

Daily UI #001

Sign Up — Deep UX/UI Case Study

A portfolio-ready exploration of a creative community registration experience, from challenge brief and user problem to wireframes, visual direction, interaction states, and final design.



01 — Challenge Brief

Prompt: Create a sign-up page, modal, form, or app screen related to signing up for something.

Objective: Design a clear, friendly sign-up experience that helps a first-time user create an account with minimal friction.

For this challenge, the generic prompt was turned into a realistic product scenario instead of treating the task as a purely visual exercise.

02 — Concept & Use Case

Product concept: Creatika — an online creative community for designers, illustrators, and creators.

Scenario: A creator discovers the platform and wants to join the community, connect with other creators, and eventually share their own work.

Core user goal:

“I want to create an account quickly without filling out unnecessary information so I can start exploring the creative community.”

03 — Problem Definition

Generic sign-up experiences often create unnecessary friction through long forms, unclear requirements, confusing validation, or weak guidance about what happens after registration.

How might we create a sign-up experience that allows creators to join the community quickly and confidently?

04 — Target User

Persona	Riya, 24
Role	UI/UX Designer
Needs	Quick registration, clear information, trustworthy experience
Motivation	Discover work, connect with designers, share creative projects
Frustrations	Long forms, unclear errors, unnecessary questions

05 — UX Goals

- Keep registration focused on essential information.
- Make the primary action immediately recognizable.
- Offer a faster social sign-up option.
- Make validation understandable and close to the relevant field.
- Give users confidence about privacy and what happens next.

06 — User Flow

Discover community → Sign Up → Choose Google or manual registration → Enter name/email/password → Accept terms → Create Account → Welcome/Explore.

The flow deliberately avoids adding profile setup or personalization before account creation. Those steps can happen after the user has successfully joined.

07 — Wireframe Exploration

Variation A — Centered Form: Minimal and focused. Best when the registration task is the only priority.

Variation B — Split Screen: Combines the registration form with product personality and community benefits.

Variation C — Card Layout: Places the form in a prominent card over a contextual creative background.

Chosen direction: Split Screen, because the creative visual communicates the community value without distracting from the form.

08 — Information Architecture

Area	Content
Brand	Logo + product identity
Context	Creative community message + benefits
Authentication	Google sign-up + manual form
Form	Full name, email, password
Consent	Terms of Service + Privacy Policy
Primary action	Create Account
Secondary action	Log in
Trust	Security/privacy reassurance

09 — Visual Design Direction

Style: Modern, creative, minimal, friendly and professional.

Primary: #6C63FF **Background:** #F7F7FA **Text:** #171717 **Secondary:** #6B7280

Typography: Inter. H1 40px/Bold; subtitle 16px/Regular; labels 14px/Medium; inputs 15–16px; button 16px/Semibold.

The visual system uses generous spacing, rounded controls, restrained shadows, and one strong accent color so the illustration adds personality while the form remains the primary task.

10 — Interaction & Validation States

State	Expected behavior
Default	Empty fields, clear labels, inactive/secondary visual treatment for unavailable submission.
Filled	Entered values remain easy to scan; password can be revealed with an eye control.
Error	Field-level message explains exactly what needs correction.
Loading	CTA communicates that registration is processing and prevents accidental double submission.
Success	Confirm account creation and guide the user toward the community.

11 — Key Design Decisions

1. **Reduced cognitive load:** only essential registration fields appear upfront.
2. **Clear hierarchy:** heading, supporting message, form, and primary CTA follow a predictable order.
3. **Fast path:** Google sign-in provides an alternative to manual entry.
4. **Trust cues:** privacy/security reassurance addresses hesitation at the moment of registration.
5. **Community context:** the illustration communicates why the user should join instead of acting as decoration alone.

12 — Accessibility Considerations

- Labels remain visible rather than relying only on placeholders.
- Text and controls should maintain sufficient contrast.
- Error messages should be descriptive and associated with the relevant field.
- Interactive elements should have comfortable touch targets.
- Keyboard users should be able to move through the form in a logical order.

13 — Success Criteria

A successful experience should allow a first-time visitor to understand the purpose of the screen immediately, complete registration without confusion, recover from common input errors, and understand what happens after account creation.

14 — Reflection & Learning

This challenge demonstrates that a Daily UI exercise can be treated as a small UX problem rather than only a visual challenge. The main learning was to move from “What should this screen look like?” toward “What does the user need to accomplish, and what can make that easier?”

Key takeaways: form simplicity, visual hierarchy, interaction states, trust-building, and designing within a realistic product context.

15 — Portfolio Presentation

For the final portfolio presentation, show the challenge brief, user problem, wireframe alternatives, selected direction, design system, final UI, interaction states, and a short reflection. Keep the final UI visually dominant while keeping the UX reasoning concise and easy to scan.