**[ 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.**



**Department of Information Technology**

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

1. **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.

1. **Comparison of UI & UX.**

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

1. **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.

1. **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.