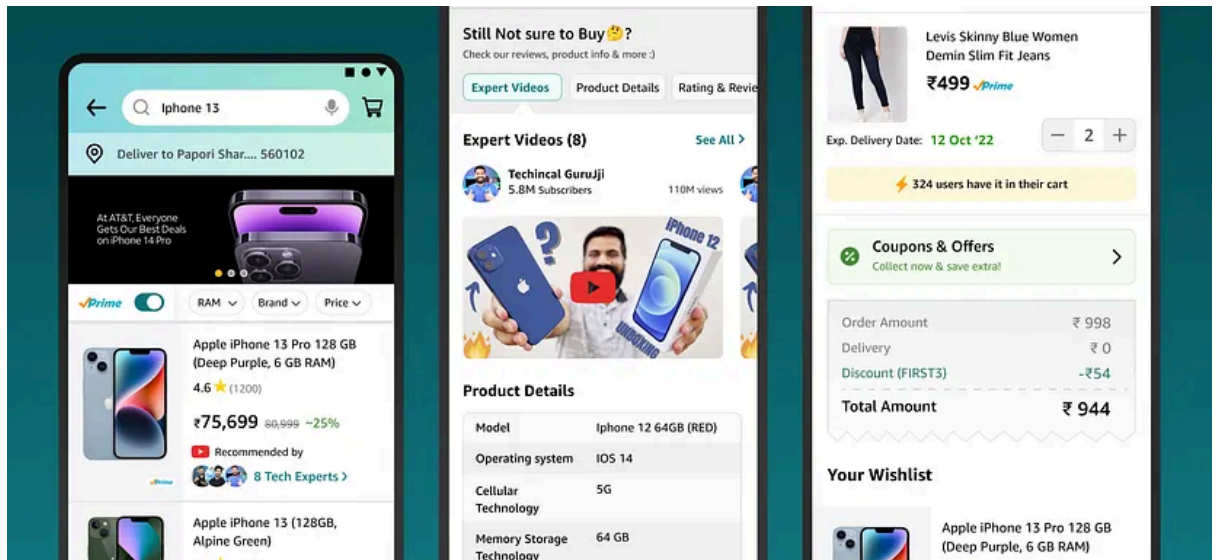


Assignment Task :

1. Select a popular website such as Amazon, LinkedIn, Or Youtube and analyse its typography, UI component, and responsive layout.

Amazon:-



TYPOGRAPHY

Font:- In Amazon sans-serif font is used

Usually 16px bold and clickable

Color:- On white color the black and grey color is used

Links are typically blue

UI COMPONENTS

SearchBar:- It is placed on the top of the front page, prominent and always visible at the top.

Top Bar:- Logo ,Location , Account, cart etc.

Product Detail :- Price , Discount , Delivery date,
Add to cart and buy now button

RESPONSIVE LAYOUT:-

Mobile:- (768 px)

Product listing start , image> title >price>button

Add to cart remains high on the screen to minimize scrolling.

Swipe able cursor for more detail

Tab:- (768 px-991px)

You can see 2-3 products in a row

Amazon's layout adjusts to fit the screen better.

Desktop :- (992 px-1024 px)

**Multi column grid layout for product
Persistent navigation and filter options.**

- **Examine the typography choices used on the website**

The typography choices used on the website are :-

1. **Contrast / color :-high contrast ratio**
 2. **Consistency:- font size will adjust for mobile, tab,desktop.**
 3. **Font weight:-**
 4. **Font size:-**
 - **Heading - 24px-32px**
 - **Body text - 14px-16px**
 - **Captions - 12px-14px**
 5. **Family font:-**
 - **sarif - arial, roboto**
 - **San-sarif - new roman**
 - **Monospace - consulus**
- **Identify the typeface(serif,sans-serif,mono)and their use across different sections.**
 1. **Sarif - sarif fonts are typefaces that feature small lines. Used in traditional reading**

Happy Serif

2. **Sans-sarif - which have small decorative lines or feet at the end of the stroke of letters. It is easy to reason screen**

Sans Serif

3. **Monospaced (mono):- equal spacing between letters**

axis

- **Analyze typography hierarchy, including headings, body text, and CTA buttons.**
 1. **Hierarchy:- size , weight , color , spacing.**
 2. **Heading:-(H1-H2)**

It establishes structure and breaks content into sections.

(i). H1- Primary page title

- **Largest size and boldest weight**
- **Clearly communicate the page's**

(ii). H2-section title

- **Subsections under H1.**
- **Smaller than H1 but still prominent.**

(iii). H3-subsection title

- **Nested under H2.**
- **Slightly smaller or lighter in weight.**

(iv). H4-H6-supporting subtitle

- **Nested under H2.**
- **lighter in weight.**

3. Body text:- hierarchy tool is bold / Italic
1.5-1.8 line height for legibility
14px-18px for digital screen

4. CTA(Call -To -Action) button:-It is larger than body text
High contrast ratio.
White space around buttons

- **Explain how typography impacts readability on different screens**

1. Font Size

Big screens can use different sizes for headings and body text, but on small screens, the text needs to be slightly bigger so people don't have to zoom in.

2. Font Style & Weight

Simple, clean fonts (like sans-serif) are easier to read on screens. Very thin or very bold text can make reading harder.

3. Spacing

Enough space between lines and letters makes text feel open and clear instead of cramped.

4. Contrast & Color

Text should stand out from the background. Dark text on a light background (or the opposite) is easiest to read.

5. Responsive Text

- ***Text should resize itself to fit the screen, so it never feels too big on a small phone or too small on a big monitor.***

6. Line Length

- ***Text lines shouldn't be too long or too short. Around 45–75 characters per line is easiest to read.***

2. Document key UI components found on the website

- ***Key UI parts I see on a website are:***
 1. ***Navigation bar – The top part with logo and links that help me move around the site.***
 2. ***Hero area – Big section at the top that shows main heading, image, and button to click.***
 3. ***Cards – Small boxes that show products, posts, or details in a neat way.***
 4. ***Buttons – Things I click to do actions like buy, submit, or sign up.***
 5. ***Forms – Where I type my details, like search, login, or contact form.***
 6. ***Pop-ups – Small windows that open for offers or alerts.***
 7. ***Footer – Bottom area with links to contact info, policies, or social media.***
- ***Identify elements like buttons, dropdowns, text fields, sliders, and navigation bars***
 1. ***Buttons – Small clickable parts on a page used to do something, like submitting a form or moving to another page.***

2. **Dropdowns** – A list that opens when clicked, showing more choices to pick from.
 3. **Text Fields** – Boxes where we can type information like our name, email, or search text.
 4. **Sliders** – A line with a button we can drag to set a value, like volume or price range.
 5. **Navigation Bars** – A menu that helps move around different sections of a site or app.
- **Evaluate their consistency, spacing, and usability**
 1. **Consistency:-**

Everything on the site should look and work the same everywhere. Same button styles, fonts, colors, and layouts so users don't get confused when moving from one page to another.

2. Spacing:-

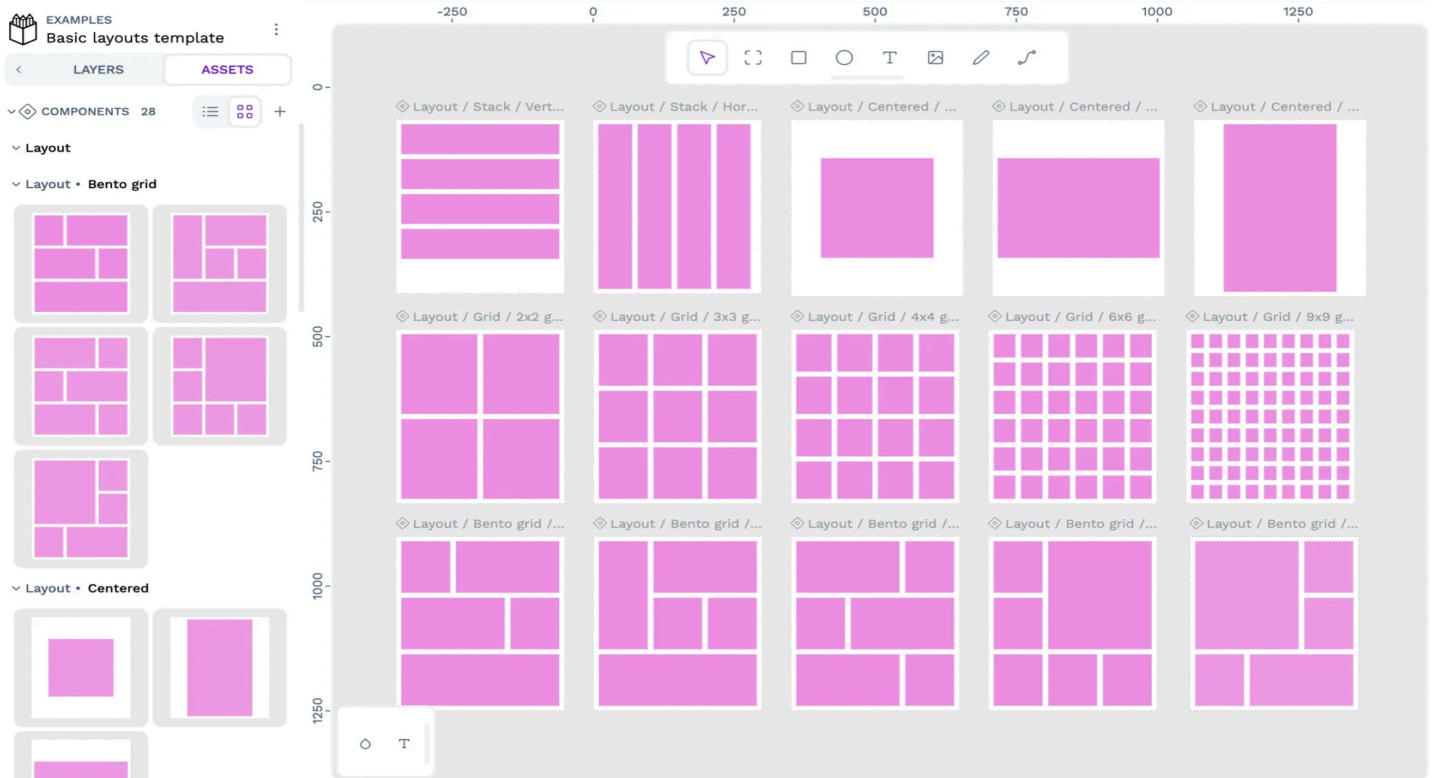
Enough space should be left between text, images, and buttons so things don't look cramped. Proper gaps make the page look neat and guide the eyes to important stuff first.

3. Usability:-

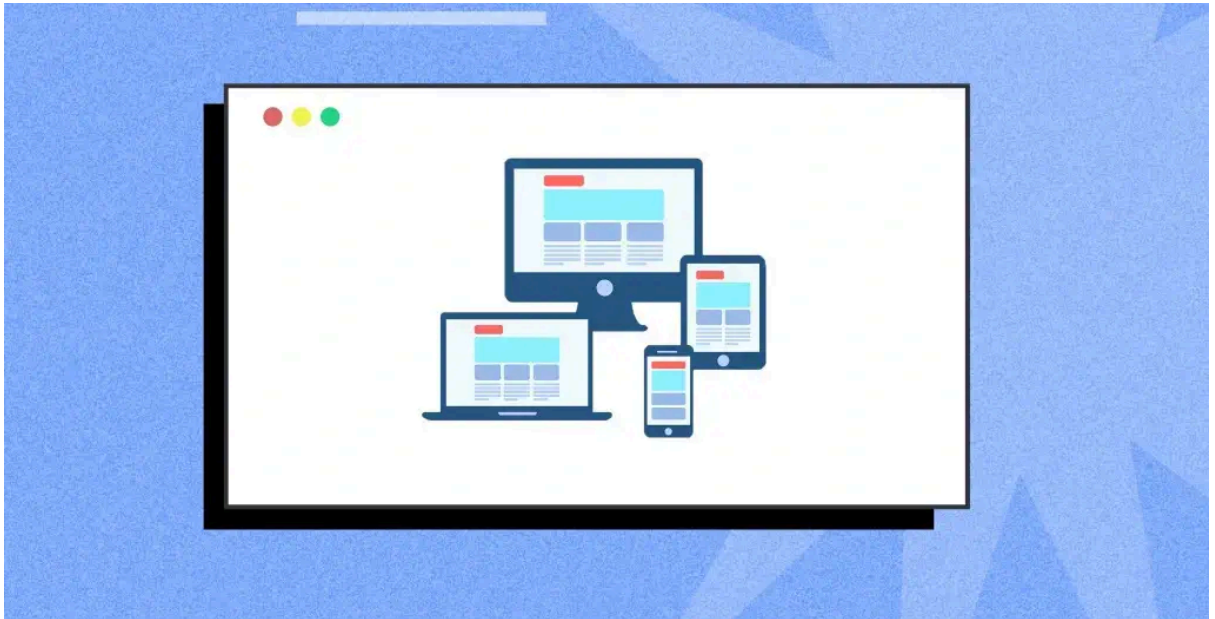
The design should be simple to use. Buttons should be easy to tap, text easy to read, and users should quickly find what they are looking for without getting lost.

3. Analyze the responsive grid layout of the website

- *The website uses a grid that changes shape depending on screen size. On large screens, content is arranged in multiple columns with proper spacing. As the screen gets smaller, these columns shift, shrink, or stack into a single column to fit properly.*
- *There are set points where the design changes—like when moving from desktop to tablet or mobile view. At these points, images resize, menus become compact, and sections rearrange for easy viewing.*
- *Spacing and alignment stay neat on all devices, keeping everything readable and user-friendly. This approach makes the site easy to use whether you open it on a computer, tablet, or phone.*



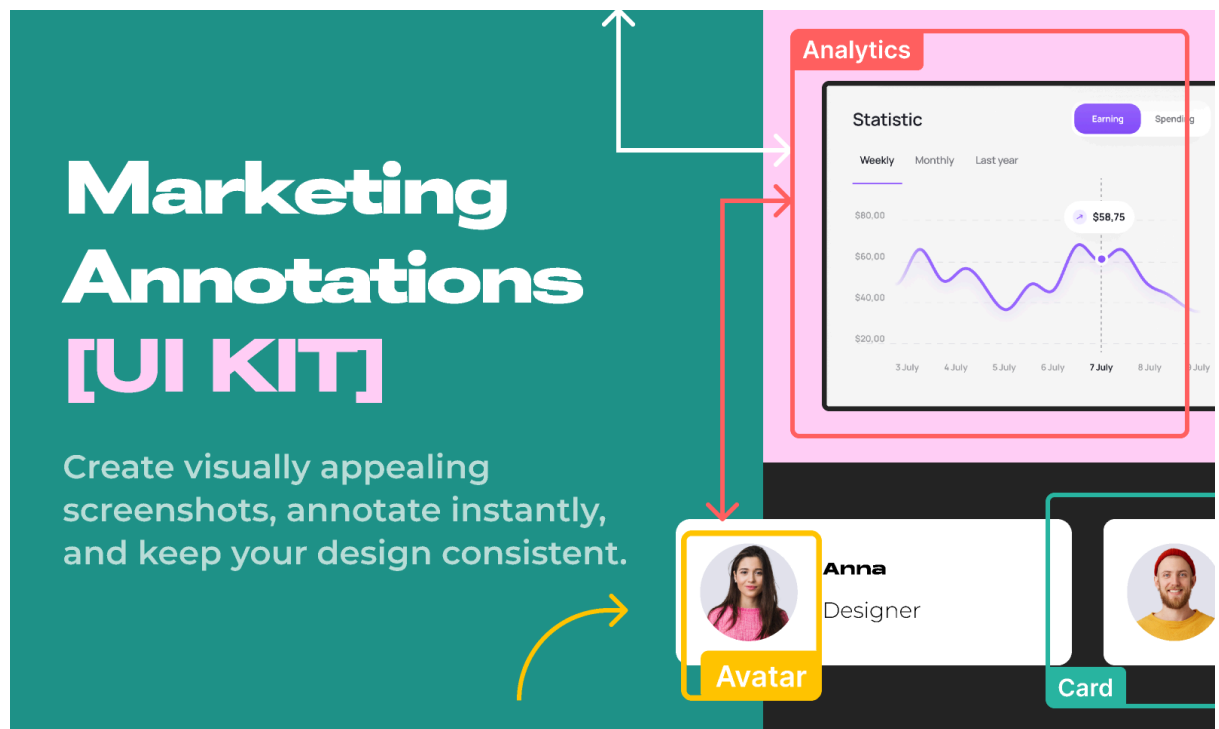
- **Observe how the layout adjusts for desktop, tablet, and mobile screens**
- **The site shifts its design based on screen size. On a laptop, the layout feels wide with sections placed side by side, while on a phone, everything lines up vertically and buttons look bigger for easy tapping.**



- ***Identify how elements resize, reposition, or hide on different screen sizes.***
 - ***When the screen size changes, the website adjusts its layout to fit properly. Some elements get smaller or larger, while others move to different positions to stay clear and usable. On smaller screens, a few items may be hidden or replaced with icons to save space. This helps the design stay neat and user-friendly across desktop, tablet, and mobile views.***
- ***Compare findings with UI UX best practices and assess the website strengths and weaknesses.***

5. Prepare a structured report or slide deck with

- ***Annotated screenshots highlighting typography, UI components, and responsive design.***



- *This picture shows how to highlight different parts of a design using clear labels and arrows. It points out elements like charts, profile images, and cards with bright colors so they stand out. The main text explains that this style helps make screenshots look neat, easy to understand, and consistent.*

- *A comparison table or visual representation of design changes across screens*

Comparison Table (in simple words)

<i>screen size:-</i>	<i>Layout Look</i>	<i>Text Style</i>	<i>Menu Style</i>	<i>Image Display</i>
<i>Desktop:-</i>	<i>Wide layout with many sections placed</i>	<i>Big headings and medium text for</i>	<i>Full menu with all options visible</i>	<i>High-quality large</i>

	<i>side by side</i>	<i>reading</i>		<i>images</i>
<i>tab:-</i>	<i>Medium layout, usually two sections side by side</i>	<i>Text slightly smaller than desktop</i>	<i>Menu may be collapsible or on the side</i>	<i>Images are medium-sized</i>
<i>Mobile :-</i>	<i>Single-column layout, everything stacked</i>	<i>Text is smaller and compact</i>	<i>Menu hidden under three-line icon (hamburger)</i>	<i>Images made lighter for fast loading</i>

- *A brief reflection on how the website follows industry design principles.*
- *The website applies key industry design principles by maintaining a clear visual hierarchy, ensuring consistent spacing and typography, and offering an intuitive navigation flow. Elements are aligned for balance, colors are used purposefully for emphasis, and the layout adapts well to different screen sizes. Overall, it reflects a user-centered approach, focusing on clarity, accessibility, and ease of use.*

