# How I Created the UI

## 1. Design Goal & Product Positioning

The primary goal was to position Rabbit r1 as a modern, tech-forward device. I focused on clarity, simplicity, and premium appeal, ensuring that users could quickly understand the product value, pricing, and call-to-action without distraction.

## 2. Visual Style & Theme

A dark-mode interface was chosen to enhance contrast and create a futuristic aesthetic. The bold red device color acts as the focal point, drawing immediate attention to the product. Soft gradients and shadows were used to add depth without overwhelming the layout.

## 3. Layout & Composition

The layout follows a balanced split-screen approach. The left side focuses on storytelling and branding, while the right side emphasizes product visuals, pricing, and the primary call-to-action. This structure ensures both emotional engagement and conversion efficiency.

## 4. Typography & Content Hierarchy

Minimal typography was used to maintain a clean interface. Clear hierarchy was established using font size, spacing, and contrast—product name first, followed by value proposition, shipping details, pricing, and finally the action button.

## 5. Call-to-Action Strategy

The 'Add to bag' CTA was designed to stand out subtly without breaking the premium feel. By limiting the number of CTAs, the page avoids decision fatigue and guides the user naturally toward purchase.

## 6. Tools Used

• Figma for UI design and prototyping
• Grid-based layout system for alignment
• Custom color palette inspired by hardware aesthetics
• Minimal iconography to reduce visual noise


This case study demonstrates my approach to combining aesthetics, usability, and business goals into a single, cohesive UI experience.