EXPERIMENT – 1

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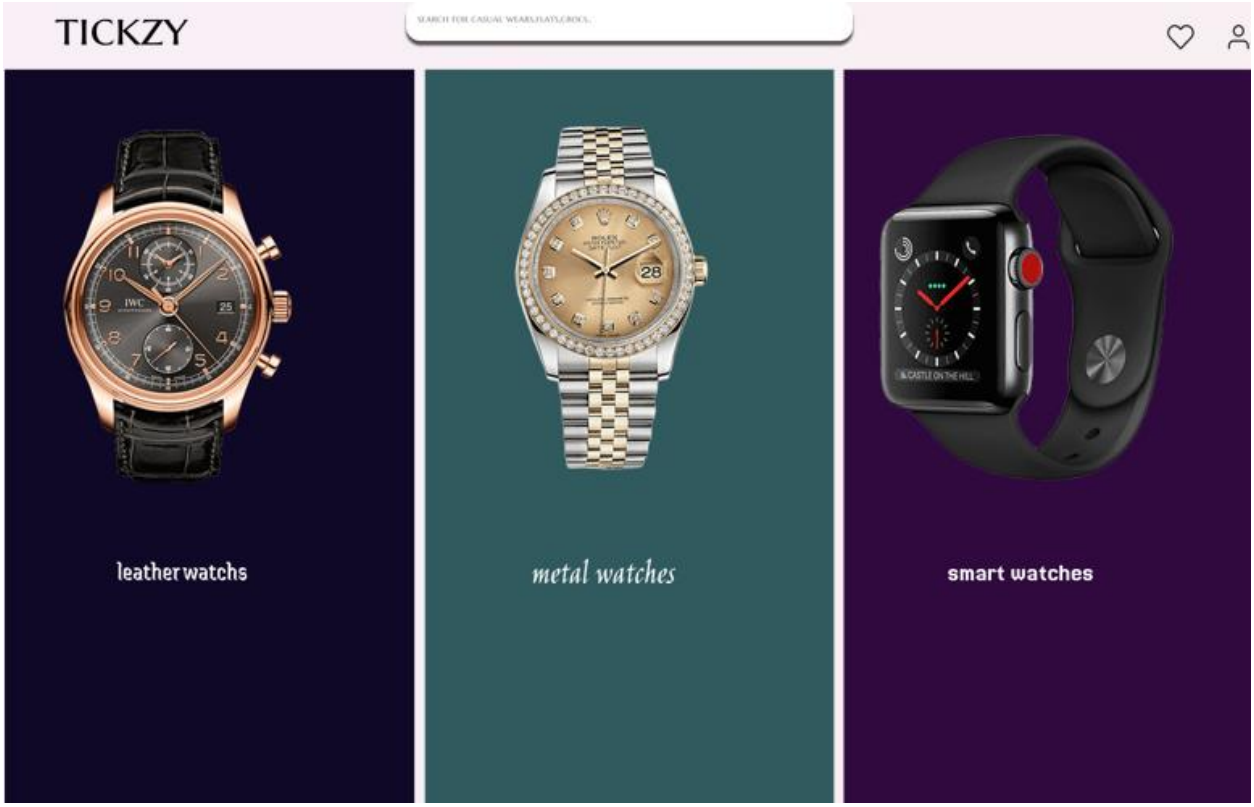
USER INTERFACE AND DESIGN

COMPARISON OF UI DESIGN BETWEEN TWO FIGMA CREATIONS

BAD WEBSITE:



GOOD WEBSITE:

BAD WEBSITE

Design Style

- Dark background is used, but earlier design lacked balance in spacing and alignment.
- Product categories were not clearly separated.
- Visual hierarchy was weak, causing difficulty in identifying key elements.

Content

- Limited descriptive text about products.
- Price and offer details were not highlighted effectively.
- Call-to-action buttons were less noticeable.

Navigation

- Navigation menu existed but was not strongly visible.
- Search and icons were present but not well emphasized.

Purpose

- Mainly focused on showing products without strong branding or engagement.
- Less user-friendly experience.

GOOD WEBSITE

Design Style

- Uses a premium **dark luxury theme** with gold and white typography.
- Clear category separation: **Leather Watches, Metal Watches, Smart Watches**.
- High-resolution product images placed as focal points, improving visual appeal.
- Consistent alignment and spacing create a professional e-commerce look.

Content

- Each page contains **product title, tagline, price, discount, and color options**.
- Offer badges like **"20% OFF"** and **"10% OFF"** are clearly visible.
- "**Add To Cart**" button is highlighted with a contrasting gold color.
- Additional sections such as **Customer Care** and **Reviews & Feedbacks** increase trust.

Navigation

- Top navigation bar includes **Home, Men, Women, Kids** for easy browsing.
- Search bar allows quick product lookup.
- Wishlist and profile icons enhance usability.

Purpose

- Designed specifically for **online shopping and conversions**.
- Strong branding and luxury appeal attract premium customers.
- Focuses on both **aesthetics and functionality**.

KEY DIFFERENCES

- **Visual Hierarchy:**
  Old design had weak focus areas, whereas the updated design clearly highlights product, price, and actions.
- **Branding:**
  Updated UI presents a strong luxury watch brand identity compared to the earlier generic layout.
- **User Engagement:**
  New design includes discounts, reviews, and customer care, improving interaction.
- **Navigation & Clarity:**
  Updated version offers better menu visibility, search functionality, and category clarity.

CONCLUSION

The updated watch website UI demonstrates effective application of UI design principles such as **contrast, hierarchy, consistency, and usability**. The improved layout enhances user experience, increases product visibility, and strengthens brand identity. Compared to the earlier version, the new design is more professional, engaging, and suitable for a real-world e-commerce platform.