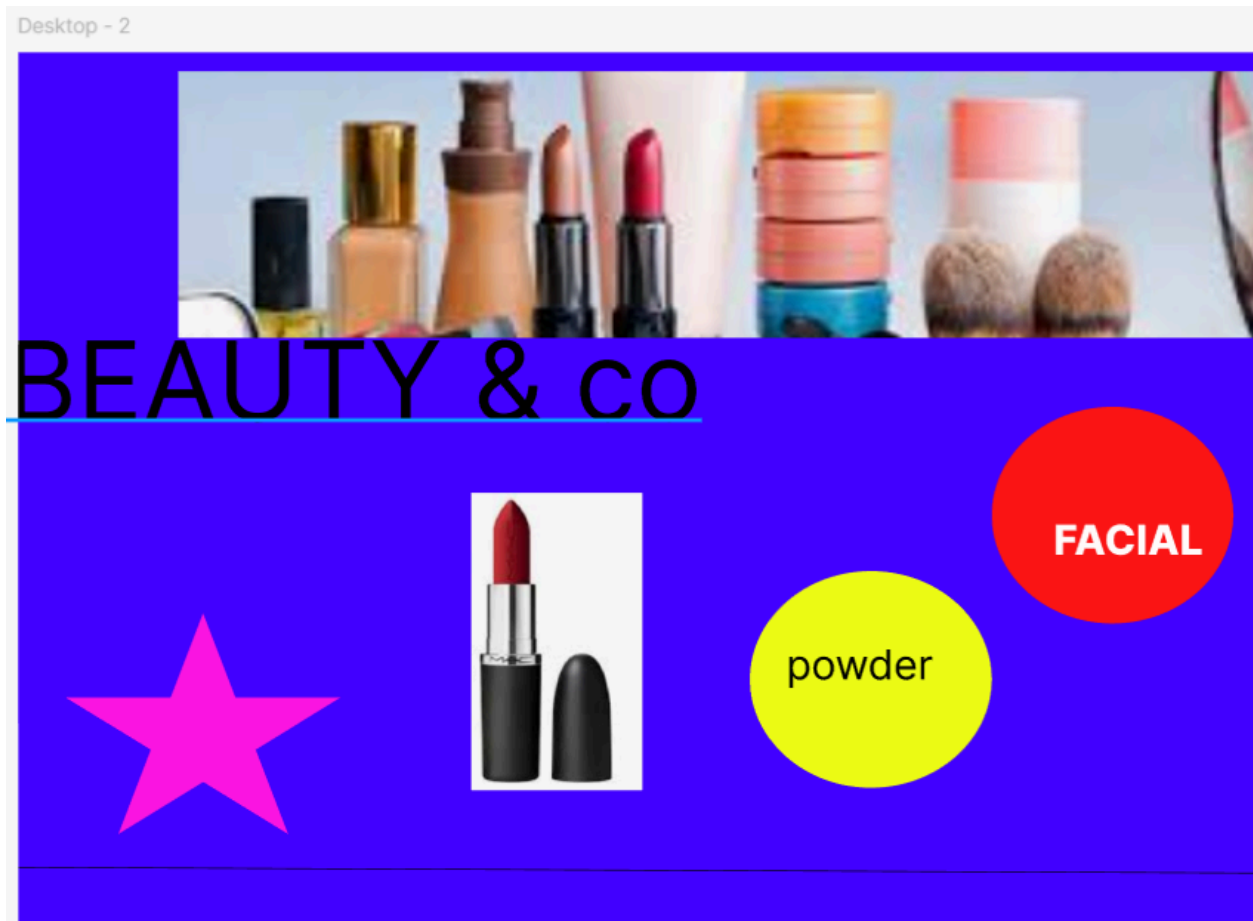# EXPERIMENT 1
GOOD VS BAD DESIGN

AIM:

To design and compare a bad user interface and a good user interface for a Beauty & Co website using Figma, in order to understand the importance of UI/UX principles such as consistency, alignment, hierarchy, readability, and usability.
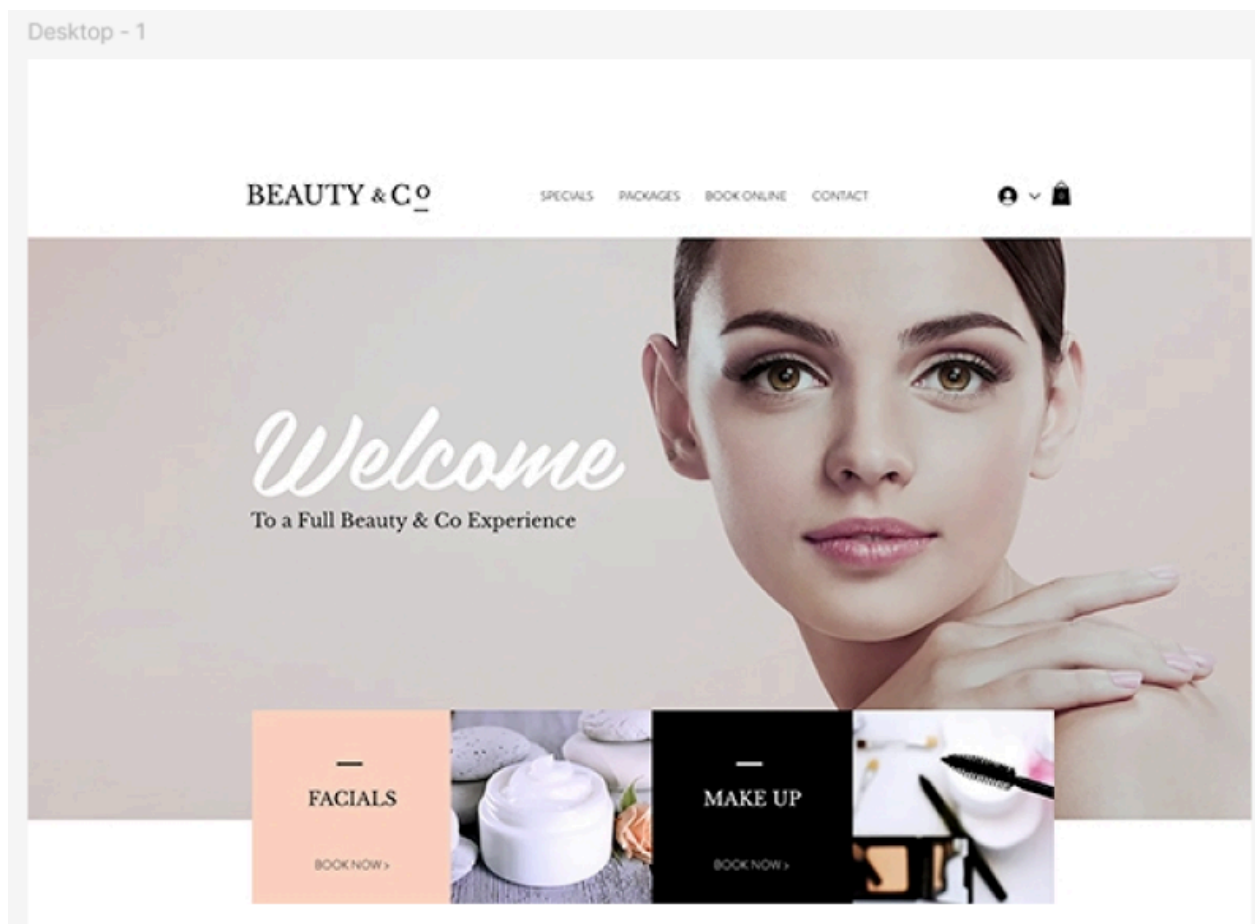
BAD DESIGN:

Why is this a bad design?

1. Colors used in the design do not match and clash with each other..
2. The background color is too bright and makes the screen uncomfortable to view.
3. Text is not clearly readable because of poor contrast with the background.
4. The heading overlaps with other elements and is poorly placed.
5. Elements are not properly aligned and appear randomly positioned.
6. Unnecessary shapes like the star are used without any purpose.
7. There is too much empty space in some areas and crowding in others.
8. The overall layout looks cluttered and confusing.

GOOD DESIGN:

Why is this a good design?

1. The design uses a clean and consistent color palette.
2. Proper contrast is maintained between text and background, improving readability.
3. Font sizes are used properly to show clear hierarchy.
4. The heading is clearly visible and well positioned.
5. Elements are properly aligned and follow a structured layout.
6. Images are high quality and relevant to the content.
7. Images are placed neatly and aligned properly.
8. Navigation menu is simple and easy to understand.
9. Buttons are clearly visible and look clickable.

RESULT:

The bad design demonstrated poor color usage, improper alignment, lack of hierarchy, and confusing layout, which negatively affected readability and user experience.

The good design demonstrated proper alignment, consistent typography, balanced color usage, clear visual hierarchy, and better usability.

Through this comparison, the importance of following UI/UX principles in creating effective and user-friendly designs was clearly understood.