic and unprofessional. There is no clear hierarchy, making it difficult to determine which information is most important.

- **Disorganized Layout and Poor Information Structure**
  Text is scattered across the image with no logical flow. Inconsistent spacing and alignment make the design cluttered and hard to follow. Important details, like the

expiration date, are small and placed at the bottom, making them easy to overlook.

- **Poor Readability Due to Low Contrast**
  Bright pink and yellow text clashes with the background, reducing legibility. Words and lines are too close together, making it difficult to read at a glance. The text blends into the sky, forcing users to strain their eyes.
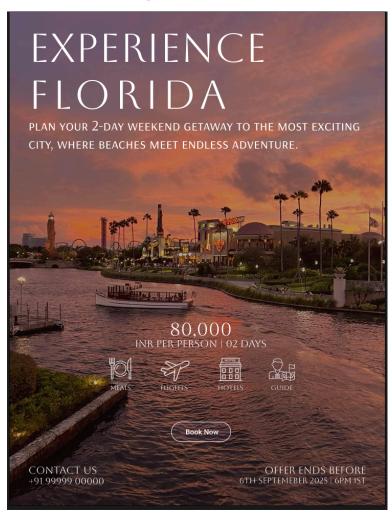
- **Lack of Visual Appeal and Engagement**
  The background is a low-quality, blurry palm tree that does not add value. There is no strong focal point or engaging imagery. The design does not evoke excitement or anticipation, failing to emotionally connect with the audience.

- **No Clear Call-to-Action (CTA)**
  There is no visible button, link, or instruction guiding users on what to do next. Without a direct CTA like "Book Now" or "Call Us Today," potential customers may not take action, reducing conversions.

# Good UI: "Experience Florida"

## Why This UI Is Better?

- **Clean and Consistent Typography**
  Uses a modern, elegant font with a clear hierarchy. The main heading is large and eye-catching, while supporting text is smaller but still highly readable. Key details are highlighted without overwhelming the design.

- **Well-Structured Layout with Logical Information Flow**
  Information is presented in an organized, easy-to-follow manner. The design starts with an inviting headline, followed by trip details, pricing, and additional features. Proper spacing and alignment ensure a balanced and visually appealing layout.

- **High-Quality Background and Visuals**
  The background features a stunning sunset over a Florida waterfront, reinforcing the appeal of the destination. The color palette is warm and inviting, creating a positive emotional connection. The background complements the text instead of competing with it.

- **Effective Visual Hierarchy and Readability**
  Different font sizes and weights clearly separate key information. Icons for meals, flights, hotels, and a tour guide improve scannability, making it easy to understand the offer quickly. The price is prominently displayed, ensuring users immediately see the cost.

- **Strong Call-to-Action (CTA)**
  A clearly visible "Book Now" button encourages immediate action. Contact details and an offer deadline create urgency. The design makes it easy for users to know what steps to take next, increasing the likelihood of bookings.