**Devansh Shah       1914078       TY IT A4**
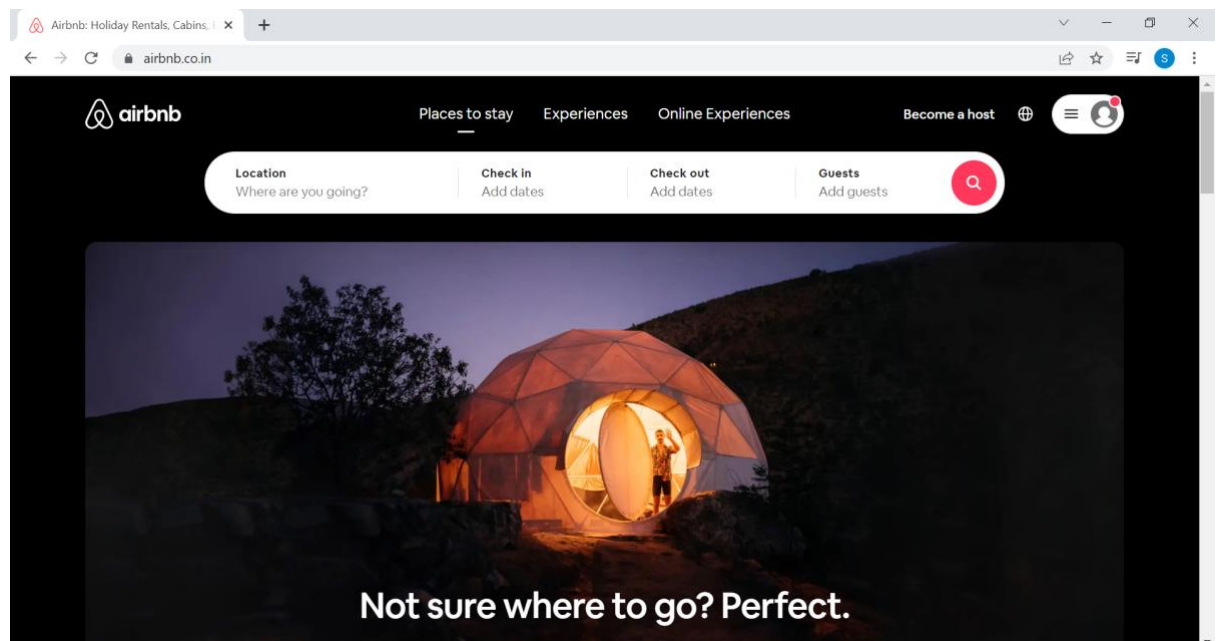**UI/UX Question 2**

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**Question :** Select any three interfaces ( Web /Mobile) of your choice. Confirm how visual hierarchy traits are applied on the respective UIs.
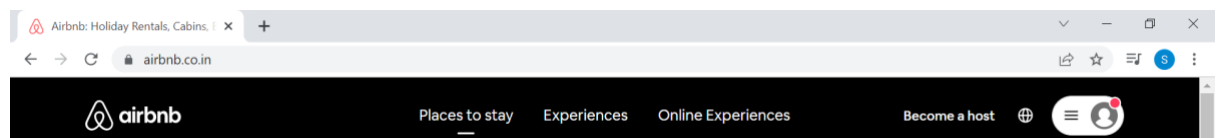You can submit your answer in a word document with a screen shots of related UI.

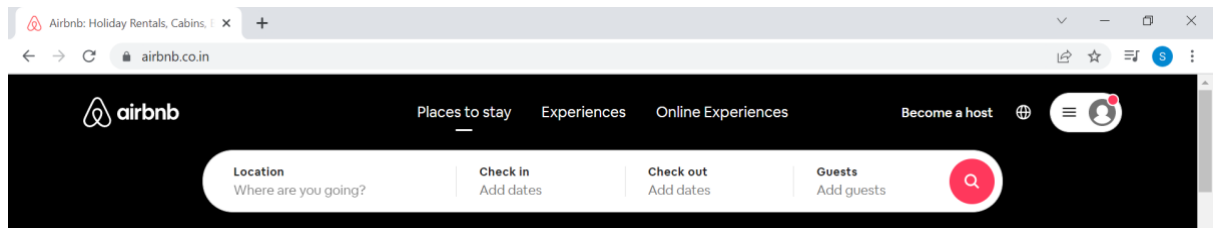# 1. <u>Airbnb</u>

**Landing Page :**



- With the perfect contrast in colours the landing page of Airbnb sets the user's focus straight to checking room availability, which keeps users on the web page
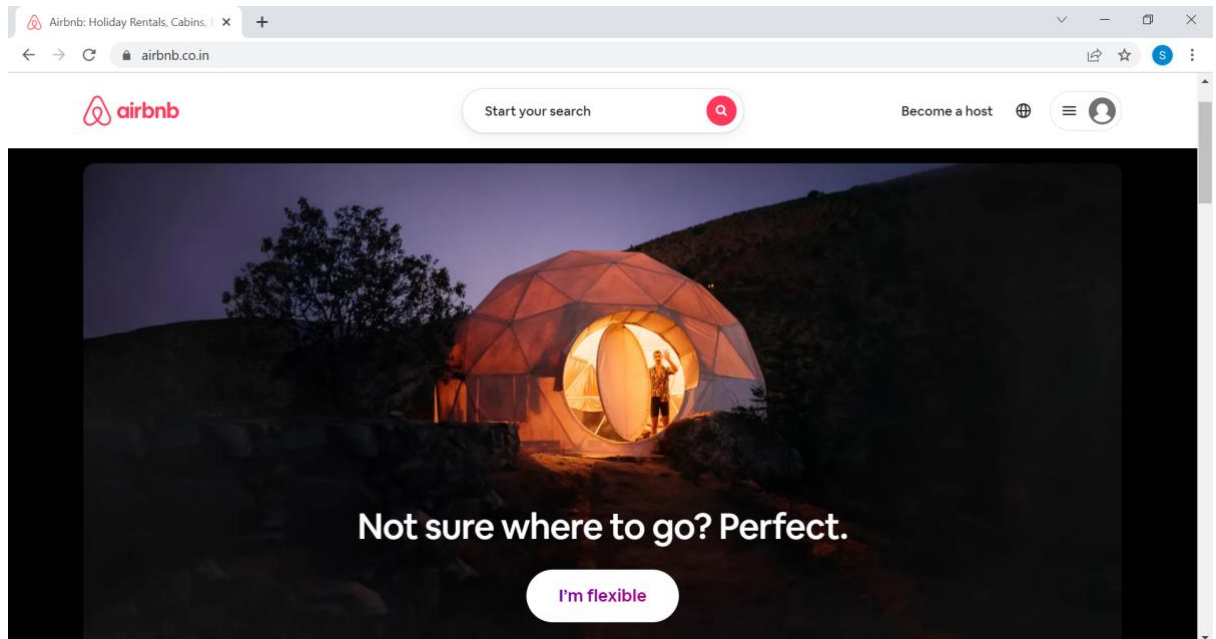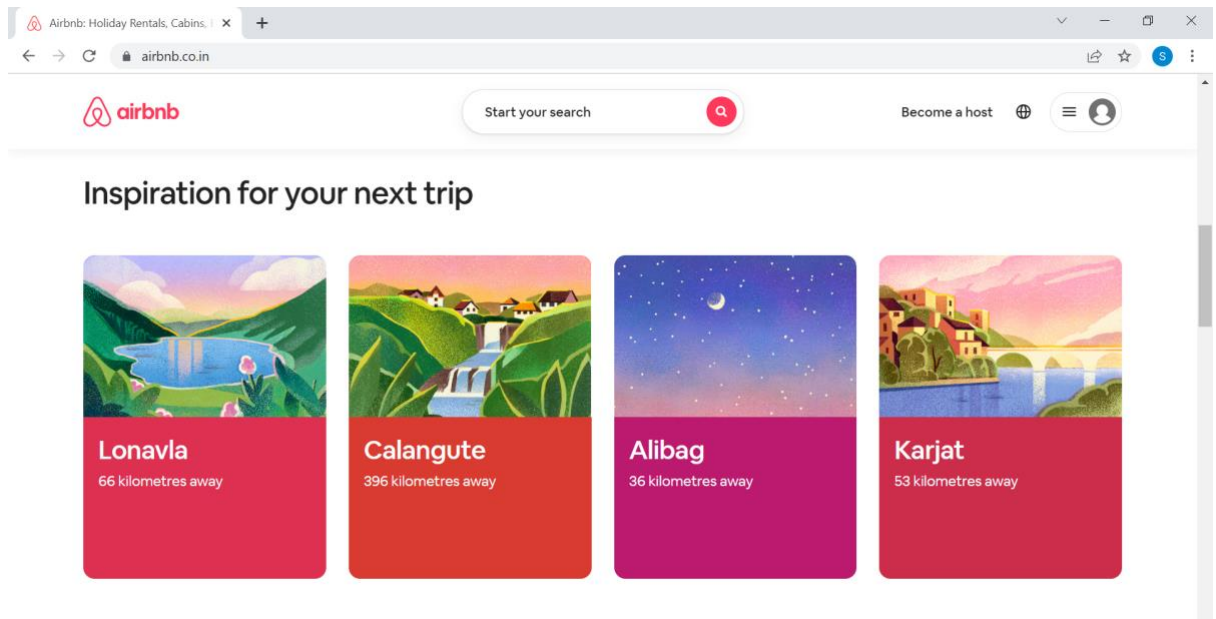
**<u>Visual Hierarchy -</u>**



- The Navigation bar is placed at the top and gives a proper gist of the website in one go, hence keeping a clear focus for the users.
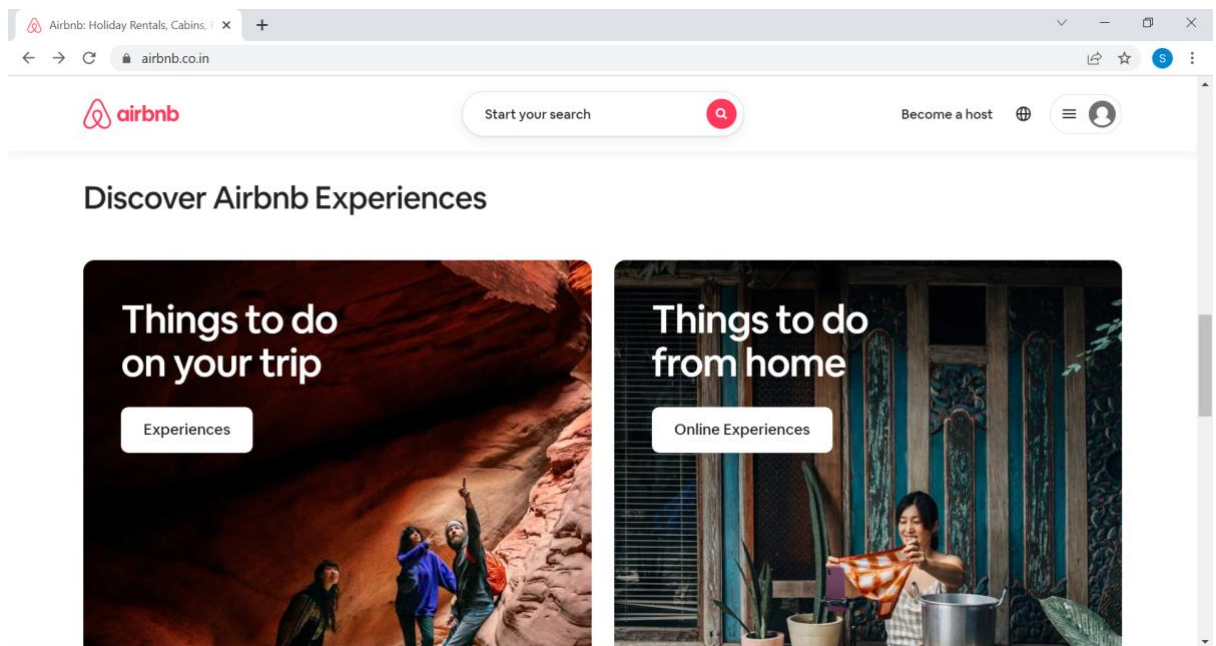
- Right after the Navbar comes the section where the user can select availability of rooms in their preferred location, this makes sure that the user doesn't drift away and find what they need in one go
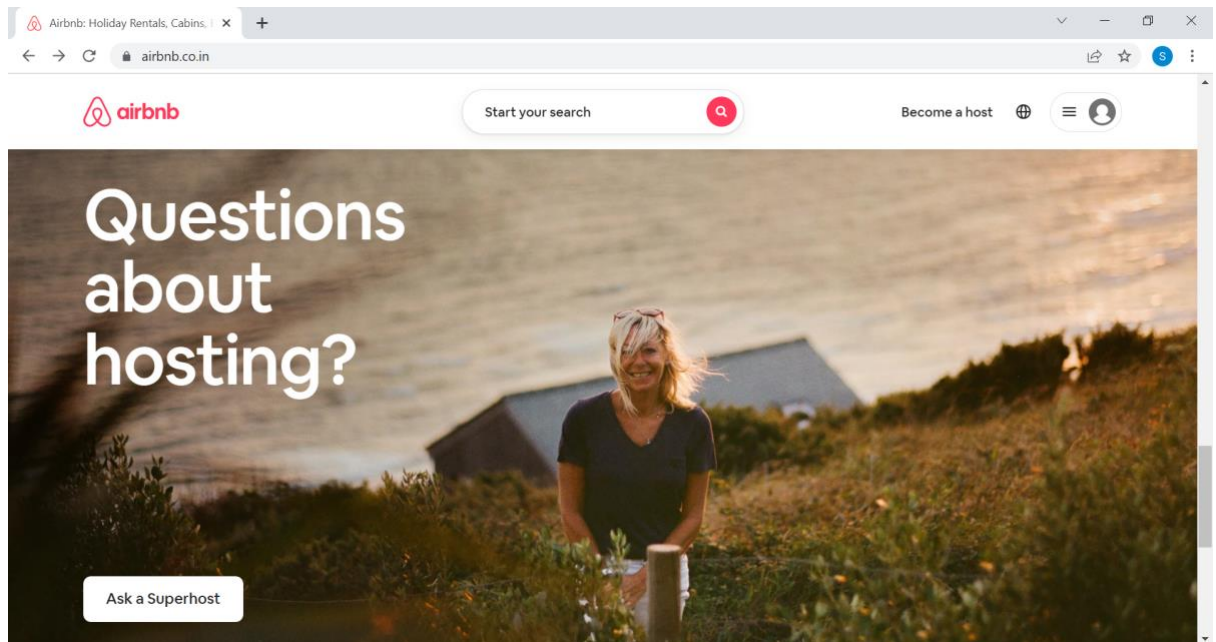


- Immediately after that comes the section where the user who doesn't know where to go can find a few places to visit. The colour contrast, font size and button style everything goes hand in hand. Text placed on image is in perfect hierarchy
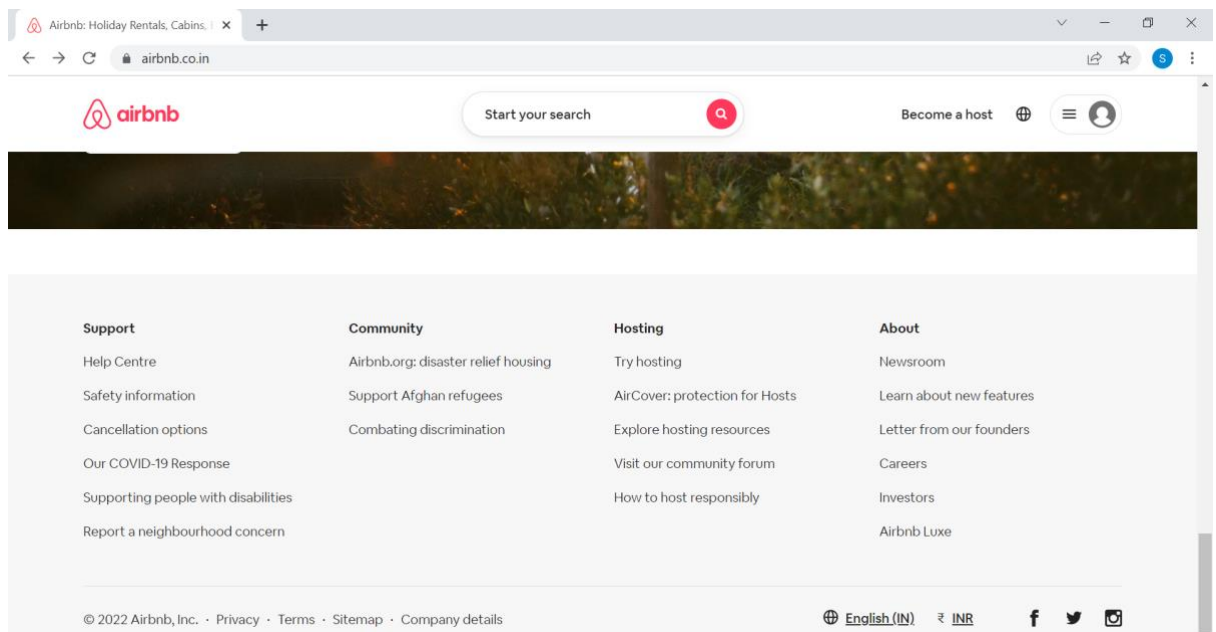
- This section is an excellent example of the **Proximity Principle of UI Design**.
- The use of white space in the background boosts visual hierarchy.
- This makes sure that the eyes focus on the vibrant colours of the cards.



- This section also portrays the **Proximity Principle.**

- This section depicts visual hierarchy in a proper way as the heading 'Questions about hosting' is catching the eye.
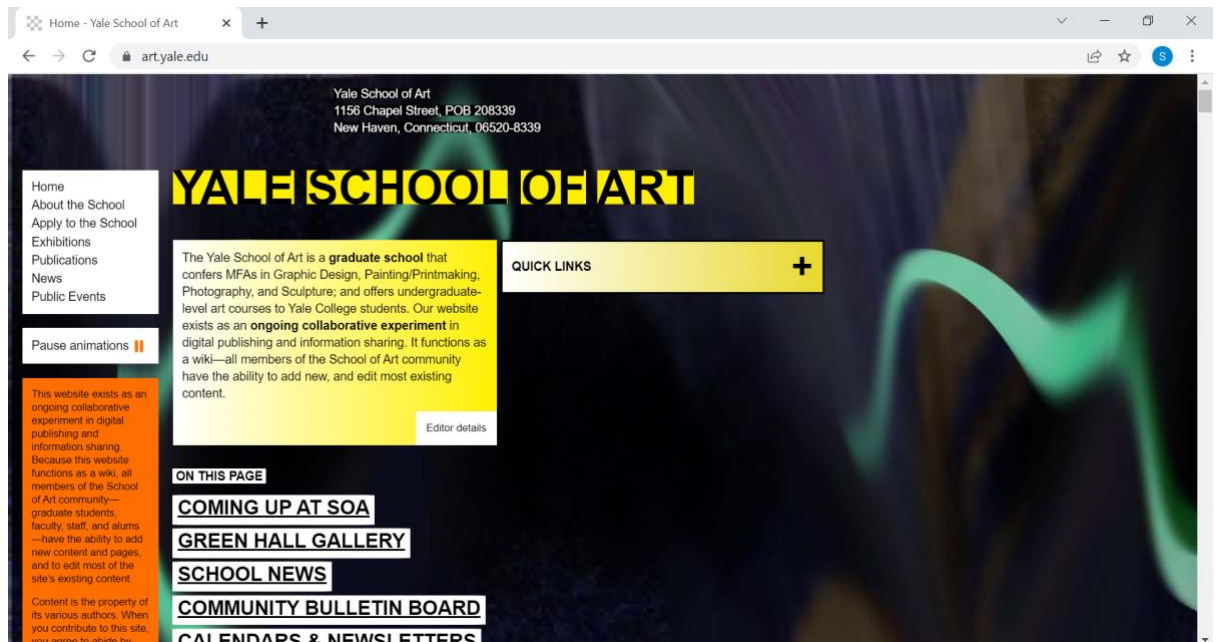


- Lastly, the footer is placed at the bottom of the page, with very subtle grey tones showing them to be less important but yet giving an importance to the content of the footer.
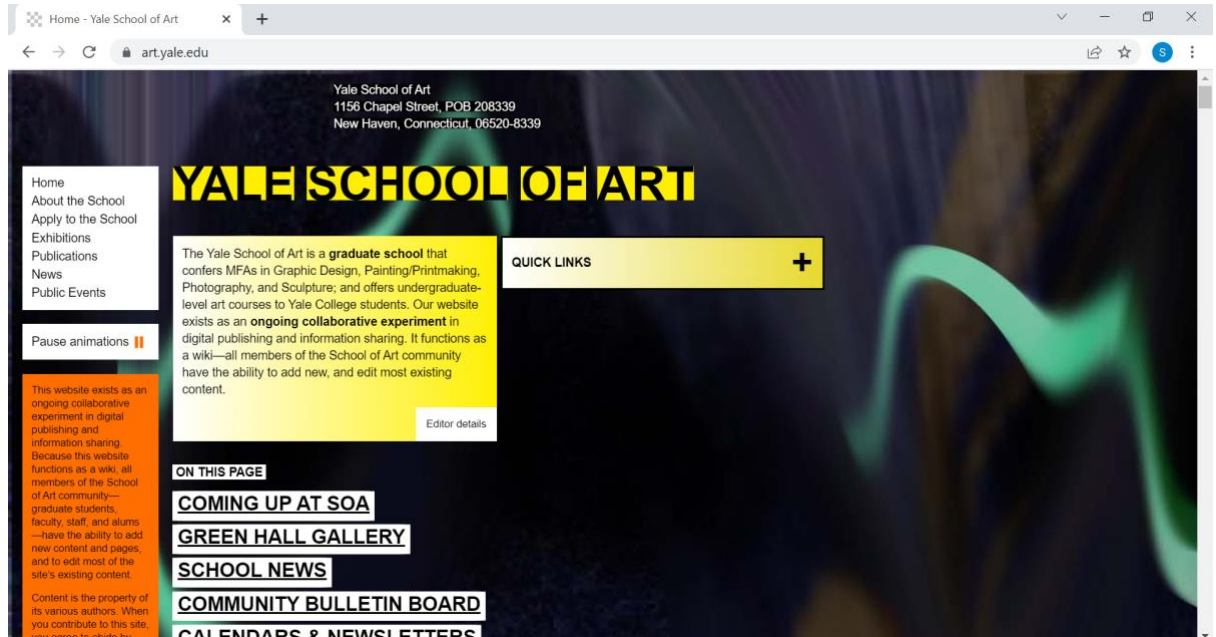
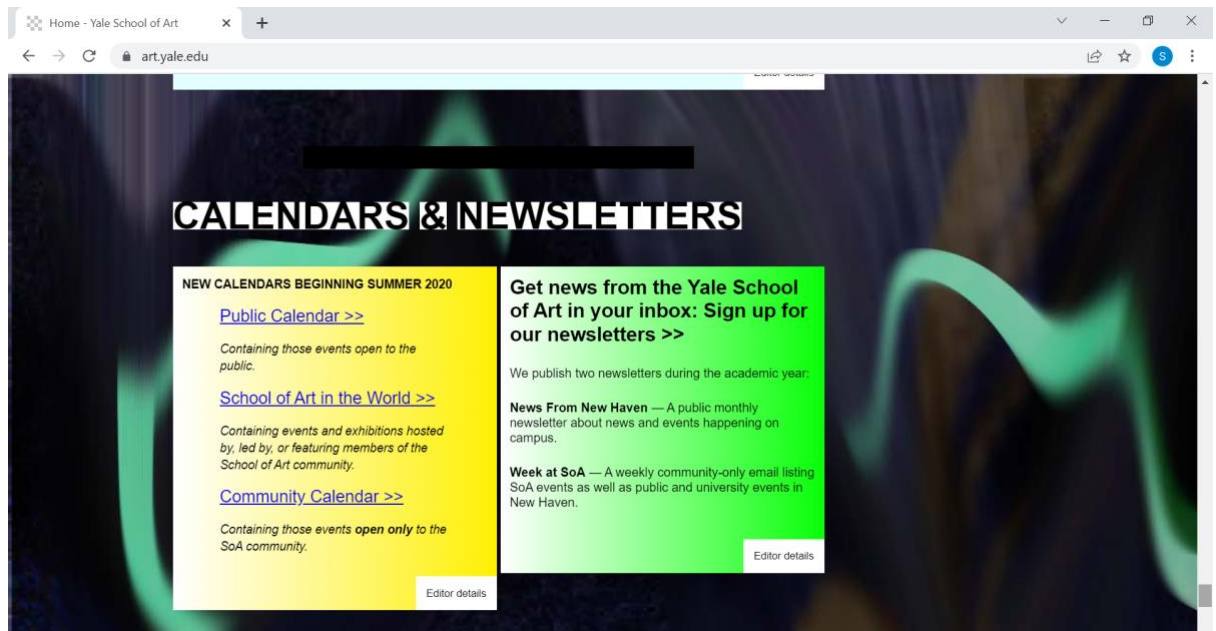## 2. **Yale School of Art**

- **Landing Page**

- This is a bad website user interface with no structure of any form.
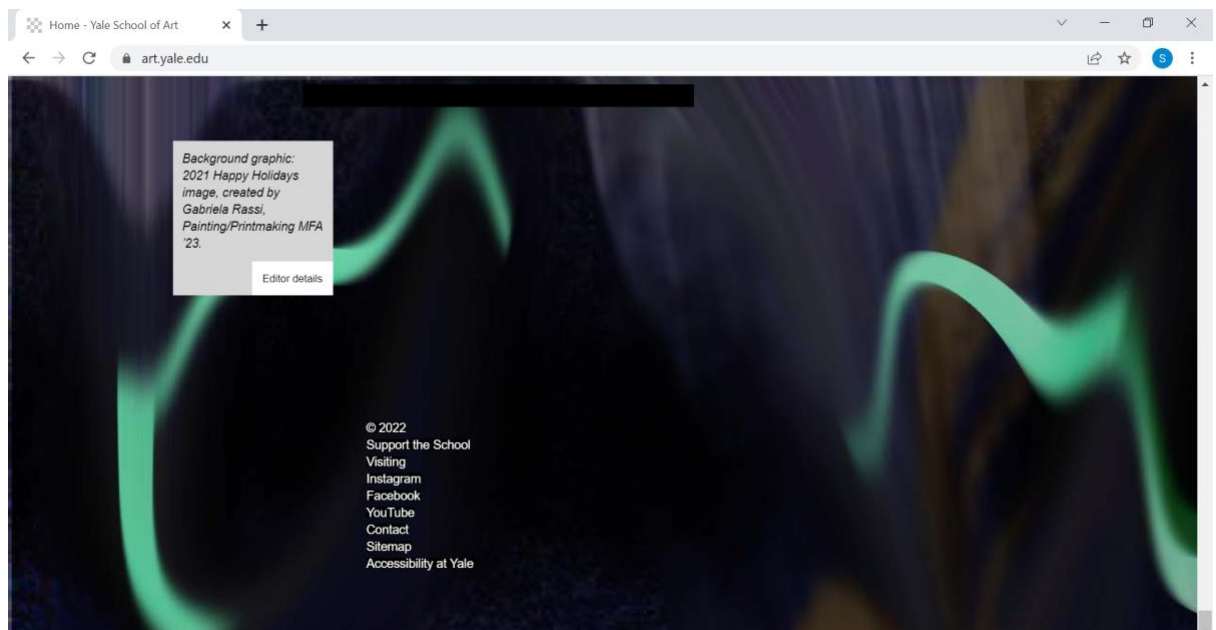- A very cluttered interface with bad selection of colours, presenting no contrast at all.

- **Visual Hierarchy**



- The interface shows no signs of visual hierarchy.
- There is a poor choice of heading fonts and size.
- Navbar, sidebar, header everything is cluttered on the left hand side of the page leaving the left basically empty which is an absolute waste of space.
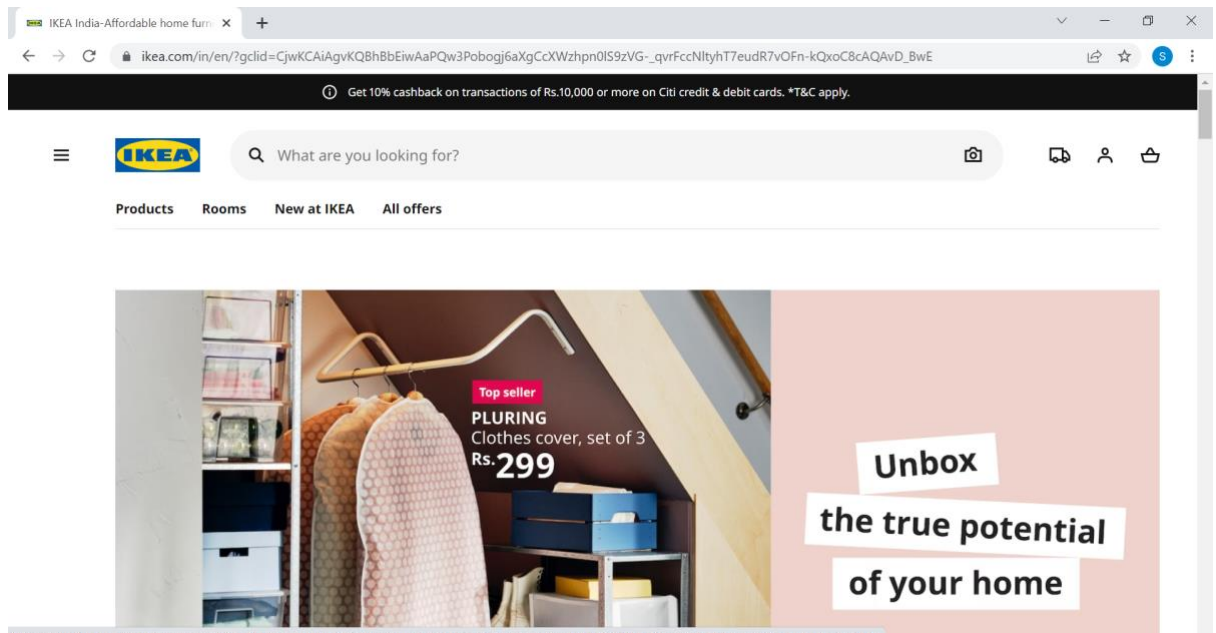
- Headings have a background colour but there is no breathing space between the background and the text making it visually displeasing. There is absolutely no uniformity in the overall website.



- Lastly, the footer is poorly designed, there is no way one can say that this is the footer section, the text is just randomly placed on the right hand side.
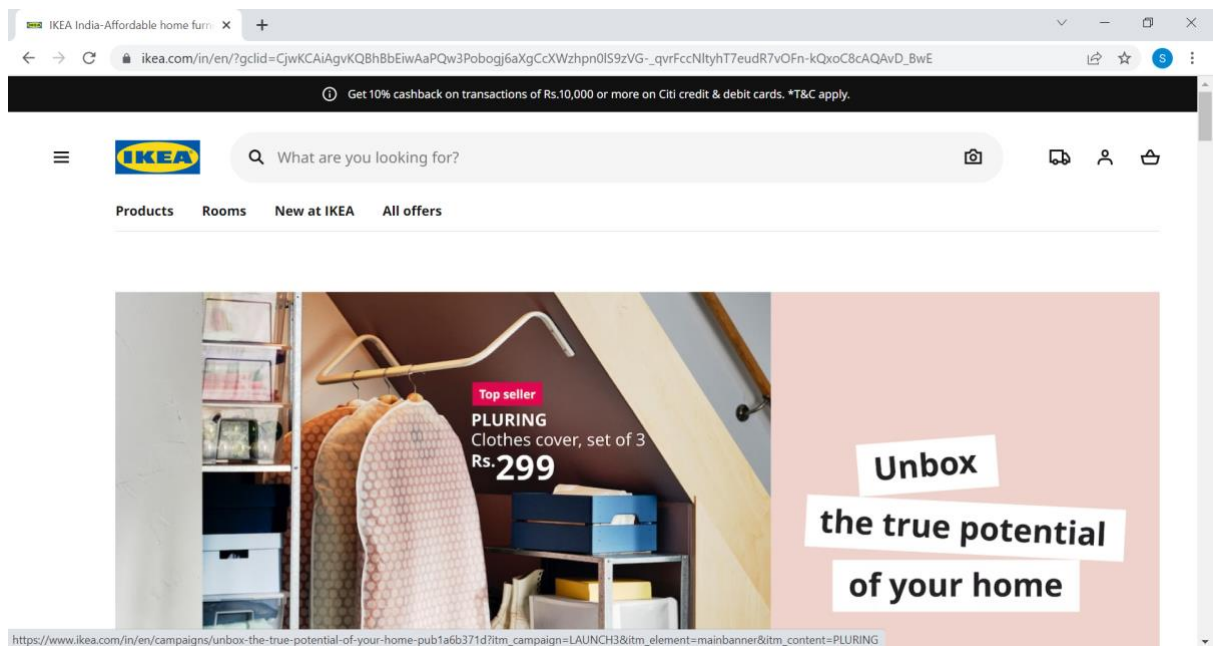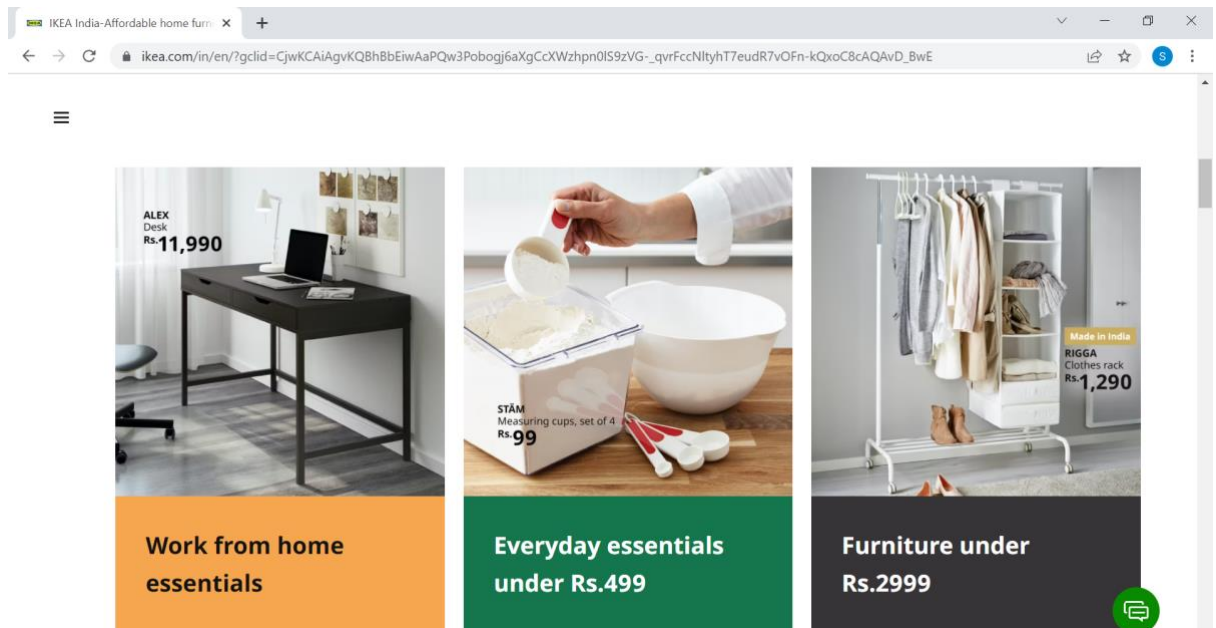
## 3. Ikea

**Landing Page**

An aesthetic, minimal website design giving users the feel of an actual furniture store.

## Visual Hierarchy



- The placing of Navigation bar is justified, the use of search bar gives an upper hand to the user as they can directly go on to search what they are looking for.
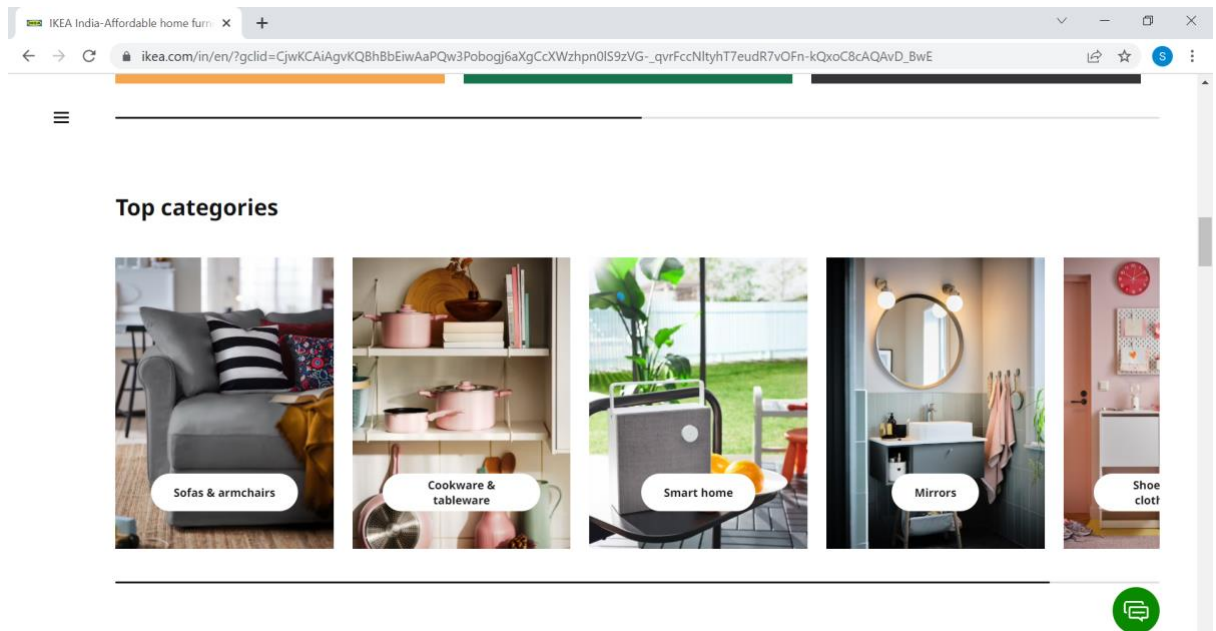
- Use of the Proximity Principle makes this design very sleek, yet a heading on the top could have made the design even better.
- The words 'under' or 'under Rs. 499' could have been highlighted or made bold so that the user may be attracted and hence more inclined to click on the link.
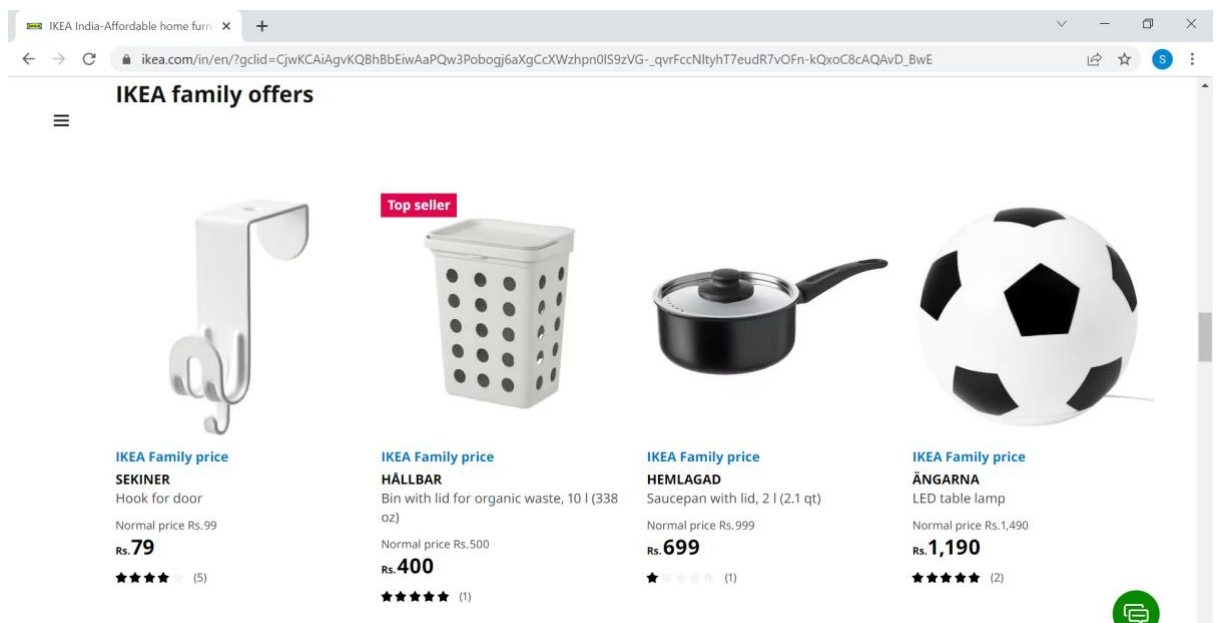


- The text on the images is not visible as the font is very small and the colour is getting mixed with the background design.
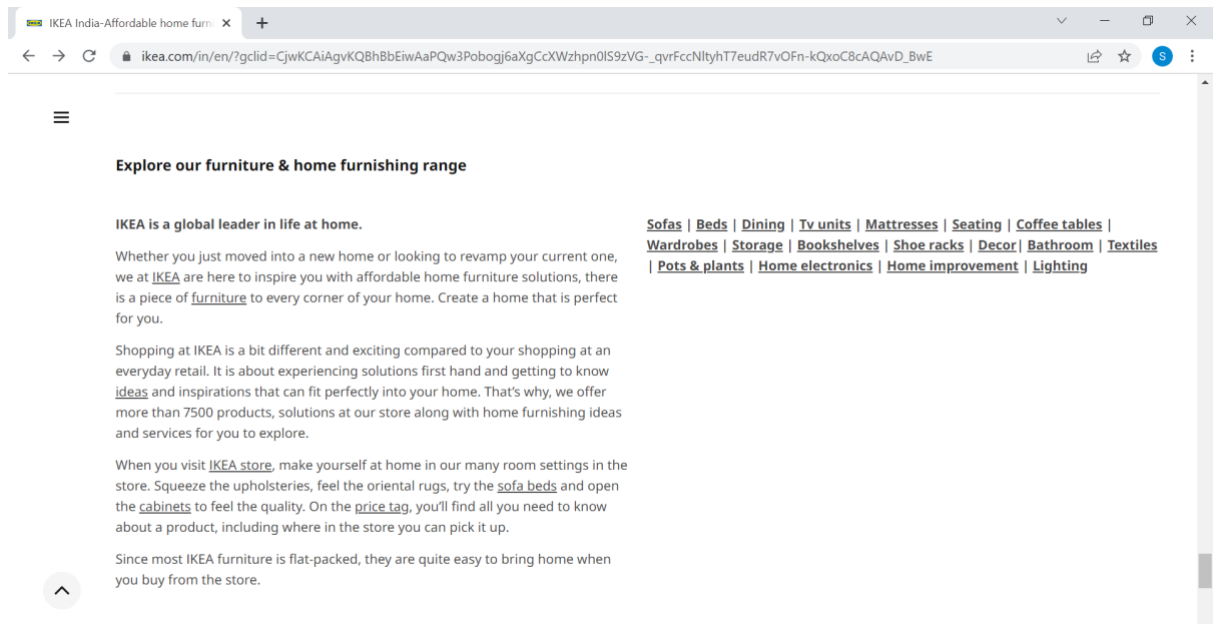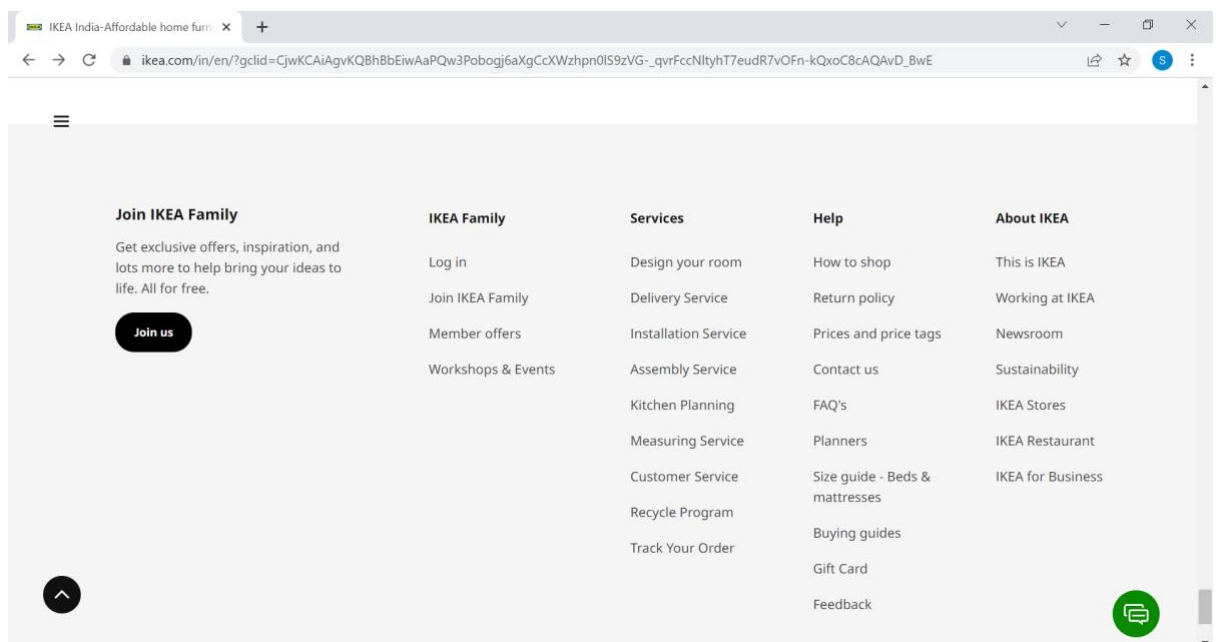
- This section is a good example showing visual hierarchy; there is a heading on the top, each image has it's own description placed in the bottom in a button which is clearly visible to the eyes.
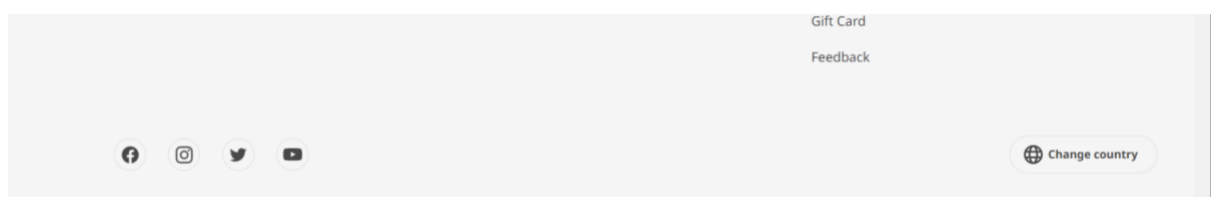


- The use of a vibrant colour drives the eye on the 'top seller' and hence making users tempted to buy that product.

- The alignment in this section doesn't seem proper as the space on right bottom is being wasted. Instead of this all the text could have been centre aligned.



- The use of a subtle grey colour depicts that this is the footer of the page but again some space on the left hand side seems missing.



- These icons could have been included in that missing space to make the footer look complete.