

EXPERIMENT – 1

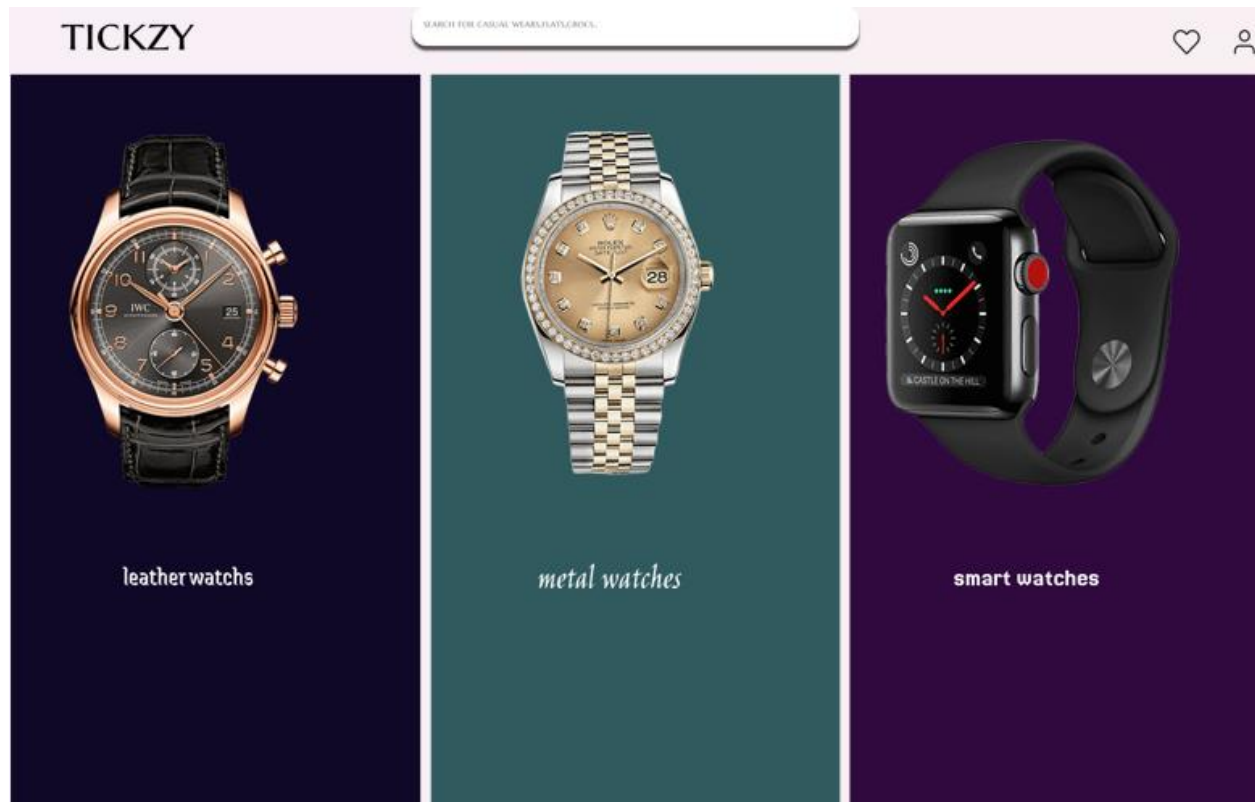
ROLL NO: 240701442

NAME: Roshini S

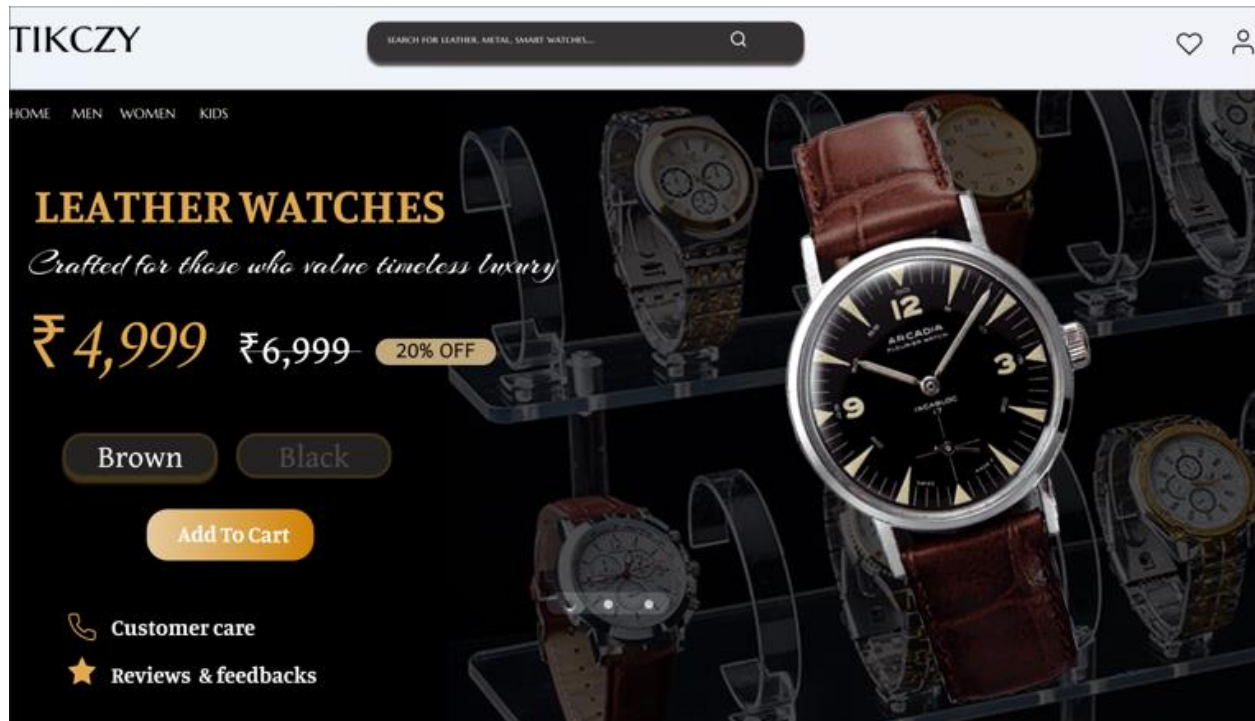
USER INTERFACE AND DESIGN

COMPARISON OF UI DESIGN BETWEEN TWO FIGMA CREATIONS

BAD WEBSITE:



GOOD WEBSITE:



TIKCZY

SEARCH FOR LEATHER, METAL, SMART WATCHES...

HOME MEN WOMEN KIDS

LEATHER WATCHES

Crafted for those who value timeless luxury

₹ 4,999 ₹ 6,999 20% OFF

Brown Black

Add To Cart

Customer care

Reviews & feedbacks

This promotional banner for TIKCZY Leather Watches features a dark background with several watches displayed on clear acrylic stands. The main focus is a watch with a black dial and a brown leather strap. The text is in a mix of bold, serif, and script fonts. The price is prominently displayed with a 20% discount tag. Navigation links and a search bar are at the top, and customer service links are at the bottom.



TIKCZY

SEARCH FOR LEATHER, METAL, SMART WATCHES...

HOME MEN WOMEN KIDS

METAL WATCHES

Bold by design. Built to stand out.

₹ 5,999 ₹ 7,999 20% OFF

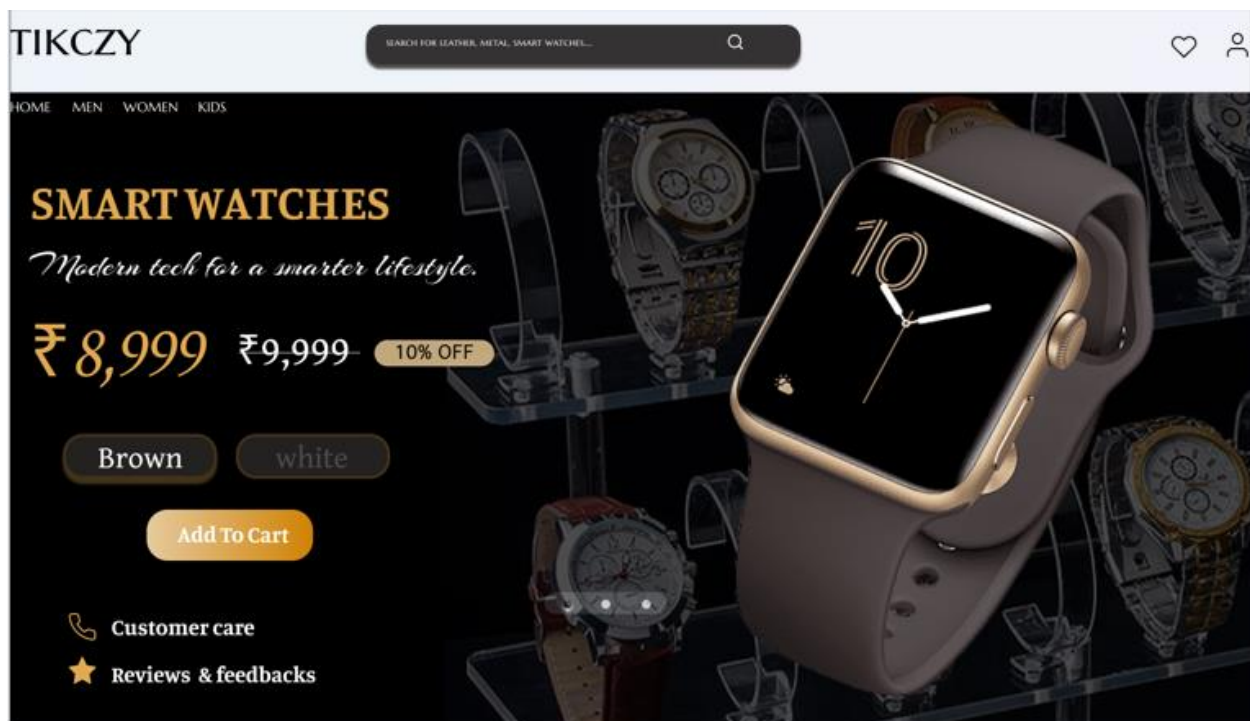
sliver gold

Add To Cart

Customer care

Reviews & feedbacks

This promotional banner for TIKCZY Metal Watches features a dark background with several watches displayed on clear acrylic stands. The main focus is a watch with a white dial and a metal link bracelet. The text is in a mix of bold, serif, and script fonts. The price is prominently displayed with a 20% discount tag. Navigation links and a search bar are at the top, and customer service links are at the bottom.



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.
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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.**
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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.
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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.