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The Application of Visual Communication Design Strategies in User Interface (UI) Experiences on Digital Platforms

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Abstract
Visual design influences an app's user-friendliness in digital applications- this study takes Shopee, Gojek, and Ruangguru MSN with their interfaces as examples Looking through these popular apps 'current visual strategies, it is hoped that readers will come to understand how user engagement quality impacts on other details. To get this insight a Qualitative descriptive approach has been used in which direct observation and interviews were held for ten active users coming from different regions. The result shows well-organized, simple layouts enable users to experience the features more convenient. Gojek received the most enthusiastic response thanks to its clear design and general ease of access to main functions. Shopee, although extremely visually rich, was often felt to be too busy due to a plethora of concurrent promotions and features. Ruangguru, on the other hand, conveyed a relaxed atmosphere helpful to learning activities. But certain parts needed to be improved in order to facilitate accessibility betterThe findings suggest that visual arrangements more in tune with users' daily habits can lead to better experiences for users. The emphasis on being clear and structurally coherent emerges as one of the most egg-packing features in delivering smooth, pleasing user experience.

Keywords:
Visual design; Digital interface; User comfort; Popular applications; Layout structure.

1. INTRODUCTION

The meaning of visual design in digital context is not solely about appealing to the eye, but also functionalitywise. When a user opens an application or website, they can immediately see a display that should guide them, clarify its purpose and make the next steps easier. All of this is the work of good and thorough visual design. A neat and clear interface ensures that users feel at ease right from the start. Everything from color to form to typographical aspect, even space plays a role in shaping the movement of events. Applying these elements properly, digital services will become easier to use smoothly and rested. A well-designed interface can convey without many words. It can guide, it can emphasize, and it can also actually bring about a certain kind of "feeling." Therefore, visual strategy is not merely about making things beautiful, it also becomes a very effective tool for the purposes of both shaping users' perceptions and bringing them together. At a time when technology is undergoing rapid development, the requirements for designs that are both efficient and can be understood quickly are also becoming increasingly important. Visual designers need to understand user habits, for to adapt to the interface they find and feel at ease every time they interact, not be sickfed of it.

Every visual element carries a message. In design, images, colors, and symbols are not just decorative but integral to how humans interpret information. Gunalan and Hasbullah (2020) demonstrate that a semiotic approach in visual works, especially in public service advertisements, can shape specific meanings in the minds of viewers. The signs used create emotional connections and even influence thinking. A similar perspective is found in Walisyah (2019), who examines various forms of communication through visuals in advertising. When the display is attractive and easily digestible, the intended message is absorbed more

quickly by the audience. It is not just about the technical aspects of design but also about how an image can speak for itself. Utami, Faisal, and Saputra (2023) add that every design should align with the purpose and situation in which it is used. In celebrations or public events, visuals not only enhance the atmosphere but also serve as a medium to build identity and create impressions. This requires sensitivity in crafting a design that is not only visually appealing but also targeted and purposeful.

The appearance of a digital interface is essential because it affects the user's experience. A good design makes this easy to grasp. By consideration of the system's objectives, navigation paths, and functionality, users are able to understand all of these things together, without understanding them separately. Graphic design has an impact on comfort as well as user perception and trust. According to Yuan et al. (2024), individual perceptions of humanistic organization are greatly magnified by orderly graphic design at every stage in the interaction sequence. This also serves to reinforce confidence in our application systems by establishing a sense of comfort from first contact on. Design is also a major factor in public services. As Sumarlin (2018) indicates, hospital information systems with a uniform visual layout and sturdy structure can aid medical staff in their performance and permit medical service processes at an increased tempo. This suggests that interface design is not only concerned with aesthetics but also performance. Thus, we can see great efforts made here too by interface designers should they be so inclined (e.g., MA 2009) An ergonomic approach applied to designing e-commerce platforms, as described by Nurtsani and Sarvia (2022), shows how the interface should be adapted to fit user habits. Complex designs complicate the whole process ; simple and clear designs diminish it. Widiyantoro et al. (2022) further illustrate this viewpoint by using the design thinking method, which values user needs in the early stages of project development.

Designing an interface is pivotal in molding a digital experience that is both easy for the user to understand and use in comfort. If the layout is simple, straightforward and consistent with users' needs, the interaction process goes more smoothly. An improvement of reservation system design can lower the threshold for usability and make the process more supportive to users, as the example of Syafei and Hidayatullah (2023) illustrates They point out that in the development of mobile applications, proper visual design can accelerate user acclamation to available features. Hasibuan and Voutama (2023) provide an example to support this argument: An agriculture application was designed following the design thinking approach in order to accurately cater to field users' needs. Effective design processes often proceed from understanding whom we are designing for. Hidayatullah and Kusuma (2021) use the user persona method to understand expectations and habits of users in a digital learning system. Similarly, Nurfaldini, Alfarizi, and Kuncoro (2024) analyzed the comfort of users in an academic app based on their real-life experience. They found users felt more secure because the navigation flow was logical and the layout well laid out.

With advancing technology, the need for digital interfaces that are not only functional but also intuitive and comfortable to use grows as well. Visual communication design is what shapes the experience. When operational logics combined with an understanding of user patterns, it can also make what you do faster and easier. Colors, shapes, style and rhythm are more than just aesthetics. Today they have become part and parcel of how a system communicates status. When design thinking and user need mapping are employed, this type of layout will seem logical and familiar to the user. All of these components show that visual communication design is not only supporting functionality but also making the total experience on digital interface more sophisticated and concrete in various forms- platforms.

2. RESEARCH METHOD

This study takes the qualitative descriptive approach. It aims to understand how visual design in digital interfaces affects user comfort and interaction. The research method will indeed involve character mining and intelligent systems and frameworks. The patterns that users actually encounter during their interaction with a website application constitute empirical data itself. These are accessible experiences which we can observe in action. The design of the product begins by first seeking the application's structure and layout, its flow of navigation and readability --the whole thing that is being given over to someone using it but is not only function. Users make requests while they interact with applications in their normal daily lives. The feedback is therefore based upon genuine cases of experience. The study selected 3 applications: Gojek, Shopee, and Ruangguru. This was due to these are most well-known by the general public they offer a good diversity of design characteristics. Data collection was carried out through direct observation and interviews. The results were then used to see how the ease with which users interact and complete tasks within applications is affected by interface design.

Three apps were selected in all, namely taiwan company PTT, the Thailand company Mudah.my and Bakmi GM, both owned by blinkweddings.com. A large number of people use each of the above on a daily basis for different functions. Shopee is used for online shopping, Gojek's transportation and payment services enable online mobile payment, Ruangguru helps you with distant learning (Wibowo et al., 2024). Unique visual designs are featured in each of these applications. Shopee is renowned for its vibrant and colorful design, not to mention the many features that appear all at once on its main screen. In contrast Gojek emphasizes simplicity of use, with a menu that takes you directly to essential functions like transportation

and payment. Ruangguru is designed to be a friendly and tranquil place, with its soft colors and educational illustrations that are particularly suitable for learning activities. The three applications were chosen for their wide use across different strata of the population, ranging from student to worker, and for reflecting the different visual style taken by widely used digital platforms today.

The subjects of this study were ten individuals, comprising six females and four males. Their ages ranged from 18 to 35. They came from various backgrounds, such as students, office workers, small business owners and heavy users of digital applications for daily living. Every respondent used the Shopee, Gojek and Ruangguru applications frequently, for an average of four to six hours daily. Respondents were not randomly chosen, but were selected out of people who use digital applications on a regular and active basis. This guarantees that the comments given are from actual experiences, rather than just first impressions. Furthermore, every respondent had been using these three applications for over six months, which meant they could express in detail what features of the interface they found helpful, what ones needless or even annoying during its use (if any at all), etc.

The method used to collect data was two-fold: direct observation and online interviews. The observation was conducted over a two-week period focusing on three main applications. Shopee was observed for two hours to see how the initial layout was arranged, how the shopping flow worked and how the payment process was displayed. Gojek was watched for one and a half hours, particularly paying attention to its transportation and digital wallet functions. Ruangguru got two hours of observation, keeping within the frame the learning page, access to materials and quiz displays. While doing this, notes were made on how the design directed users, how they went from one section to another and what response entered its interface each time there was an interaction. All the notes were then compiled into a realistic representation of using the application in daily life.

The interviews were conducted online, using Google Meet and Zoom. Each session lasted 30 to 45 minutes. Participants were asked to describe the parts they felt most comfortable with, the sections that confounded them, and how certain aspects of design helped or confused. Some respondents said that Shopee felt too cluttered due to the large number of features on a single screen. Gojek received praise for its simpler design and clear navigation. But Ruangguru was believed best for learning because of its calm design and non-straining visuals. Some users felt that they could not properly see or fit all the text on a standard mobile screen, however there would not have been this problem in a less arbitrarily defined format supplemented by an external display. The responses provided reflect actual experiences in use, based on the habits each respondent has developed for daily tasks with these applications.

The findings were divided by the researcher in to discrete sections, such as the start-up screen, ways of moving around, apparent ease of use, and how comfortable users are in the long run. Observations are compared with responses in order to tell if an app's native surface does not match what it offers users. The differences between the apps are then compared, that is on which one was easiest to understand, most frequently used without disaster or stop, and why users found it comfy. Most respondents felt that Gojek gave the smoothest experience, because its screens had as little visual clutter as possible. At the same time, Shopee was a rather glaring sight. Despite attempts to use plenty of color and other features that seem attractive on computers, it was still too much data in one screen for one person to catch with ease at once. What was to be done about this? As for Ruangguru, with its gentle design and illustration-style education graphics, it came across as help for concentrating on work because some features were not clear to see up close in this format though. So, each observation, a finding was verified against the results of the interview to make sure its data point was not wrong. When field notes match the users' feedback, it authenticates this material for analysis. Each interview session was recorded, transcribed, and then checked so that no misunderstandings would be made. This process was followed to ensure that every finding is based on the real experiences of actual users rather than assumptions or biased conclusions.

3. RESULTS AND DISCUSSION

3.1. Result

With the development of digital technologies, visual strategies can significantly affect user comfort and interaction. In particular, a well-organized layout and clear design that people can understand without difficulty lead to quicker results for users. But if everything is too crowded or excessively inconsistent in appearance and typography (Abdul Kholik et al., 2024). In the course of a fortnight, the researchers observed three major popular applications Shopee, Gojek and Ruangguru. Each of these apps takes on its own characteristics in design terms. The following process was observed: main page, menu navigation, visual feedback as a result of user mute adjustment including continuation on new feature. To enhance the reliability of the findings, the team conducted interviews with ten active users of the Shopee app. The interviewees were from different walks of life, ranging from students to professionals. Each individual's experience was unique. Their preferences in display, viewing time and habits of use all exerted influence. Based on factors such as color, navigation, readable distances and consistency of layout in the analysis of

data, it was found that users' overall impression during their daily interactions with this software product were positive.

3.1.1. Respondent Data

The members included in this survey have been drawn from those with everyday use habits for digital applications. Reader survey respondents are ten people in all, six female and four males, with ages from 20 to 35 years. They cover a variety of sectors: student, professional worker, freelancer, part-time tuition teacher. All respondents frequently use the apps mentioned, like Shopee or Gojek. They use these programs for habits of life that can be automated; mobility is one example. The average time per day that these users wind up using each application ranges from four to six hours. In a respondent selection process, account must be taken of the diversity of users' professions and the extent to which they like using digital applications for their work or otherwise in their lives. Basic information items gathered included gender, occupation, digital app usage times per day and average length of usage. The table provides an outline of all respondent participants included in the interview process.

Table 1. Respondent Data

No	Age	Gender	Profession	Average Daily App Usage (Hours)
1	21	Female	Student	5 hours
2	24	Male	Employee	4.5 hours
3	22	Female	Student	6 hours
4	29	Male	Online SME	5 hours
5	33	Female	Entrepreneur	4 hours
6	20	Female	Student	6 hours
7	31	Male	Private Employee	4 hours
8	27	Female	Freelancer	5 hours
9	35	Male	Online Instructor	6 hours
10	23	Female	Student	5 hours

Total users: 6 females, 4 males
Most common age group: 21–29 years
Average usage duration: 5 hours per day
Minimum experience: 1 year of active use of all three applications

In the above table basic information is given for the 10 respondents participating in the interview process. Most are between 20 to 35 years old. Of the people interviewed, there are 6 girls and 4 boys. Their background is wide, covering students, employees, entrepreneurs, freelancers, and online instructors. Digital applications use for time spans from four to six hours per day. The student segment group is the greatest number of users, but the longest time used per day is seen in that member. 6 hours every day active and all types are then represented here by picture. This data reflects the habits that they use to access each day.

3.1.2. Shopee

On its first screen Shopee throws at least five promotional features, three service icons and an animated banner that continuously changes.You get all kinds of visual components on just one screen. More than 20 of them compete for your attention together.The dominant orange color, red and white blend together to create a feeling of great altogether.On the one hand, many people did not think that this was entirely new. However, the combination of all these colors is almost too much eye pollution for comfort. Meaning that the eyes are getting a mess overload.Located a short-distance from the right corner, each group contains its own particular products that are continuous sequence with one another (like like items).They generally screened out before-long. Acrastically, only 40% of the respondents so far felt the display was slow to navigate. For example, many respondents reported scrolling through several pages just to find a product they wanted.A student said, “I draw a heavy line on it, when I usually use Shopee. As soon as I start it, I have to scroll forever to guide me and tell me what happens.”Every other user felt the same way. The way it felt slow, even though they had a stable internet connection, was one problem that everybody complained about. Unlike with nightmarkets in some countries, here everything comes at you down your back street.Also, 30% of respondents complained about the number of notifications and promotions that appeared one after the other. They felt that presented information was not sufficiently filtered, so it was unclear which items should be reacted to first. Almost every part of the screen is filled with prompts to click on something, be they discounts, vouchers, or seasonal campaigns. This gave the feeling of being a kind of visual repellent to users.But not all comments were negative. Around 20% of users said the display was convenient, especially for items that were either discounted or hot-selling. Easy access to promotions directly from the homepage, they said, made shopping time more productive. You didn't have to traverse additional menus in order to find what you wanted.The checkout button, ten percent of respondents said, was clear. But its existence was not as prominent as other visual components that took precedence over it; because it still led some users to ignore its location when they wanted to complete a purchase.

3.1.3. Gojek

Gojek only wishes to ensure that its interface is not overly tidy or confusing. In addition, a white background combined with green as the primary color, and thus from the beginning people will feel very calm indeed at their first sight of it. The homepage displays only the most essential features and so there are few visual distractions to speak of. The user experience is improved by the fact that we do not pound viewers with an endless barrage of ads. This is especially critical when it comes to first-time users who already understand what our product can offer them. Every navigation control featured smooth page transitions and there was never a break in continuity. With one hand users could reach for any button without trouble. The navigation menu stays in the same position on each page, making it seem more stable and easier to use. The well-organized visual design provides users with a certain level of confidence when picking through what is available. Several interviews produced the same set of conclusions. 70% of the respondents said that Gojek's navigation was very easy to understand, so much so they did not even need study it specially. Everyone could see immediately upon opening the app that any of its main functions were available without having to scroll down too far. "The interface is simple, if I want to go on a GoRide, I click on that. I don't want any distracting promo banners around me", commented one private respondent (respondent 7). This succinct observation provides further confirmation that simply-structured services help place users on a shorter and straighter path.Sixty per cent of our respondents thought that the color matching on Gojek was comfortable for the eyes, not difficult to look at even after long use of the app. More than anywhere else, bright colors are disturbing on the screen. They hinder concentration. Some also thought that Gojek's interface felt neutral on the eyes when used day after day. Half of the respondents felt that the sizes of the buttons were just right. For them, the main features were easily available at a glance without having to zoom in and out or tediously swipe around the screen. Some users who moved about frequently or used the app for other simultaneous operations found this kind of convenience very helpful. Interestingly, 80% of respondents said that they preferred Gojek to applications that are similar, all because the interface of this app was not confusing. A simple page layout makes it much easier to make speedy choices, especially for people in a hurry. An integral part of their daily lives, from ordering transportation to making payments over the net. Not simplicity but deliverable and it was delivery that customers appreciated more.

3.1.4. Ruangguru

Ruangguru's interface is calm and has a pleasant feel. The app is bathed in pastel tones, evenly distributed across all the screens to create an inviting sense from first use. The illustrations also follow this friendly route-the young audience that Ruangguru mainly faces (students) feel light and relaxed by these designs. This kind of design rests your eyes, not giving off any oppressive feeling but remaining friendly You'll see that from the figures and layout examples. However, some important features-but for instance, "work on exercises" or Discussions-are not visible right away in the illustration. Often, they are at the bottom, a little hidden; you have to scroll down to find them. For familiar users accustomed to the software, this may make no difference, but for new users, having to hunt these functions down could take a little time.

The majority of people mentioned that the colors and overall sense of appeal were good. About 60% said the scenery provided by a blend of soft light made it easier to learn things. Not all areas, though, are without problems. Thirty percent reported that the text size was too small in certain parts, especially when used on mobile screens of standard size. As a result, they needed to either zoom in or move the screen to keep up reading content. Twenty percent also said - and this will turn out to be important for our next section - that some important buttons were hard to find. When these people wanted to practice or reach a particular function, they had to navigate through many sections first. This was seen as an obstacle to progress in learning especially when they were in a hurry or trying to accomplish things quickly. There's also the question of moving between different sections: forty percent said that if the internet connection was unstable, page transitions were rather slow. It was hard work when we had to open several things one after another. One student pointed out "The Ruangguru interface has that calming feeling, but sometimes finding the test button is a little tricky; I have to scroll down." (Respondent 1). Generally, this reflects users' impressions of the website: visually, it is a comfortable place to be; however, there are some sections that could be made simpler to quicken the means of use.

3.1.5. Visual Comparison Summary

Compared to Shopee, Gojek and Ruangguru take different approaches visuaty in five areas: color navigation readabilti consistency user fanck of visual contrast Among the various applications, each has its own unique visual style. Shopee boasts a colourful and cluttered design with all its features packed into one screen. Gojek, however, favours a simple layout that goes straight to its main functions. Raungguru uses bright colours and a touch of education to give an air of relaxation in its learning environment. These findings and user feedback on the five criteria can be seen in our table below.

Table 2. Visual Comparison Summary

Aspect	Shopee	Gojek	Ruangguru
Color	Bright, orange dominates	Green-white, calm	Pastel, soft
Navigation	Busy, many options	Focused, quick, direct	Fairly easy but sometimes hidden
Readability	Fair, but too crowded	Clear and proportional	Some small text
Consistency	Changes depending on feature	Stable from menu to menu	Fairly stable
User Response	5 confused, 2 satisfied, 3 neutral	7 satisfied, 2 very satisfied, 1 neutral	6 satisfied, 3 complain about small text

From the aspects shown in Table 2, Shopee, Gojek, and Ruangguru are compared in terms of appearance. Shopee's background is bright, icons are crowded and disorderly, which makes simple navigation difficult. Unlike Shopee's heavy pieces, Gojek is simple, quiet and symmetrical. It is easy to navigate in a light way. With a quiet and calm air, Ruangguru is generally more user-friendly while having small text in some sections that users find off-putting. Results of user feedback revealed Gojek received the most positive evaluations. For example, it was said--by up to 20%"good job!" Shopee and Ruangguru gained much mixed reactions from users about clutter and reading difficulty.

3.1.6. Additional Findings

1) User Adaptation Speed
   Gojek had the fastest user adaptation compared among all of its peers One use was all it took for the majority of respondents to understand this app's functions immediately the rest were irrelevant to them Its straightforward design made them able to figure out the main features to go in just an instant One user reported: "I don't need to look for what I need a long time and everything is shown clearly Even though Shopee was more meticulous in layout and had multiple features, it took a little longer to adapt to Users complained that they would have to scroll through several pages and then look at various pieces of information that landed in together One respondent stated: "Even though I use Shopee frequently, i must scroll above a long time before I can find the product Im looking for" On Ruangguru, while at the same time the design was clean and quiet, hidden at other times were key features like exercises or discussions that required users to repeatedly scroll down in order to continue seeing them New users may feel a bit disoriented, especially if they are not easily visible when these functions are initially brought online.
2) Attractive Design vs. Functionality
   Those Shopee users that answered our survey found it best merely "Colorful and dynamic design there for you to examine with your eyes."The crowded layout made navigation difficult despite its attractiveness.Somewhat overwhelmed by the amount of information being pushed at them, this interrupted their shopping experience.Another complained: "There are too many buttons and ads on one screen, I have to concentrate for a few seconds just to find the product itself."In contrast, Gojek emphasizes simplicity of use in its design and functionality.Users liked the app because it was user friendly: features could be accessed easily without interfering with others and unneeded visual clutter.They found it was more efficient and didn’t burn their time hunting around for things like permanent features.By the delightful mood evoked at Ruangguru, there's still functionality work to be done there.Such important features as exercises or assignments are sometimes hidden in less accessible places, making users try to find what they want a little harder.
3) Visual Impact on Usage Duration
   Research suggests that how users perceive the design of a mobile app will have a great impact on how long they stay engaged. Compared to both its competitors Gojek has successfully held out longer, up to 10 to 15 minutes without interruption This is achieved with a set of practices designed in makeup, where users can complete their work without any interference. Shopee, by comparison, had users using the app for about 5 to 10 minutes before they were completely exhausted and found that the next app was necessary relief The vast majority of respondents to this complaint Despite being a tool for learning, Ruangguru maintained just 10 minutes on average per session--making it almost impossible to use effectively over long terms. This is largely due to text that is too small (and some features that cannot be found quickly or intuitively, since they are hidden away). Both these factors put off users while interacting with certain parts of the app.

3.2. Discussion

Your design of the digital interface will either help or hinder the comfort of using it and just how well users interface with it.Variety of aesthetic strategies used in ecommerce software like Gojek, Shopee and Ruangguru has differently impacted user experiences.Gojek allows its users to get used quickly due to a clean, simple structure.Users don't take as long to find the features they want.It simply speeds up the process when users have simple, easily understood interfaces.Such design takes longer to adapt to due the full and

complicated layout of Shopee.Ú¨sers continuously feel overwhelmed by all of their information being on one screen, having to scroll through in order to find what they want.This supports the view of Hidayat and Rosita (2022), who argue that overly cluttered design can project the anguish of arts.s a visually impressive and colourful layout that does not always function.This design, filled with excessive information and promotions, does not even deliver user comfort, which is in line with Gunalan and Hasbullah's (2020) findings on how important clear visual meaning to messages are easily and quickly understood by the r'e.GoJek, however, with its simpler and more structured design, emphasises functionality.According to the research of Sukriandi and Cahyono (2023), the design must be focused on the needs of users so that they are easy to do what user wants.Meanwhile, Ruangguru offers a comfortable atmosphere but some important features are hidden.This suggests that although a calming design tastes good, in order to enhance the efficiency of user interaction it need also be functional.

Both the appearance and interactivity of the interface impact just how long users will remain stuck on an app. As a matter of fact, Gojek users generally linger around longer than either Shopee or Ruangguru. The main reason for this is that Gojek has a clean design and is easy to use, enabling people to accomplish tasks quickly. This finding is further backed up by the study of Widiyantoro et al. (2022). which showed that more than anything, an application's time of use depends on its consistency and its ease-of-use. On the other hand, Shopee's overstuffed design makes it easy for users to get tired quickly. Many people give up the app after just a few minutes. User feedback at the same time points out that the superposition of information on a single screen disrupts people's visual balance. This is in line with the statement of Syafei and Hidayatullah (2023) that overly-complicated designsresult in shorter periods of contact. It turns out that Ruangguru provides a pleasant study environment indeed, but little things such as small print and hidden functions cause people to give up on the app faster. This demonstrates that although a comfortable design for the eyes can be an advantage in drawing users, reading clarity and accessibility still take precedence. The simplest, clearest and easiest to navigate interface has a significant impact on user comfort. Gojek demonstrates that a clean design with good functionality can lengthen usage and smooth over the how-to. Shopee, with its cluttered design, means that it will take users longer to adapt and may reduce comfort. Ruangguru offers a resting look, but requires further feature visibility and font size adjustments toward more efficient interactions. These findings confirm again the importance of maintaining a balance between visual appeal and functionality in order to create an ideal user experience.

4. CONCLUSION

How smoothly a user can complete actions with a digital app is largely due to how the visual page is structured. when the layout is clear, navigation flows smoothly and there are no visual distractions -- app users can quickly and confidently. Findings from this observation and interview is that if layouts are too dense, this will make the operation of software after users discomfort; on the other hand if it just by clear and focused design results in users being able to find what they want quickly in the software. Among the three applications observed, Gojek was rated as most efficient. The colours used are not excessively bright, key elements are placed at strategic positions, and screen transitions are rapid. Shopee, which is visually attractive, tends to take users a little longer to get used due to the information overload. Ruangguru provides quite a good learning experience, but some parts still need to be better adapted, especially for users with small screens. In order to make app interfaces truly facilitate the activities of users and not be a burden or hinderance, developers must have a good understanding of people's daily usage habits. Proper visual design can shorten the time spent looking for features, reduce operational errors and increase overall comfort. The stress should not be only on how good something looks, but rather how neatly spaces are organised, fairly elements are distributed and easily one can flick back and forth between functions. This study's results show that a clear and visually consistent portrait of its user needs is the foundation to building an effective digital experience. where the interface is modeled on people's behavior, user acceptance will be easier and continued use more sustainable.

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