[2CEIT604 USER EXPERIENCE DESIGN]

Practical: 1

AIM

A. Learn about UI & UX with answering the following questions.

a. Define the term: User Interface (UI) & User Experience (UX).

b. Comparison of UI & UX.

c. List out qualities of UIUX design and demonstrate with an example.

d. Explain ten terms used in UI and UX design.

e. Explain UI Lifecycle.

B. Exploring UI/UX Design Software.

Ganpat University | U.V. Patel College of Engineering

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A. Learn about UI & UX with answering the following questions.

a) **Define the term: User Interface (UI) & User Experience (UX).**
   - UI refers to the visual and interactive elements of a product, such as screens, buttons, icons, menus, etc. UI designers create the look and feel of a product, and ensure that it is intuitive and easy to use.
   - UX refers to the overall experience that a user has with a product, including how they feel, think, and behave. UX designers research and understand the needs and goals of users, and design products that are functional, accessible, and enjoyable to use.

b) **Comparison of UI & UX.**

USER INTERFACE	USER EXPERIENCE
1. The visual and interactive elements of a product.	1. The overall experience that a user has with a product.
2. To create a product that is intuitive and easy to use.	2. To create a product that is functional, accessible, and enjoyable to use.
3. aesthetics, typography, color, layout **4.** UI is about the presentation.	3. User research, psychology, usability
	4. UX is about the process.
5. UI refers to the screens, buttons, toggles, icons, and other visual elements that you interact with when using a website, app, or electronic device.	5. UX refers to the entire interaction you have with a product, including how you feel about the interaction.
6. Outputs include personas, user journey maps, wireframes, prototypes.	6. Outputs include mockups, high-fidelity layouts, and prototypes.

c) **List out qualities of UIUX design and demonstrate with an example.**
   - **Qualities of the UI/UX Design.**
   - **Easy for users:** Designs should be made with users in mind, so they find it simple to use.
   - **Makes sense:** Users should understand what they see and how to interact with it without getting confused.
   - **Looks the same:** Everything in the design should look similar, like colors and buttons, so users know what to expect.
   - **Works for everyone:** Design should be usable by everyone, no matter their abilities.
   - **Fits everywhere:** It should look good and work well on different devices, like phones, tablets, and computers.
   - **Looks nice:** Designs should be visually pleasing and make users happy when they see them.

- **Does the job:** The design should help users do what they need to do without any problems.
- **Keeps users interested**: It should be fun and interesting enough to keep users engaged.
- **Keeps getting better:** Design should keep improving based on what users say and how they use it.

Example: Let's say you have a weather app:

- **Easy for users**: Users can quickly check the weather forecast for their location with just a few taps.
- **Makes sense:** Icons and buttons are clear, so users know what they do without needing instructions.
- **Looks the same:** Colors and fonts stay consistent across the app, so users feel comfortable navigating.
- **Works for everyone:** The app includes options like larger text and high contrast mode for users with different needs.
- **Fits everywhere:** Whether on a phone or tablet, the app adjusts nicely to the screen size.
- **Looks nice:** Bright, friendly graphics make checking the weather a pleasant experience.
- **Does the job:** Users can easily find out if they need an umbrella or a coat without any hassle.
- **Keeps users interested**: Daily weather tips or fun facts keep users coming back to check the app.

d) Explain the terms used in UI and UX design.

- UI (User Interface): What users see and interact with on a screen, like buttons and menus.
- **UX (User Experience**): How users feel and navigate through a product or service.
- **Wireframe:** A basic sketch showing where things go on a screen, like a blueprint.
- **Prototype:** A basic model of a product that lets designers test how it works.
- **Navigation:** How users move around and find things in a product, like menus and links.
- **Feedback:** Information from users about what they like or don't like.
- **Usability:** How easy it is for users to use and understand a product.
- **Accessibility:** Making sure everyone, including people with disabilities, can use the product.
- **Visual Hierarchy:** Arranging elements on a screen to show what's important.
- **Responsive Design:** Making sure a product looks and works well on different devices.

e) Explain UI lifecycle.

- **Research:** Understanding user needs, preferences, and pain points through methods like surveys, interviews, and market analysis.
- **Planning:** Defining project goals, scope, and target audience. This includes creating user personas and defining user stories.

- **Design:** Creating wireframes and prototypes based on research findings. This stage involves deciding on layout, color schemes, typography, and visual elements.
- **Development:** Bringing the design to life through coding and programming. Developers use the finalized design assets to build the actual interface.
- **Testing:** Conducting usability tests to gather feedback from real users. This helps identify any usability issues or bugs that need to be addressed.
- **Deployment:** Releasing the interface to users. This could involve launching a website, publishing an app to an app store, or deploying software to users' devices.
- **Feedback and Iteration:** Collecting user feedback after deployment and using it to make improvements. This could involve fixing bugs, adding new features based on user requests.
- **Maintenance:** This includes fixing bugs, optimizing performance, and making updates to reflect changes in technology or user needs.

B. Exploring UI/UX Design Software.
- **Adobe XD:** Widely used for its comprehensive set of features, ease of use, and integration with other Adobe Creative Cloud apps.
- **Sketch:** Highly popular among designers, especially in the UI/UX design community, for its focus on interface design and robust plugin ecosystem.
- **Figma:** Gaining popularity rapidly due to its collaborative features, cross-platform compatibility, and cloud-based nature, enabling seamless teamwork and real-time collaboration.
- **InVision Studio:** Known for its advanced prototyping capabilities, animation features, and integration with the InVision platform for design collaboration and feedback.