

Do MLLMs Capture How Interfaces Guide User Behavior? A Benchmark for Multimodal UI/UX Design Understanding

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Abstract

User interface (UI) design goes beyond visuals to shape user experience (UX), underscoring the shift toward UI/UX as a unified concept. While recent studies have explored UI evaluation using Multimodal Large Language Models (MLLMs), they largely focus on surface-level features, overlooking how design choices influence user behavior at scale. To fill this gap, we introduce WiserUI-Bench, a novel benchmark for *multimodal understanding of how UI/UX design affects user behavior*, built on 300 real-world UI image pairs from industry A/B tests, with empirically validated winners that induced more user actions. For future design progress in practice, post-hoc understanding of why such winners succeed with mass users is also required; we support this via expert-curated key interpretations for each instance. Experiments across multiple MLLMs on WiserUI-Bench for two main tasks, (1) predicting the more effective UI image between an A/B-tested pair, and (2) explaining it post-hoc in alignment with expert interpretations, show that models exhibit limited understanding of the behavioral impact of UI/UX design. We believe our work will foster research on leveraging MLLMs for visual design in user behavior contexts.

1 Introduction

User interface (UI) design is central to application development. While visual aesthetics lay its foundation, the fundamental goal is to steer user behavior during interaction, such as encouraging sign-ups or purchases, and thereby boost service revenue (Fogg, 2002). This behavioral focus expands to *UI/UX design*, uniting visual form with user experience (UX) considerations (Norman, 1988).

Practitioners validate such decisions through large-scale A/B tests that randomly assign users to alternative UI variants and measure which design

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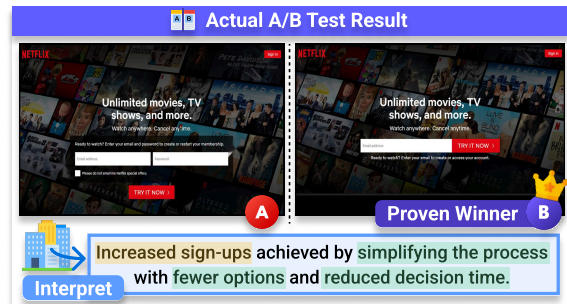


Figure 1: A real-world, behavior-aware design decision example from WiserUI-Bench, grounded in A/B test results, illustrating how UI changes steer user actions.

more effectively drives the desired action (Kohavi et al., 2009). For example, as shown in Figure 1, version B achieves higher sign-ups overall, interpreted as reduced user friction from fewer options. Such interpretation reflects an abductive reasoning process (Hobbs et al., 1993; Bhagavatula et al., 2020), inferring the most plausible explanations for aggregate outcomes that are used to guide subsequent design decisions (Quin et al., 2024). Given that predicting and explaining these results is nontrivial even for humans, hinging on complex cognitive processes underlying user experience, assessing *multimodal understanding of UI/UX design* becomes a crucial challenge, requiring not only identifying visual elements but also reasoning about how they influence user behavior.

Recent efforts have explored how to evaluate UI design quality with Multimodal Large Language Models (MLLMs); however, they all fall short in capturing the behavioral impact of UI/UX design, as summarized in Table 1. While some focus solely on basic visual, heuristic-based attributes (Yang and Li, 2024; Wu et al., 2024), others rely on handwritten critiques of individual UIs, lacking validation against real user data and offering limited coverage of cognitive aspects (Duan et al., 2024).

To address these limitations, we introduce

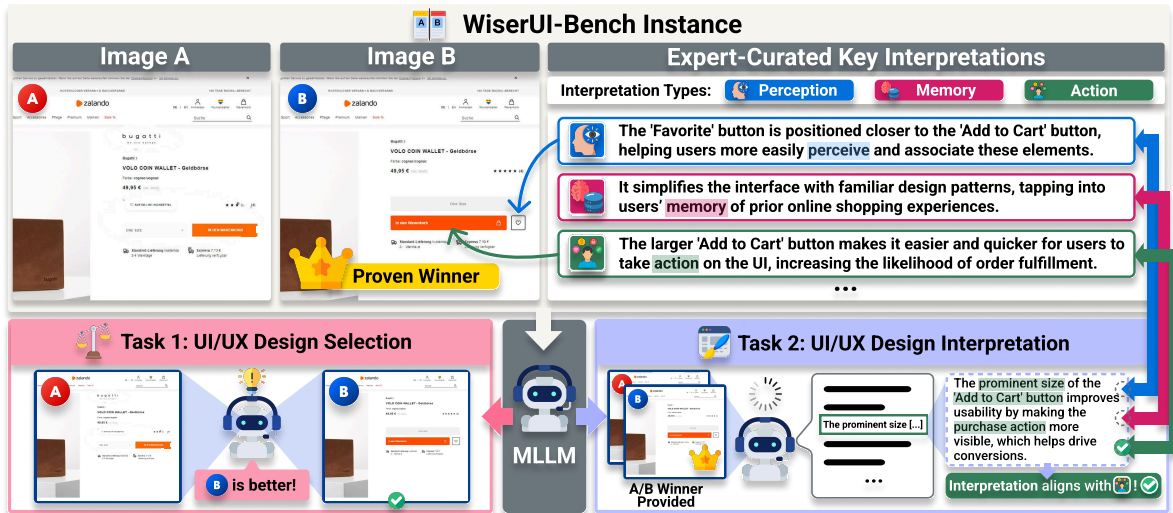


Figure 2: Overview of WiserUI-Bench and two main tasks. Each instance contains a UI image pair with verified A/B test winner and expert-curated key interpretations explaining it. These span the three cognitive UX dimensions; the example includes all three, though most cover fewer. MLLMs are evaluated on (1) selecting the more effective UI/UX design by predicting the verified winner, and (2) explaining the effectiveness of a given winner, measured by whether the model captures each expert interpretation.

WiserUI-Bench (Pairwise UI/UX Design Understanding Benchmark), a novel benchmark for evaluating a model’s multimodal understanding of how UI/UX design affects user behavior. WiserUI-Bench comprises 300 real-world UI image pairs with winning variants verified by A/B tests from actual companies, spanning varied contexts and sourced from reliable platforms. Each pair includes expert-curated key interpretations, 684 in total, written post-hoc with knowledge of the winner to explain its effectiveness, covering core behavioral drivers. An example instance is illustrated in the upper part of Figure 2. Grounded in large-scale real user behavior data, our benchmark captures authentic usage and preference patterns, providing a reliable basis for evaluation. Each interpretation is tagged with one of the three cognitive UX dimensions articulated by Norman (2007): perception (what users notice), memory (what users remember), and action (how users act).

Our benchmark supports two core tasks, illustrated in the lower part of Figure 2: (1) selecting the more effective UI/UX design from a given pair by predicting the A/B test-verified winner, and (2) interpreting the UI/UX effectiveness of the given winner by assessing alignment between model-generated and expert-curated interpretations. This task setup captures the essential capabilities for UI/UX assessment, not only to identify which design better guides user behavior, but also to reliably explain why in a post-hoc manner.

Experiments on a broad range of proprietary and open-source MLLMs on WiserUI-Bench show that existing models struggle with visual reasoning in user behavior contexts. Models perform near-random on selection, and their post-hoc interpretations remain insufficient to reach expert level. We expect that WiserUI-Bench and our novel UI/UX-focused tasks will spur further research on this critical and underexplored, user-centered area, advancing behavior-aware reasoning about visual design in MLLMs.

In summary, our main contributions are:

- We introduce a novel and challenging task of multimodal UI/UX understanding that centers on the behavioral impact of design.
- We release WiserUI-Bench, a benchmark of 300 real-world UI pairs uniquely constructed from verified results of large-scale industry A/B tests, along with 684 carefully curated expert key interpretations.
- Through comprehensive experiments and analyses across diverse MLLMs, we uncover their limited ability to understand the behavioral impact of UI/UX design, highlighting a critical gap in current visual reasoning.

2 Related Work

2.1 Visual Reasoning

Visual reasoning benchmarks for Multimodal Large Language Models (MLLMs) evaluate models’ abil-

Benchmark	# Samples	Unit	Source Quality	Source Type	Large-Scale User Validation	Expert Interpretation	Evaluation Objective
Yang and Li (2024)	382	Single	Legacy UI	Mobile	✗	✗	Guideline Violation Detection
BetterWeb (Wu et al., 2024)	892	Pair	Synthetic	Mobile	✗	✗	Basic Visual Quality
UICrit (Duan et al., 2024)	983	Single	Legacy UI	Mobile	✗	✓	UI Design Critique
WiserUI-Bench (Ours)	300	Pair	Actual Production	Mobile + Web	✓ (Real A/B Test)	✓	UI/UX Design Understanding (User Behavior-Focused)

Table 1: Comparison between WiserUI-Bench and existing UI evaluation benchmarks.

ity to process visual information and reason at a cognitive level. While some target general tasks (Yue et al., 2024; Liu et al., 2024b; Fu et al., 2024; Li et al., 2024b), others focus on specific domains like mathematics or science (Hao et al., 2025; Lu et al., 2024; Xu et al., 2025). However, few benchmarks address reasoning about human behavior or preference patterns in visual contexts. Moreover, although some studies explore visual reasoning across multiple images (Cheng et al., 2025; Zhao et al., 2024), such cases remain rare. Our task incorporates both aspects, reasoning over paired UI images and aligning with behavior patterns, as captured by actual A/B test outcomes.

2.2 UI Evaluation

Recent advances have driven progress in evaluating UI quality with MLLMs. Yang and Li (2024) propose a benchmark for detecting guideline violations in individual screens, while Wu et al. (2024) generates synthetic UI pairs via perturbations such as color noise or spacing changes. However, both are limited to heuristic analysis of surface-level appearance. Duan et al. (2024) evaluates single screens using expert-critique annotations, but it lacks validation with real-world user behavior and relies on RICO (Deka et al., 2017), an outdated, mobile-only dataset that limits its relevance to today’s production-level designs. Prior work also suggests that pairwise evaluation yields more reliable signals, particularly for subjective tasks like ours that target behavior patterns captured by real-world A/B tests (Abel et al., 2020; Bawabe et al., 2021). In this context, WiserUI-Bench offers a stronger foundation by grounding design effectiveness in large-scale user behavior data and requiring models to engage in deeper, nuanced reasoning over both visuals and UX in a pairwise format.

2.3 Simulation of Human Behavior

Efforts to simulate human behavior with AI are ongoing. Park et al. (2023) places LLM-driven characters in a sandbox town, producing socially plausible interactions. Lu et al. (2025a) moves closer to real behavior by using actual platform logs to predict next user actions from prior context, yet remains text-only. In the UI domain, Lu et al. (2025b) and Wang et al. (2025a) deploy persona-based agents to browse interfaces and examine how designs may steer user behavior; the former checks realism only via qualitative interviews, while the latter compares against an actual A/B test but only under a single scenario. By contrast, our work grounds evaluation in numerous real-user A/B test results and introduces diverse multimodal tasks that reason over UI variant image pairs to predict and explain user behavior.

3 WiserUI-Bench

We propose WiserUI-Bench, a new benchmark for evaluating multimodal understanding of UI/UX design, a key factor in crafting interfaces that influence user behavior.

3.1 Benchmark Construction

Data Sources To construct a benchmark that faithfully reflects real-world UI/UX design decisions, we collect UI images from industry-validated A/B testing data. Specifically, we aggregate data from widely recognized A/B testing and analysis platforms¹, which showcase large-scale A/B tests conducted by companies across various industries and regions. These sources provide both UI variants and verified outcomes based on actual user behavior data. By grounding our benchmark in such real, rigorously tested cases, we ensure a credible

¹<https://vwo.com/success-stories/>, <https://goodui.org/leaks/>, <https://abtest.design/>

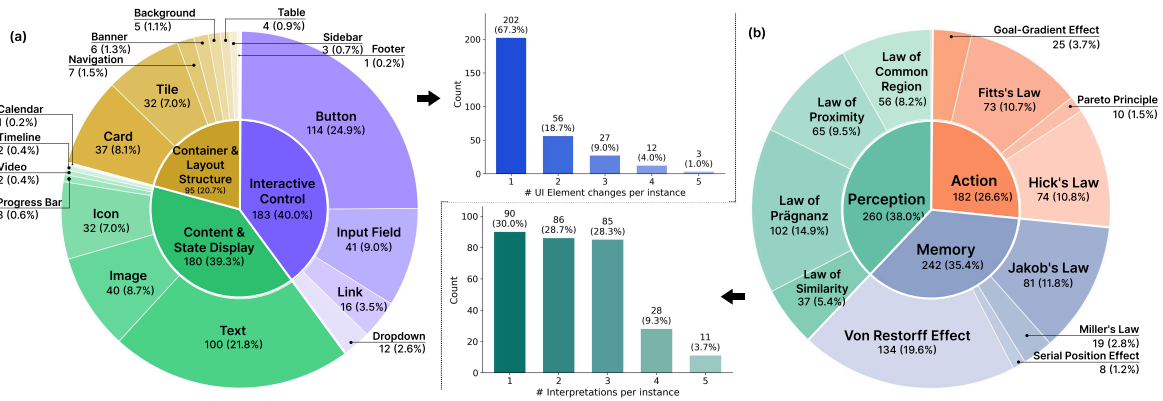


Figure 3: Distribution of (a) UI change element types and (b) expert interpretations for WiserUI-Bench.

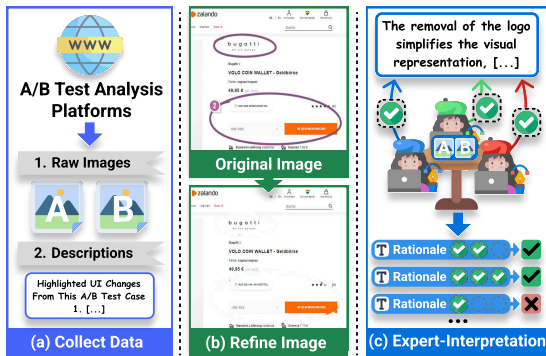


Figure 4: Benchmark construction pipeline. (a) Raw A/B test data were collected from reliable platforms, (b) then UI images were refined for clarity. (c) Finally, key interpretations explaining the test outcomes were curated by UI/UX experts.

basis for evaluating UI/UX design understanding in practical scenarios.

Data Curation Pipeline As illustrated in Figure 4, our curation process involves multiple stages to ensure high-quality annotations. First, we extract raw UI images and accompanying textual descriptions from our selected platform sources. Next, we refine these images by eliminating any visual markers that were externally added, such as arrows or circles, using inpainting techniques, to preserve a clean, unbiased evaluation of visual reasoning.

Finally, we construct key expert interpretations explaining the winning variant’s superior performance. Such expert involvement is essential, as interpreting user behavior often requires deep domain expertise. Three experienced UI/UX experts aware of the A/B test outcomes independently annotated each instance, instructed to identify (i) the key UI modification and (ii) its corresponding behavioral implication. As a pre-defined quality control step, only interpretations where at least two

experts independently converged on substantially overlapping findings were retained, yielding 684 final interpretations (562 with full, 122 with two-way agreement) from 845 initial candidates. Each interpretation was further tagged with the most relevant law from a curated set of 12 UX laws. Since user behavior is often shaped by multiple factors, a single instance may include multiple interpretations. See Appendix A.1 for details.

3.2 Benchmark Analysis

Our pipeline produces a benchmark of 300 real-world UI image pairs, each with a definitive winner identified through A/B test results and annotated with expert-curated key interpretations of the core design factors driving user behavior, totaling 684 entries. We include detailed statistics in Appx. A.2.

Ensuring contextual diversity is essential, as effective UI/UX strategies vary widely across use cases (Oinas-Kukkonen and Harjumaa, 2018). For example, page types correspond to different stages of the user journey, requiring distinct strategies. To capture this, WiserUI-Bench spans 11 page types, 13 industry domains, and two device types.

Moreover, we annotate UI differences using element–attribute associations, specifying the UI element being modified and the corresponding attribute change (e.g., a *button* with a *position* change), to capture real-world UI variants with concurrent modifications. On average, each instance contains 1.53 element-level and 1.99 attribute-level annotations, spanning 19 element types and 14 attribute types. We further group the element types by their primary functional roles (Figure 3(a)): *Interactive Control*, which directly elicits intentional user actions; *Content & State Display*, which primarily conveys information, semantics, or system state; and *Container & Layout Structure*, which

organizes spatial layout and guides attention at a structural level.

WiserUI-Bench also exhibits diversity in the interpretations used to explain user behavior, as shown in Figure 3(b), with an average of 2.28 interpretations per instance. The tagged UX laws are grouped into three cognitive dimensions of UX, perception, memory, and action, following Norman (2007), with four laws assigned to each.

4 Task Description

Proper evaluation of a model’s multimodal understanding of UI/UX design requires assessing not only its ability to predict which design more effectively guides user behavior, but also whether it can explain *why* in a post-hoc manner, grounding its reasoning in visual and behavioral cues. To this end, we define two main tasks, selection and interpretation, as illustrated in Figure 2, both essential for demonstrating genuine understanding. Success requires identifying key visual differences between two UI variants, as well as inferring the underlying behavioral goal from context (e.g., promoting sign-ups) and how the interface supports that goal.

Task 1: UI/UX Design Selection The first task assesses whether the model can identify which of two UI images is more effective at influencing user behavior, with the correct answer determined by large-scale A/B testing run by real companies. Although the task is framed as a binary choice, solving it effectively requires nuanced visual reasoning beyond surface-level comparison.

Task 2: UI/UX Design Interpretation The second task evaluates a model’s post-hoc interpretation ability on the observed results. Unlike the first task, it presents the winning UI/UX design upfront and asks the model to explain the factors contributing to its effectiveness in guiding user behavior. The model’s explanation is then compared to expert-curated key interpretations, with the degree of alignment serving as a measure of the quality of its expert-level interpretive understanding.

5 Experiments

Models We evaluate a diverse set of MLLMs, spanning both *proprietary* and *open-source* models. On the proprietary side, we include o1 (OpenAI et al., 2024b), GPT-5.1 (OpenAI, 2025), GPT-4o (OpenAI et al., 2024a), Claude 4.5 Sonnet (Anthropic, 2025), Claude 3.5 Sonnet (Anthropic,

2024), all noted for their strong visual reasoning. For open-source models, we evaluate widely adopted models such as Qwen3-VL (30B-A3B, 8B) (Bai et al., 2025a), Qwen2.5-VL (7B, 32B) (Bai et al., 2025b), InternVL-2.5 (8B, 38B) (Chen et al., 2025), LLaVA-NeXT-7B (Liu et al., 2024a) and LLaVA-OneVision-7B (Li et al., 2024a). Refer to Appendix B.1 for details.

5.1 UI/UX Design Selection

5.1.1 Evaluation Metrics

We report model accuracies across input-order variations of each UI image pair, reflecting the multi-image input setting. Specifically, we report: (1) *First Accuracy (FA)*, when the more effective UI/UX design is presented first in the input; (2) *Second Accuracy (SA)*, when it is presented second; and (3) *Average Accuracy (AA)*, the mean of FA and SA, reflecting overall correctness. Finally, we compute (4) *Consistent Accuracy (CA)*, which checks whether the model selects the same, correct UI across both input orders of each pair. This metric isolates the model’s core visual reasoning ability by ensuring that its choices are based on content rather than position bias, a well-known issue in pairwise comparison settings (Wang et al., 2025b; Zhang et al., 2023). (Random guessing yields a CA of 25%: since there’s a 50% chance of being correct in each order.) All evaluations are conducted over three independent runs, and we report the averaged results. Experiment details, including the prompts, are provided in Appendix B.2.

5.1.2 Results

Overall Performance Table 2 summarizes model performance on the UI/UX design selection task. Most AA scores hover only slightly above the 50% random baseline for a binary choice. Moreover, they are inflated by strong position bias, especially in proprietary models and the Qwen-VL family, which tend to pick the second image. When we examine CA, the order-invariant metric, performance drops back to near-random levels. Interestingly, InternVL-2.5-38B scores slightly higher than proprietary models on CA, but still fall short of being adequate. Contrary to expectations, o1 shows the strongest bias and a lower CA than GPT-4o, suggesting that self-reasoning of o1 does not transfer well to this task. Most smaller (7B/8B) models perform significantly worse than larger ones, confirming the scaling trend. Overall, existing MLLMs struggle to consistently predict the more effective

# Cases	Overall (300)				IC (100)		CSD (79)		CLS (49)		Mixed (72)	
	FA	SA	AA	CA	AA	CA	AA	CA	AA	CA	AA	CA
Random	50.00	50.00	50.00	25.00	50.00	25.00	50.00	25.00	50.00	25.00	50.00	25.00
o1	16.56	97.78	57.17	15.56	55.67	16.00	55.70	11.81	56.46	11.56	61.34	21.76
GPT-5.1	35.67	81.33	<u>58.50</u>	<u>33.33</u>	58.67	<u>33.33</u>	59.28	35.02	54.42	25.17	60.19	<u>37.04</u>
GPT-4o	31.89	88.33	60.11	30.11	59.67	31.00	61.60	29.96	51.70	17.69	64.81	37.50
Claude 4.5 Sonnet	34.33	79.33	56.83	32.33	53.50	29.00	<u>60.76</u>	37.97	55.10	34.69	58.33	29.17
Claude 3.5 Sonnet	26.11	86.67	56.39	24.22	56.67	22.67	57.59	29.96	51.70	12.24	57.87	28.24
Qwen3-VL-30B-A3B	16.67	88.00	52.33	15.00	53.33	16.67	51.69	12.66	54.08	17.69	50.46	13.43
Qwen3-VL-8B	19.67	87.67	53.67	19.33	51.67	16.00	57.38	23.63	49.66	16.33	55.09	21.30
Qwen2.5-VL-32B	33.67	81.44	57.56	31.00	<u>58.67</u>	31.67	56.54	28.69	58.84	<u>28.57</u>	56.25	<u>34.26</u>
Qwen2.5-VL-7B	23.00	77.89	50.44	12.89	48.17	8.67	56.12	19.41	43.88	9.52	51.85	13.89
InternVL-2.5-38B	55.67	60.00	57.83	34.56	56.17	34.33	59.70	<u>36.29</u>	55.10	<u>28.57</u>	59.95	<u>37.04</u>
InternVL-2.5-8B	58.33	45.67	52.00	21.33	52.17	23.00	48.73	15.61	<u>57.14</u>	25.85	51.85	22.22
LLaVA-NeXT-7B	54.44	40.56	47.50	10.78	48.50	12.67	43.67	8.44	46.60	8.16	50.93	12.50
LLaVA-OneVision-7B	19.78	81.56	50.67	10.44	50.00	11.00	54.43	13.50	47.28	3.40	49.77	11.11

Table 2: Results of the UI/UX design selection task on WisierUI-Bench, shown overall and by UI change element types. Best and second-best model scores for each metric are marked in **bold** and underlined, respectively. For CA, the best and second-best UI element type performances within each model are highlighted in **blue** and **yellow**, respectively. All metrics are reported as percentages (%).

Model	Method	FA	SA	AA	CA
GPT-4o	Zero-Shot	31.89	88.33	<u>60.11</u>	30.11
	CoCoT	33.00	83.33	58.17	29.67
	Self-Refine	32.44	82.67	57.56	29.89
	DDCoT	36.56	86.89	61.72	<u>34.78</u>
	MAD (R1)	51.22	67.44	59.33	39.00
	MAD (R3)	34.44	80.89	57.67	29.89
Claude 3.5 Sonnet	Zero-Shot	26.11	86.67	<u>56.39</u>	24.22
	CoCoT	29.78	81.78	55.78	<u>27.22</u>
	Self-Refine	25.67	76.44	51.06	20.44
	DDCoT	26.22	86.67	56.44	23.56
	MAD (R1)	39.00	72.89	55.94	30.00
	MAD (R3)	23.33	85.44	54.39	21.44

Table 3: Results of the UI/UX design selection task across reasoning strategies on WisierUI-Bench, figures in percentages (%).

UI/UX design in real-world UI pairs.

Performance Across UI Element Types The UI element-wise results in Table 2 show performance variations across change type categories, while preserving overall trends: GPT-4o and InternVL-2.5-38B generally achieve the highest AA and CA, respectively. Focusing on CA, Mixed cases, where changes span multiple functional UI element groups, often yield relatively high performance, suggesting that aggregated multi-functional changes may provide richer behavioral cues than single-group modifications. Interactive Control (IC) and Content & State Display (CSD) show broadly comparable performance overall, although their relative ranking varies across models. Across model families, GPT-based models show relative strength on Mixed cases, whereas Claude-

based models do so on CSD, which often involves content-level changes (e.g., images or text). By contrast, Container & Layout Structure (CLS) is the most challenging category, with sharply reduced CA across most models, reflecting limited sensitivity to structural layout changes, such as card or tile-level differences. Notably, Claude 4.5 Sonnet perform relatively better on CLS than other models.

Effect of Reasoning Strategies We additionally evaluate various reasoning strategies on GPT-4o and Claude 3.5 Sonnet to assess their effectiveness, including Contrastive Chain-of-Thought (CoCoT) (Zhang et al., 2024), Self-Refine (Madaan et al., 2023), Duty-Distinct Chain-of-Thought (DDCoT) (Zheng et al., 2023), and Multi-Agent Debate (MAD) (Liang et al., 2024; Du et al., 2023). For MAD, we stop and moderate the debate after the first (R1) and third (R3) rounds. As shown in Table 3, AA scores remain similar to or below the zero-shot setting, while CA scores often surpass it, especially for MAD (R1) across models, DDCoT on GPT-4o, and CoCoT on Claude 3.5 Sonnet. This gain is mainly due to reduced position bias, enabling more consistent decisions regardless of input order. MAD (R1) performs well by generating and moderating conflicting perspectives, which suits this human behavior pattern-driven task, benefiting from multi-perspective reasoning. However, excessive internal debate may hurt performance, as seen in the drop with MAD (R3).

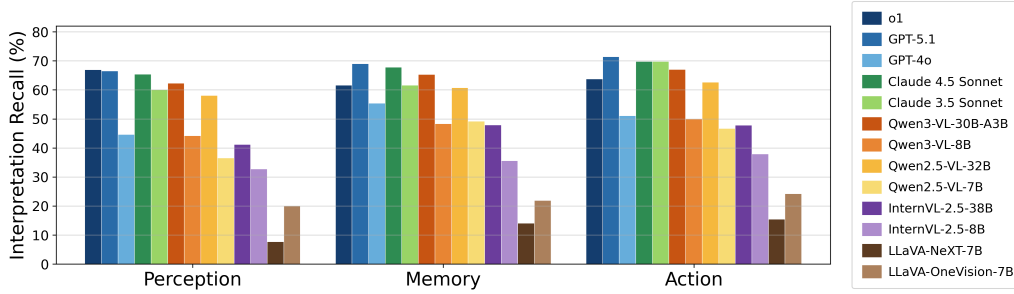


Figure 5: Results of the UI/UX design interpretation task by each UX dimension on WiserUI-Bench.

Model	Interpretation Recall	Instance-level Recall
o1	64.18	78.33
GPT-5.1	68.71	<u>79.00</u>
GPT-4o	50.15	66.67
Claude 4.5 Sonnet	<u>67.40</u>	80.33
Claude 3.5 Sonnet	63.16	78.67
Qwen3-VL-30B-A3B	64.62	74.00
Qwen3-VL-8B	47.22	56.00
Qwen2.5-VL-32B	60.23	73.00
Qwen2.5-VL-7B	43.71	61.67
InternVL-2.5-38B	45.32	59.33
InternVL-2.5-8B	35.09	51.67
LLaVA-NeXT-7B	11.99	21.67
LLaVA-OneVision-7B	21.78	33.33

Table 4: Results of the UI/UX design interpretation task on WiserUI-Bench, figures in percentages (%).

5.2 UI/UX Design Interpretation

5.2.1 Evaluation Metrics

To judge how well a model’s generated interpretation explains the observed outcome, we compare it against expert-curated key interpretations for each instance. Since we let models produce free-form explanations, their outputs often differ substantially in wording and verbosity even when conveying similar meaning; accordingly, we prioritize semantic alignment over surface-level lexical overlap. Specifically, we instruct the model to enumerate all relevant factors in its explanation, and each expert interpretation is independently evaluated in a binary manner, whether it is fully captured by the explanation or not. We report two metrics: *Interpretation Recall*, measuring the proportion of expert interpretations captured, and *Instance-level Recall*, which counts an instance as correct if at least one expert interpretation is captured. Binary inclusion judgments are made using a GPT-4o-based evaluator (Liu et al., 2023), validated against human judgments on 1,000 random samples (83.0% accuracy, Cohen’s kappa 0.66). The prompts used, along with the results of BLEU, ROUGE, METEOR,

and BERTScore (Papineni et al., 2002; Lin, 2004; Banerjee and Lavie, 2005; Zhang et al., 2020) are reported in the Appendix B.3.

5.2.2 Results

Overall Performance Table 4 reports performance on the UI/UX design interpretation task. Recent models such as GPT-5.1 and Claude 4.5 Sonnet are among the strongest performers, although the overall results remain far from saturated. Some models, such as o1 and Claude 3.5 Sonnet, also show relatively strong post-hoc interpretation given the more effective variant, despite being weaker on selection in Task 1. By contrast, models such as GPT-4o and InternVL-2.5-38B, which were relatively strong on Task 1 selection, do not maintain the same level of advantage under this setting. Taken together, these observations suggest that selecting the better design and explaining its advantage are related but dissociable capabilities. Within the smaller-model regime, Qwen-VL variants align more closely with expert interpretations than other 7B/8B models, and larger Qwen-VL models consistently outperform their smaller counterparts. The persistent gap between Interpretation Recall and Instance-level Recall suggests that models often recover only part of the expert interpretations, rather than covering it comprehensively.

Performance Across UX Aspects We further analyze Interpretation Recall scores by UX dimension to examine which types of UX interpretations are more readily recovered, as a true understanding of UI/UX requires capturing the full range of cognitive aspects—perception, memory, and action. As shown in Figure 5, o1 performs best on Perception, indicating relatively stronger ability to explain which visual cues are likely noticed by users, whereas GPT-5.1 achieves the highest score on Action, suggesting better performance on interaction-oriented explanations. More broadly,

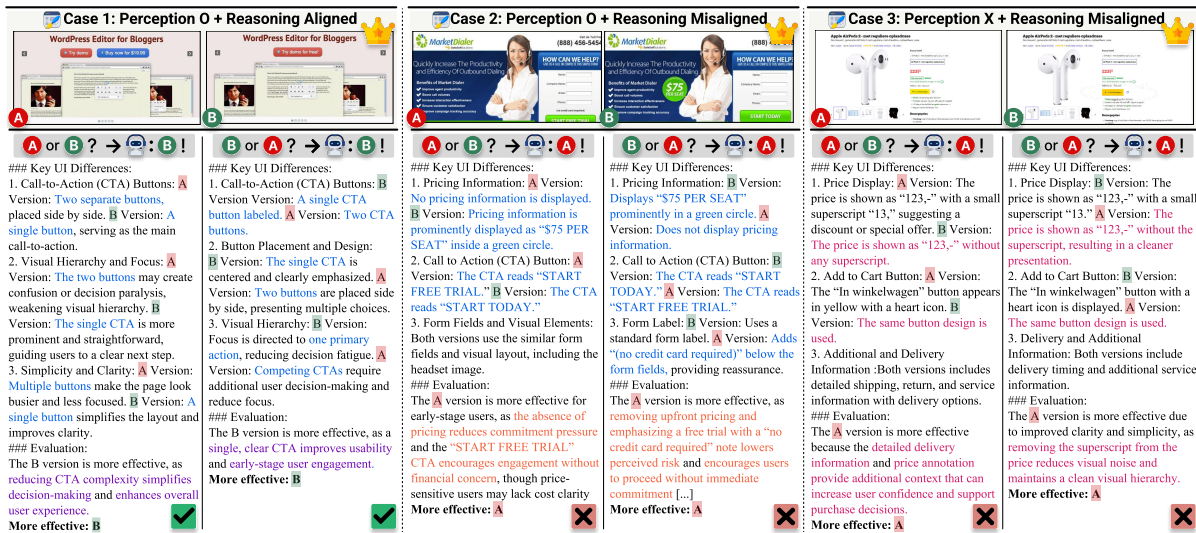


Figure 6: Example responses from InternVL-2.5-38B on the UI/UX design selection task, showing model outputs under different input image orders for each case. Blue marks correct UI change perception, while red denotes incorrect or hallucinated perception. Purple indicates user behavior pattern-aligned reasoning, whereas misaligned reasoning in orange.

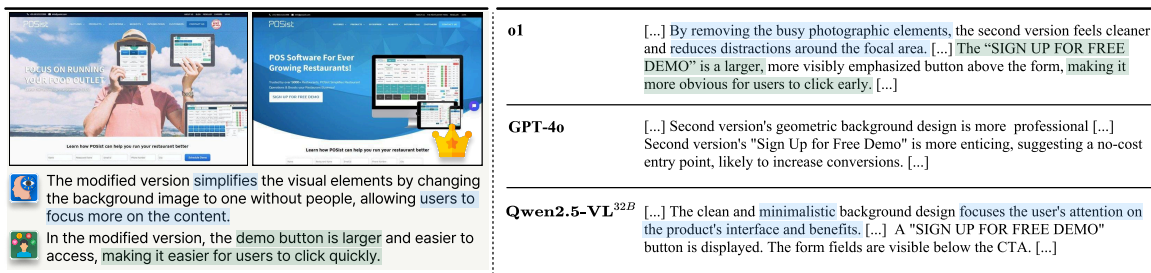


Figure 7: Example responses from o1, GPT-4o, and Qwen2.5-VL-32B on the UI/UX design interpretation task. Green and blue highlight points capturing the expert interpretations fully.

no single model dominates uniformly across all three dimensions. Performance remains below or around 70% across most dimensions, underscoring the need for more holistic modeling of UI/UX understanding across multiple cognitive aspects.

6 Discussion

Case Study For the UI/UX design selection task, we analyze the success and failure modes of the strong-performing model, InternVL-2.5-38B, as shown in Figure 6, focusing on cases where the model makes consistent decisions under both input image orders. In Case 1, the model correctly perceives the UI change as the presence of a CTA button and selects the more effective UI/UX, providing a reason that behaviorally aligns with the user behavior pattern implied by the A/B test outcome, hypothesizing that fewer CTAs better focus user attention. In Case 2, although the model correctly identifies differences such as pricing badges and

CTA text, it fails to select the winning variant identified by the A/B test, instead offering misaligned reasoning that higher visual saliency negatively impacts user behavior by inducing commitment pressure. In Case 3, the model fails at perception level, hallucinating non-existent changes instead of recognizing the actual button color difference, which ultimately leads to an incorrect final decision.

Figure 7 shows a case from the UI/UX design interpretation task. The UI on the right was verified by A/B test results as the more effective design, with experts attributing its effectiveness to a simplified background and an enlarged demo button, along with their associated effects, factors that models must explicitly capture for an accurate interpretation. o1 succeeds by directly highlighting these key points. GPT-4o correctly identifies the relevant UI elements, but provides an incorrect or vague explanation for their impact. Qwen2.5-VL-32B correctly notes the minimalist design, but stops

at identifying the button, missing the key detail of its enlargement and resulting in an incomplete explanation. As shown here, models often identify and emphasize salient surface-level differences, but fall short in capturing deeper behavioral implications and UX reasoning, limiting interpretive depth relative to experts.

7 Conclusion

We introduce a new task that evaluates multimodal understanding of how design drives user actions in the critical field of UI/UX. To support this, we present WisierUI-Bench, a behavior-focused benchmark uniquely built from diverse, real-world A/B-tested UI variants and expert-curated key interpretations, providing a reliable basis for assessment. Our two tasks, selection and interpretation, go beyond surface-level recognition, requiring models to reason about the behavioral implications of visual design, a cognitively challenging problem. Extensive experiments across both proprietary and open-source MLLMs reveal they exhibit only shallow levels of behavior-aware visual reasoning. Achieving stronger performance on this significant task, particularly across the analyzed UI elements or UX dimensions, may require further training on large-scale, behaviorally grounded UI/UX data that reflects real-world user dynamics. We envision WisierUI-Bench and our work as a step toward multimodal systems capable of not only understanding but also generating visual interfaces grounded in user behavior contexts, aligning with human cognition to optimize user experience. More broadly, we hope to catalyze future research toward deeper UI/UX and human behavior literacy in AI.

8 Limitations

Given that user experience patterns vary across cultural contexts and societal norms, cultural biases inevitably exist in our benchmark (Karreman et al., 2016). Also, interactive UIs were not extensively explored in our work. Although the number of 300 UI image pairs may seem limited, publicly available real-world A/B test results are extremely rare, as companies rarely disclose them. Moreover, independently conducting production-level UI experiments at a comparable level and scale was practically infeasible. However, as the first benchmark in this area, we focused on reliability, diversity, and annotation quality, covering a wide range of real-world UI changes and providing expert-curated key

interpretations.

9 Ethical Considerations

To ensure expert-level annotation quality, we recruited three annotators with professional UI/UX backgrounds who are currently employed at global IT companies specializing in UX and AI. We clearly informed them of the academic nature of the task, and they voluntarily participated in the study. We provided each annotator with monetary compensation equivalent to approximately \$225 USD, reflecting fair market rates for domain-specific labor, and issued payments within 48 hours of annotation completion. We instructed annotators to focus solely on task-relevant elements and ensured that they were not exposed to or asked to label any sensitive, offensive, or triggering content.

Our benchmark does not include any private, user-identifiable, or confidential information. All materials were curated exclusively from publicly accessible promotional case studies (e.g., *Success Stories* from VWO²) released by the originating platforms, while strictly excluding any restricted or paywalled content. We acknowledge that while some source platforms include copyright notices intended to protect their proprietary assets, they do not provide explicit open redistribution licenses, such as Creative Commons, for their publicly accessible case materials. To responsibly address the absence of explicit licenses and to ensure compliant academic use, WisierUI-Bench is released strictly for non-commercial academic research under a non-commercial license (e.g., CC BY-NC-SA 4.0). Rather than redistributing raw image assets directly, we primarily release source URLs alongside our expert annotations and automated image-processing scripts. We will further maintain transparent communication channels within the repository to accommodate potential inquiries from original content owners and, if necessary, adjust specific entries in accordance with responsible academic data governance.

Acknowledgments

This work was supported by the Institute of Information & Communications Technology Planning & Evaluation (IITP) grant funded by the Korea Government (MSIT) (No. RS-2024-00338140, Development of learning and utilization technology to reflect sustainability of generative language models

²<https://vwo.com/success-stories>

and up-to-dateness over time), and by the Culture, Sports and Tourism R&D Program through the Korea Creative Content Agency grant funded by the Ministry of Culture, Sports and Tourism in 2026 (RS-2024-00361757, Development of Multimodal UX Evaluation Platform Technology for XR Spatial Responsive Content Optimization)

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A WiserUI-Bench Details

A.1 Curation Details

Image Preprocess During benchmark construction process, we observed that some UI images from our data sources included manual indicators, such as circled regions, numbered markers, and arrows, highlighting specific UI elements related to reasoning points from A/B test results (see Figure 17). While helpful for human interpretation, these indicators introduced artificial attention cues that could potentially bias model evaluation.

To mitigate this, we cleaned the dataset using inpainting techniques. We first identified common indicator patterns via edge detection and color-based segmentation, including circular highlights drawn in semi-transparent colors, numbered markers, and arrows. Our automated pipeline primarily utilized OpenCV (Bradski, 2000) for marker detection and inpainting. For a small number of complex cases where automated methods were insufficient, we applied a hybrid refinement approach using AI-based editing tools (e.g., Gemini³). These tools were used solely to remove attached markers or visual indicators, without modifying the underlying UI layout or design elements. This process ensured a cleaner, more naturalistic dataset for fair visual reasoning evaluation.

Interpretation Annotation As shown in Figure 20, three UI/UX experts were presented with a pair of UI images, one designated as the winner based on A/B test results, along with the corresponding source website link. Experts were instructed to provide key interpretations explaining why the winning variant supported user actions more effectively than the alternative. We engaged domain experts for this task, as user behavior is often subconscious and shaped by implicit context, making evaluation by non-experts inherently difficult.

Annotators were guided by two resources: textual descriptions from the original sources, which often highlight key design intentions, and the Nielsen Norman 10 Usability Heuristics (Nielsen, 1994), a robust theoretical framework widely used in usability research, which served as broad conceptual criteria. The resulting interpretations were then mapped to 12 curated UX laws that remain widely applied in practice. These laws provide concrete, actionable guidance across diverse aspects of user experience, which can be categorized into

³<https://gemini.google.com>

three cognitive dimensions: Perception, Memory, and Action. This classification is inspired by the framework proposed by Norman (2007), which introduced the concept of *Emotional Design*. The full list of UX laws and their classifications is presented in Table 5.

A.2 Statistics Details

Figure 18 presents the distribution of WiserUI-Bench across page types, industry domains, device types. For clarification on the page type classification, the *homepage* refers to the main entry point of a website, typically offering broad navigation and general content. In contrast, a *landing page* is usually a standalone page optimized for a specific user action, such as signing up or making a purchase.

Full distribution of UI change attribute types is shown in Figure 19. For clarification, element-level counts reflect the number of distinct UI components affected, while attribute-level counts capture the total number of modified attributes across all components. For example, an instance annotated as `<Input Field: Padding, Color / Button: Color>` is counted as 2 element changes and 3 attribute changes.

B Experiment Details

B.1 Setup

B.1.1 Model Configuration

For proprietary MLLMs, we accessed the models via their official API endpoints as follows:

- o1 (OpenAI et al., 2024b):
o1-2024-12-17
- GPT-5.1 (OpenAI, 2025):
gpt-5.1-2025-11-13
(reasoning effort: none)
- GPT-4o (OpenAI et al., 2024a):
gpt-4o-2024-08-06
- Claude 4.5 Sonnet (Anthropic, 2025):
claude-sonnet-4-5-20250929
(thinking type: disabled)
- Claude 3.5 Sonnet (Anthropic, 2024):
claude-3-5-sonnet-20240620

For open-source models, we used publicly available weights from the Huggingface Hub⁴. Specific model versions are as follows:

⁴<https://huggingface.co/models>

- Qwen3-VL-30B-A3B (Bai et al., 2025a):
Qwen/Qwen3-VL-30B-A3B-Instruct
- Qwen3-VL-8B (Bai et al., 2025a):
Qwen/Qwen3-VL-8B-Instruct
- Qwen2.5-VL-32B (Bai et al., 2025b):
Qwen/Qwen2.5-VL-32B-Instruct
- Qwen2.5-VL-7B (Bai et al., 2025b):
Qwen/Qwen2.5-VL-7B-Instruct
- InternVL-2.5-38B (Chen et al., 2025):
OpenGVLab/InternVL2_5-38B
- InternVL-2.5-8B (Chen et al., 2025):
OpenGVLab/InternVL2_5-8B
- LLaVA-NeXT-7B (Liu et al., 2024a):
llava-hf/llava-v1.6-mistral-7b-hf
- LLaVA-OneVision-7B (Li et al., 2024a):
llava-hf/llava-onevision-qwen2-7b-ov-hf

The temperature for all models was set to 0.2.

B.1.2 Resources

All experiments using open-source models were conducted on a Linux machine (Ubuntu 20.04.6 LTS) equipped with 4 NVIDIA RTX A6000 GPUs, each with 48GB VRAM. We used the following software libraries and frameworks: transformers version 4.53.2 and vllm version 0.9.2.

B.2 UI/UX Design Selection

B.2.1 Prompts

Figures 8 through 14 show the prompts used, including those designed for diverse reasoning strategies.

B.2.2 Token Counts

Token counts across reasoning strategies on proprietary models are presented in Table 6.

B.2.3 Standard Deviation

Table 7 presents the standard deviation across three experiment runs for each model and reasoning method. For metric abbreviation, *FS* and *SS* denote the standard deviation when the first or second UI image input was the more effective one, while *AS* and *CS* refer to the standard deviation of total correct and both correct cases, respectively.

B.2.4 Additional Case Study

Figure 21 and 22 present the additional case studies across different models. Figure 23 shows an example comparing various reasoning strategies executed with GPT-4o.

B.3 UI/UX Design Interpretation

B.3.1 Prompts

Figure 15 presents the prompt used for models' interpretation generation, and Figure 16 presents the prompt used for its GPT-4o-based evaluation.

B.3.2 Results on Text Similarity Metrics

Alongside Interpretation Recall and Instance-level Recall from GPT-4o-based evaluation, we report BLEU, ROUGE, METEOR, and BERTScore (Papineni et al., 2002; Lin, 2004; Banerjee and Lavie, 2005; Zhang et al., 2020) in Table 8 as complementary lexical-overlap metrics.

The consistently low scores observed in BLEU, ROUGE, and METEOR primarily stem from verbosity and vocabulary differences between concise expert interpretations and more elaborative model-generated explanations, as also illustrated in Figure 7. As such, these metrics largely capture stylistic divergence rather than true semantic misalignment. In contrast, our recall-based metrics are explicitly designed to assess semantic inclusion, thereby providing a more faithful characterization of the alignment between expert and model interpretations, which motivates their use as the main evaluation criterion.

B.3.3 Additional Case Study

Figure 24 presents an additional case study across different models.

C Icon Attribution

Icons used in this paper are from Flaticon (<https://www.flaticon.com>), and they are attributed to the respective authors as required by Flaticon's license.

UX Dimension	UX Law	Description
Perception	Law of Common Region (Koffka, 1922)	Elements sharing a boundary or background are perceived as a unified group. This can be a visible border, a colored box, or a distinct region in the layout.
	Law of Proximity (Koffka, 1922)	Items positioned close together are seen as belonging to the same group. This mental shortcut helps users quickly identify relationships between adjacent elements.
	Law of Prägnanz (Koffka, 1922)	Humans naturally perceive and interpret complex images in their simplest forms. It reduces cognitive effort by helping us group and understand elements more quickly.
	Law of Similarity (Koffka, 1922)	People group together elements that look alike, assuming they serve a similar purpose. Consistency in color, shape, or size leads the user to see these items as related.
Memory	Von Restorff Effect (Von Restorff, 1933)	People remember a distinct element more easily than others that blend in. This is also known as the Isolation Effect, emphasizing our attention on anything unusual.
	Serial Position Effect (Ebbinghaus et al., 1913)	Users tend to remember the first and last items in a series more than those in the middle. This influences how they recall sequential information or actions.
	Miller's Law (Miller, 1956)	On average, people can hold only about seven items in their working memory at once. Going beyond this limit causes cognitive overload.
	Jakob's Law (Nielsen, 2000)	Users expect new interfaces to operate similarly to those they've used before. Leveraging established patterns lowers cognitive load and accelerates adoption.
Action	Hick's Law (Hick, 1952)	Decision time rises with the number and complexity of choices. Too many options can overwhelm users and slow their actions.
	Pareto Principle (Pareto, 1919)	Roughly 80% of outcomes stem from 20% of causes. Focusing on the most impactful features or tasks delivers the greatest improvement.
	Fitts's Law (Fitts and Peterson, 1964)	The time required to reach a target depends on its size and distance. Larger, closer elements are easier to access quickly and accurately.
	Goal-Gradient Effect (Hull, 1932)	Motivation increases as people get closer to finishing a task. Providing clear progress markers encourages users to continue and complete it faster.

Table 5: Overview of UX laws used for interpretation annotation, and their categorization by cognitive dimension (Perception, Memory, Action).

Models	Methods	Input Tokens	Output Tokens
o1	Zero-Shot	1292.5 (\pm 559.77)	1347.7 (\pm 489.76)
GPT-4o	Zero-Shot	1453.4 (\pm 634.41)	248.8 (\pm 57.98)
	CoCoT	1458.4 (\pm 634.41)	329.7 (\pm 63.29)
	Self-Refine	5240.4 (\pm 1935.80)	820.9 (\pm 142.43)
	DDCoT	1521.4 (\pm 634.41)	415.3 (\pm 73.42)
	MAD (R1)	4942.4 (\pm 1903.15)	483.1 (\pm 58.5)
	MAD (R3)	11501.5 (\pm 4435.48)	1158.1 (\pm 82.60)
Claude 3.5 Sonnet	Zero-Shot	1686.6 (\pm 1062.43)	401.4 (\pm 72.94)
	CoCoT	1692.5 (\pm 1062.58)	487.0 (\pm 82.28)
	Self-Refine	6230.7 (\pm 3245.69)	1201.4 (\pm 207.32)
	DDCoT	1754.5 (\pm 1064.29)	582.2 (\pm 97.13)
	MAD (R1)	5895.5 (\pm 3224.31)	834.1 (\pm 125.13)
	MAD (R3)	13853.4 (\pm 7512.63)	1936.5 (\pm 276.14)

Table 6: Overview of Token Counts ($\mu \pm \sigma$) in the UI/UX design selection task on WisierUI-Bench.

Model	Method	FS	SS	AS	CS
o1	Zero-Shot	1.528	2.082	3.606	0.577
GPT-4o	Zero-Shot	1.528	1.000	2.082	1.528
	CoCoT	4.000	2.646	1.732	1.732
	Self-Refine	2.517	1.000	3.215	0.577
	DDCoT	2.082	2.309	0.577	2.517
	MAD (R1)	3.215	3.055	6.245	2.646
	MAD (R3)	0.577	2.082	1.732	3.215
Claude 3.5 Sonnet	Zero-Shot	1.528	2.000	3.512	2.887
	CoCoT	3.055	3.512	0.577	0.577
	Self-Refine	2.646	3.512	4.619	1.528
	DDCoT	2.082	1.732	0.577	2.517
	MAD (R1)	1.000	1.528	2.309	4.359
	MAD (R3)	1.000	2.887	3.786	3.786
Qwen2.5-VL-32B	Zero-Shot	1.732	2.309	2.082	2.000
Qwen2.5-VL-7B	Zero-Shot	2.646	0.577	2.517	3.215
InternVL-2.5-38B	Zero-Shot	2.646	1.000	3.000	3.055
InternVL-2.5-8B	Zero-Shot	1.000	2.646	2.646	2.000
LLaVA-NeXT-7B	Zero-Shot	3.512	1.155	4.583	6.028
LLaVA-OneVision-7B	Zero-Shot	4.041	2.309	4.359	3.512

Table 7: Results on standard deviation across three experiment runs in the UI/UX design selection task for each model and reasoning strategy on WisierUI-Bench.

Model	BLEU-2	BLEU-4	ROUGE-L	METEOR	BERTScore
o1	0.0181	0.0041	0.0972	0.1630	0.8414
GPT-4o	0.0162	0.0040	0.0875	0.1557	0.8233
Claude 3.5 Sonnet	0.0141	0.0037	0.0654	0.1418	0.8076
Qwen2.5-VL-32B	0.0098	0.0025	0.0442	0.1016	0.8085
Qwen2.5-VL-7B	0.0180	0.0048	0.0789	0.1481	0.8331
InternVL-2.5-38B	0.0128	0.0034	0.0574	0.1225	0.8080
InternVL-2.5-8B	0.0111	0.0032	0.0510	0.1124	0.8082
LLaVA-NeXT-7B	0.0077	0.0018	0.0386	0.0908	0.8127
LLaVA-OneVision-7B	0.0157	0.0043	0.0718	0.1416	0.8255

Table 8: Results of text similarity metrics per expert interpretation for the UI/UX design interpretation task on WiserUI-Bench.

You are an expert in designing UI/UX for web/apps.

The two screenshots show two different versions of the same page.
Identify the key UI differences between the two versions, and then evaluate which variant is more effective UI/UX design that leads to better user experience and conversion.

You should end your answer with following the format (No bold, etc):
More effective: <First/Second>

Figure 8: Prompt used for the UI/UX design selection task with zero-shot strategy.

You are an expert in designing UI/UX for web/apps.

The two screenshots show two different versions of the same page.
Identify the key UI differences between the two versions, and then evaluate which variant is more effective UI/UX design that leads to better user experience and conversion.

Think step by step.

You should end your answer with the following format (No bold, etc):
More effective: <First/Second>

Figure 9: Prompt used for the UI/UX design selection task with CoCoT strategy.

You are an expert in designing UI/UX for web/apps.

The two screenshots show two different versions of the same page.
We want to identify the key UI differences between the two versions, and then evaluate which variant is more effective UI/UX design that leads to better user experience and conversion.

Review your previous answer and find problems with your answer.
Previous answer:
{previous_answer}

Figure 10: Prompt used for the UI/UX design selection task with Self-Refine strategy on the reviewing step. Prompt inputs are in **bold**.

You are an expert in designing UI/UX for web/apps.

The two screenshots show two different versions of the same page.
We want to identify the key UI differences between the two versions, and then evaluate which variant is more effective UI/UX design that leads to better user experience and conversion.

Your previous answer:
{previous_answer}

Feedback on your previous answer:
{feedback}

Based on the feedback for your previous answer, improve your answer.

You should end your answer with following the format (No bold, etc):
More effective: <First/Second>

Figure 11: Prompt used for the UI/UX design selection task with Self-Refine strategy on the improving step. Prompt inputs are in **bold**.

You are an expert in designing UI/UX for web/apps.

The two screenshots show two different versions of the same page.
We want to identify the key UI differences between the two versions and then evaluate which variant is more effective UI/UX design that leads to better user experience and conversion.

You should

- (1) Think step by step about the preliminary knowledge to answer the question, deconstruct the problem as completely as possible down to necessary sub-questions.
- (2) With the aim of helping answer the original question, try to answer the sub-questions.
- (3) Give your final answer according to the sub-questions and sub-answers.

You should end your answer with the following format (No bold, etc):
More effective: <First/Second>

Figure 12: Prompt used for the UI/UX design selection task with DDCoT strategy.

You are an expert in designing UI/UX for web/apps.

And you are a debater. Hello and welcome to the debate.

The two screenshots show two different versions of the same page.
Identifying the key UI differences between the two versions, you think the **{first/second}** variant is more effective UI/UX design that leads to better user experience and conversion.
It's not necessary to fully agree with each other's perspectives, as our objective is to find the correct answer.

The opponent proposed that:
{opponent_opinion}

Figure 13: Prompt used for the UI/UX design selection task with MAD strategy on the debate step arguing the first/second version better drives user actions. Prompt inputs are in **bold**.

You are an expert in designing UI/UX for web/apps.

The two screenshots show two different versions of the same page.
If the **SECOND** version has proven to be more effective UI/UX design that leads to better user experience and conversion, provide all possible and appropriate interpretations for its superiority.

Figure 15: Prompt used for the UI/UX design interpretation task.

You are an expert in designing UI/UX for web/apps.

And you are a moderator. There will be two debaters involved in a debate.

The two screenshots show two different versions of the same page.
They are discussing which variant is more effective UI/UX design that leads to better user experience and conversion.
At the end of each debate round, you will evaluate answers and decide which is correct.

Now the **{number}** round of debate for both sides has ended.

Argue from the side arguing for the first version:
{first_reason}

Argue from the side arguing for the second version:
{second_reason}

Then what is the correct answer?
Please give the final answer that you think is correct and summarize your reasons.

You should end your answer with following the format (No bold, etc):
More effective: <First/Second>

Figure 14: Prompt used for the UI/UX design selection task with MAD strategy on the moderation step. Prompt inputs are in **bold**.

Given two statements are interpretations why one UI is better than another in terms of guiding user behavior effectively.

Statement 1:
{model_reason}

Statement 2:
{reference_reason}

Your task is to assess whether the first statement contains the same reasoning and essential content as the second statement.
If it does, answer with 'Yes'. Otherwise, answer with 'No'.

Figure 16: Prompt used for GPT-4o-based evaluation on the UI/UX design interpretation task. Prompt inputs are in **bold**.

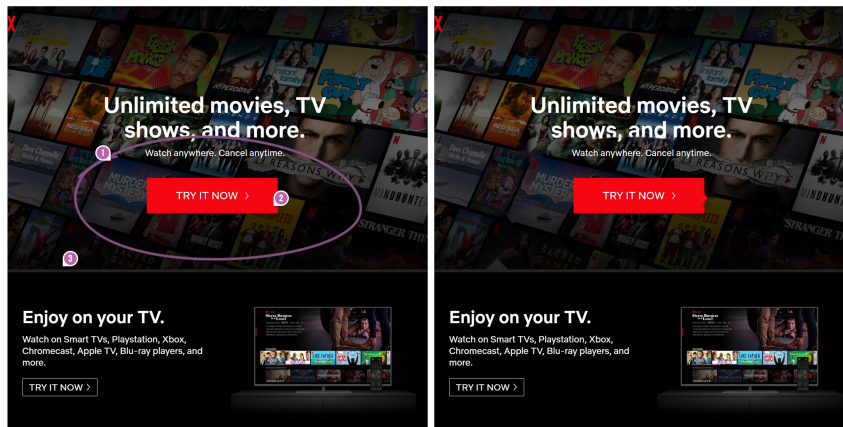


Figure 17: Example of visual indicator removal in WiserUI-Bench. Left: Original image with markers added by data source website. Right: After inpainting, with markers removed while preserving UI elements.

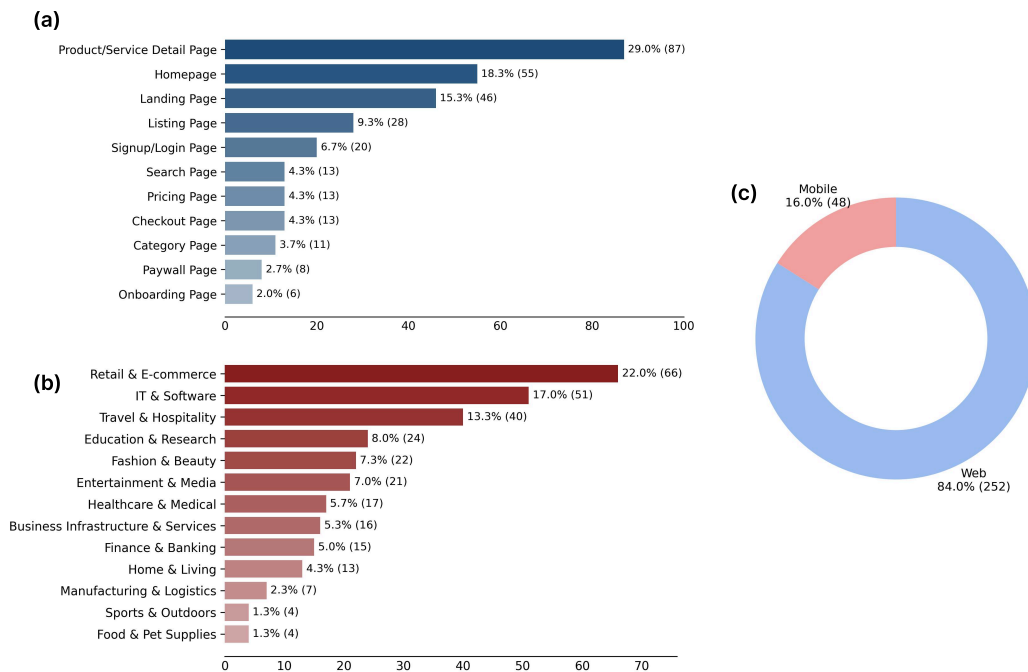


Figure 18: Detailed statistics of WiserUI-Bench on (a) page type, (b) industry domain, (c) device type

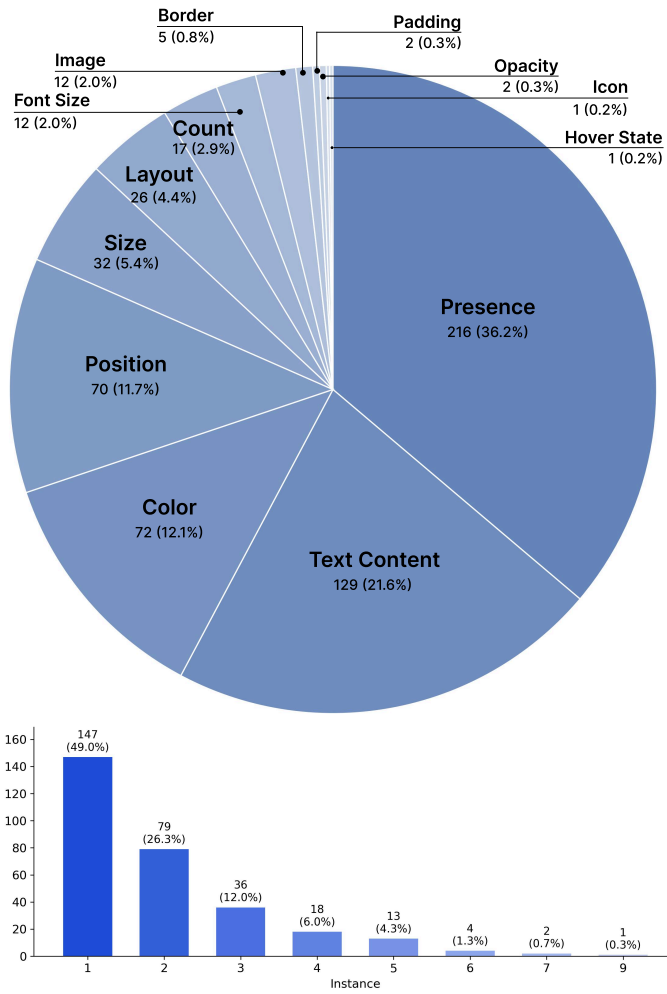


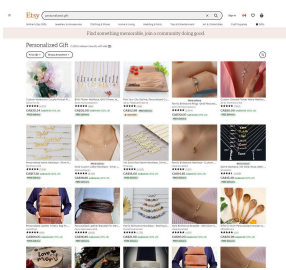
Figure 19: Detailed statistics of WisierUI-Bench on UI change attribute type

Your Objective

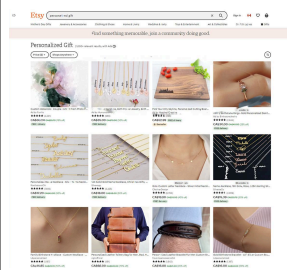
Review the pair of website images along with the information provided in the website link, and write key rationales explaining why the winning design more effectively guided user behavior, based on the provided criteria.

A/B Test Winner

A



B



[Click here to access source website](#)

Criteria

Nielsen Norman 10 Usability Heuristics

1. Visibility of System Status
2. Match Between the System and the Real World
3. User Control and Freedom
4. Consistency and Standards

⋮

12 Laws of UX (Practical)

1. Law of Common Region
Elements sharing a boundary or background are perceived as a unified group. This can be a visible border, a colored box, or a distinct
2. Law of Proximity
Items positioned close together are seen as belonging to the same group. This mental shortcut helps users quickly identify

⋮

Key Interpretations

1. The larger tiles in the right version stand out more, making them easier to remember and likely to attract user attention.

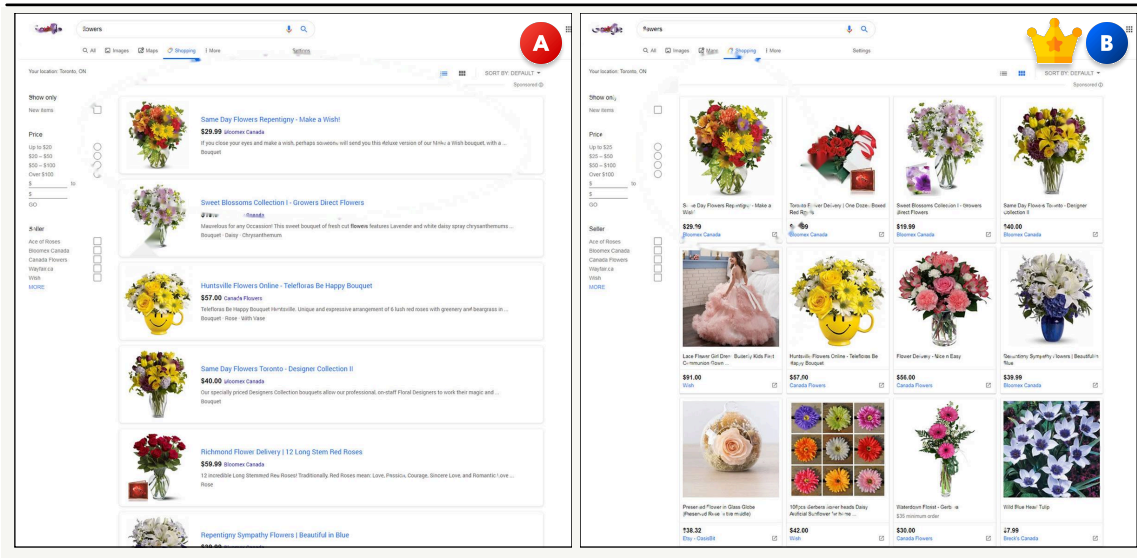
1 2 3 4 5 6 7 8 9 10 11 12

2. The larger tile size in the right version makes it easier to click, reducing the time and effort required for interaction.

1 2 3 4 5 6 7 8 9 10 11 12

[Save & Submit](#)

Figure 20: A screenshot of the interpretation annotation interface for UI/UX experts based on original data sources and guidelines. After writing the key interpretations, they also selected the most relevant UX law.



Claude 3.5 Sonnet

The key UI differences between the two versions are:

1. Layout: The first version uses a list view, while the second version uses a grid view.
2. Product cards: The second version has more compact product cards with less text description visible.
3. Image size: The second version features larger product images.
4. Information density: The second version displays more products on the screen at once.
5. Share button: The second version includes a share icon for each product.
6. View options: The second version offers both list and grid view options at the top right.
7. Product variety: The second version shows a wider variety of products, including non-flower items like dresses.

Evaluation: The second version is more effective in terms of UI/UX design and likely to lead to better user experience and conversion for the following reasons:

1. Visual appeal: The grid layout with larger images is more visually engaging and allows users to see more products at a glance.
2. Efficient browsing: Users can scan through more options quickly, potentially finding what they're looking for faster. [...]
7. Reduced cognitive load: Less text on each product card allows users to focus on the visual aspects, which are crucial for flower selection. While the first version provides more detailed information upfront, the second version's design is more likely to keep users engaged and browsing, potentially leading to higher conversion rates.

More effective: Second

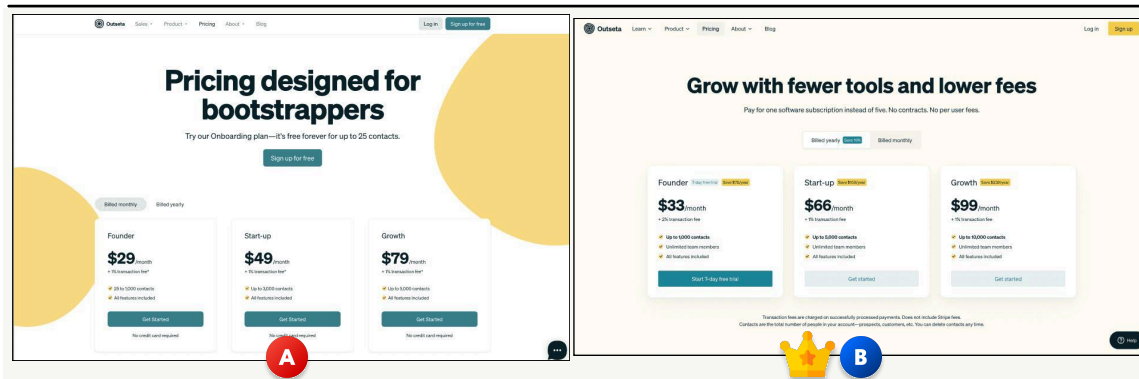
InternVL-2.5^{38B}

The second version of the page appears to be more effective in terms of UI/UX design, leading to a better user experience and conversion. Here are some reasons why:

1. Simplified Layout: - The second version has a cleaner and more streamlined layout. The removal of the "Refine Your Search" section and the sorting options simplifies the page, making it less cluttered and easier to navigate.
2. Prominent Product Display: - The products are more prominently displayed in the second version. The featured products are larger and more visible, which can attract users' attention more effectively.
3. Clear Call-to-Action: - The "More Details" buttons are more prominent and consistent in the second version. This makes it easier for users to find and click on them, leading to more engagement with the products. [...]
7. Better Mobile Responsiveness: - The simplified layout in the second version is likely more responsive on mobile devices, providing a better experience for users accessing the site on smaller screens.

Overall, the second version's design improvements contribute to a more user-friendly and effective shopping experience, which can lead to higher engagement and conversion rates.

Figure 21: A qualitative example from the UI/UX design selection task on WiserUI-Bench: Both Claude 3.5 Sonnet and InternVL-2.5-38B selected the A/B test winner.



GPT-4o

The two versions of the page have distinct differences in their UI design:

1. Color and Aesthetics: - The first version has a simple white background with a purple header, giving it a clean and minimalistic look. - The second version uses a gradient background with more vibrant colors and highlights, making it visually richer. 2. Layout and Structure: - The first version has a straightforward list format indicating key features like total investment, frequency, and next date, with clear labels and values. - The second version is organized into sections with boxes, providing a different hierarchy with clear separation for different types of information (deposits and investments). 3. Information Density: - The first version has less information density, focusing only on a few key settings. - The second version provides more detailed options and information, allowing for additional interaction (like setting deposits and investments). 4. Interactivity and Options: - The first version has a simpler interface with fewer interactive buttons. - The second version includes interactive buttons for deposits and investments, offering more direct actions on this screen. 5. Clarity and Focus: - The first version focuses on clarity and simplicity, potentially making it easier for fast comprehension without distraction. - The second version may engage users more with its richness but could also overwhelm some users with additional options and visuals.

Evaluation:- If the goal is simplicity, ease of use, and focusing on key features, the first version is more effective.- If providing more options and a vibrant interface is preferred to keep users engaged, the second version is more effective.

More effective: Second

LLaVA-NeXT^{7B}

Based on the provided screenshots, here are the key UI differences between the two versions:

1. Color Scheme: The first version uses a darker color scheme, while the second version uses a lighter one. The darker version may be more accessible for users with visual impairments, but the lighter version can appear more modern and clean. 2. Button Styling: The first version has more prominent and contrasting buttons, which can make them more noticeable and easier to tap on a touchscreen. The second version has buttons that blend more with the background, which might be less effective for touch targets. 3. Typography: The first version uses a larger font size for the main headline, which can make the message more prominent and easier to read. The second version uses a smaller font size for the main headline, which might be less effective for users with visual impairments. 4. Spacing and Layout: The first version has more spacing between elements, which can make the page feel less cluttered and easier to navigate. The second version has less spacing, which might make the page feel more cramped and harder to read. 5. Call to Action (CTA): The first version has a more prominent CTA button ("Get Started") with a contrasting color, which can make it more enticing for users to click. The second version has a less prominent CTA button with a color that blends more with the background, which might make it less effective at drawing attention. [...]

10. Responsiveness: The first version appears to be more responsive, with the layout adjusting well to different screen sizes. The second version does not showcase this feature, so it's unclear how well it adapts to different devices. In terms of which variant is more effective UI/UX design, the first version appears to be more effective due to its clearer information hierarchy, more prominent CTA, and overall better use of whitespace and design consistency. These factors can contribute to a better user experience and potentially higher conversion rates.

More effective: First version

Figure 22: A qualitative example from the UI/UX design selection task on WiserUI-Bench: GPT-4o selected the A/B test winner, whereas LLaVA-NeXT-7B did not.



Zero-Shot The screenshots show two versions of a webpage with the following differences:

1. Call to Action (CTA) Button Text: - First: "START FREE TRIAL" - Second: "START TODAY"
2. Price Information: - First: No price information displayed. - Second: Displays "\$75 PER SEAT" prominently.
3. Form Requirement Note: - First: Includes "(no credit card required)" next to the email field. - Second: No note regarding credit card requirement.

Evaluation: 1. CTA Effectiveness: - The first version with "START FREE TRIAL" may attract more users interested in trying the service without commitment, likely leading to higher conversion rates for initial user acquisition. 2. Pricing Visibility: - The second version provides clear pricing information ("\$75 PER SEAT"), which could deter or attract users based on their pricing expectations. Transparency in pricing is beneficial but might discourage users not ready to pay. [...] Overall, the first version is likely more effective in encouraging initial engagement due to the emphasis on a free trial and no credit card requirement, potentially leading to better user experience and initial conversion rates.

More effective: First

DDCoT To determine which variant offers a more effective UI/UX design, consider the following sub-questions:

1. Visual Hierarchy and Clarity: - How are elements arranged, and do they guide the user effectively?
2. Call-to-Action (CTA) Presence and Clarity: - Are the CTAs clear and motivating? Is their purpose obvious?
3. Messaging and Information: - Is the essential information presented clearly and concisely?
4. User Engagement: - Which design might users find easier and more compelling to interact with?

Sub-Question Analysis: 1. Visual Hierarchy and Clarity: - First: Clear division between benefits and contact form, good use of whitespace. - Second: Similar layout, but inclusion of pricing information may distract from the primary CTA. 2. Call-to-Action (CTA) Presence and Clarity: - First: CTA is "Start Free Trial" with no cost barrier, presumably more inviting. - Second: CTA "Start Today" presents cost (\$75 per seat), which could deter some users. 3. Messaging and Information: - First: Highlights free trial prominently, focusing on user benefits. - Second: Adds immediate pricing info, which could be informative but also distracting or off-putting. 4. User Engagement: - First: Free trial offer encourages users to engage without risk. - Second: Pricing can shift focus or create hesitation.

Final Decision: Taking these considerations into account, the first variant, with its emphasis on a free trial, is likely more effective for drawing initial user interest and engagement without creating cost barriers.

More effective: First

MAD (R1) In comparing the two screenshots, I advocate for the first version as a more effective UI/UX design for several reasons. The absence of the "\$75 per seat" pricing in the first version reduces cognitive load for users who might be deterred by cost information too early in the decision process. This version can lead to better initial engagement as users are not immediately discouraged by financial details, which can enhance conversion rates. Additionally, the call to action "START FREE TRIAL" presents a low-risk opportunity, [...]

In the comparison of these two versions, the second variant stands out as a more effective UI/UX design. Displaying the "\$75 per seat" pricing upfront, it aligns with transparency best practices, allowing users to make informed decisions early on. This approach attracts users who are genuinely interested and willing to invest, thereby improving the quality of leads. The clarity offered by upfront pricing reduces surprises later in the user journey, enhancing trust and reducing drop-off rates. The call to action, "START TODAY," suggests immediacy and commitment, which can effectively spur decisive users into action, [...]

Both arguments present valid points regarding their respective designs. [...] Ultimately, the choice between the two depends on the specific goals of the business and its target audience. If the intention is to cast a wide net and engage many users initially, the first version is more effective. On the other hand, if the priority is to attract quality leads who are ready for financial commitment, the second version may be more effective. Considering general practices for enhancing trust and transparency in UI/UX design, and fostering immediate, committed engagement:

More effective: Second

Figure 23: A qualitative example from the UI/UX design selection task on WisierUI-Bench, showcasing the effect of diverse reasoning strategies executed on GPT-4o.

InternVL-2.5^{8B}

Here are the key UI differences between the two versions:
Key UI Differences:1. Header Text: - First Version: "Sign Up" - Second Version: "Start Auto-Posting in Minutes" 2. Call-to-Action Button: - First Version: "SIGN UP NOW" in a peach-colored button - Second Version: "SIGN UP NOW" in a peach-colored button [...] 5. Icons and Testimonials: - First Version: No icons or testimonials. - Second Version: Includes icons for "Highest User Adoption," "Capterra Shortlist," and "High Performer" along with a testimonial quote.
Evaluation: First Version:- Pros: - Simple and clean design, which can be appealing to users [...] - Cons: - Lacks visual appeal and social proof [...] Second Version:- Pros: - More engaging with icons and a testimonial, which can build trust and credibility. [...] - Cons: - Slightly more cluttered with additional elements, which might overwhelm some users. **### Conclusion:**
 More effective: Second

Qwen2.5-VL^{32B}

Key UI Differences Between the Two Versions
First Version (Left Screenshot)
 1. Title and Call to Action (CTA): - The title is simply "Sign Up," which is straightforward but lacks a clear value proposition or urgency. - The CTA button is labeled "SIGN UP NOW," which is clear but not particularly compelling. 2. Layout and Structure: - The layout is minimalistic, with a focus on the form fields and the CTA. - There is a link for existing users to log in, which is placed above the form fields. 3. Additional Elements: - A small note at the bottom mentions agreeing to the Terms of Service and Privacy Policy. - The design is clean but lacks any visual or textual elements to build trust or provide social proof.
Second Version (Right Screenshot)
 1. Title and Call to Action (CTA): - The title is "Start Auto-Posting in Minutes," which is more engaging and highlights the value proposition (speed and ease of use). - The CTA button is larger and more prominent, with the same label "SIGN UP NOW," but it stands out more due to its size and placement. 2. Layout and Structure: - The layout is more dynamic, with additional elements below the form to build trust and provide social proof. - The form fields are similar in structure but are preceded by a more compelling title. 3. Additional Elements: - Badges and awards (e.g., "Highest User Adoption 2023," "Capterra Shortlist 2023," "High Performer 2021") are included, which build credibility and trust. - A testimonial is added, which provides social proof and reassures users about the platform's effectiveness. [...]
Conclusion
 The Second Version is more effective in terms of UI/UX design because it: [...] These elements collectively create a more engaging and persuasive user experience, leading to better conversion rates.
 More effective: Second

Since the number of CTA buttons has been reduced, simplifying the choices, the button click rate increases.

With the inclusion of a performance logo and quotation, it stands out and attracts attention, making it more memorable than the left version.

A larger button makes it easier for users to click, increasing the likelihood of signing up.

Figure 24: A qualitative example from the UI/UX design interpretation task on WiserUI-Bench: InternVL-2.5-8B captured only the memory part, while Qwen2.5-VL-32B identified two key interpretations. The highlights in the models' responses indicate the parts that align with the expert-curated key interpretations.