Project 1

CECS 448-UX/UI

Professor Kay Shamsa

Due date: 02/05/2022

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Questions:

1. What is the difference between UX and UI?

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| **UX or User Experience** | **UI or User Interface** |
| UX design is the process of creating a system of design whose purpose is to enhance the user’s experience. | UI design is responsible for the look, behavior, usage, instructiveness of the system created. |
| Example include working on measurement, optimization of the product etc. | Examples include working on presentation, senses, reaction etc. |
| Focuses on content development | Focuses on branding and graphing development |
| Includes user’s needs | Visual representation of user’s needs |

1. What is an interactive design?

Discipline of creating products that behave more like people. It is a field dedicated to make computers to feel human like. Through this, they lead their way to positive user experiences including increased chances of repeated use and greater product satisfaction. In contrast to the UI design, the interaction design focuses more on animations, transitions, search, and other motion-based designs. However, UI focuses more on designs, color, fonts, the look etc. Similarly, UX focuses on user experience more whereas interaction designers’ main concern is on user interactions and motion.

1. What is Double Diamond UX Design Process?

The Double Diamond UX Design Process is a visual model that helps in understanding of the process of design. There are four stages in the model: Discovery, Definition, Development and Delivery. Together, these phases serve as a road map for designers to utilize as they attempt to better organize their ideas. In the first stage, Discovery, learning more about the various factors that influence the issue and potential solutions is the first step in the Double Diamond methodology. To identify and contextualize the actual problem or opportunity is the goal of this step of the Double Diamond concept. During the second stage, the model consists of filtering through all the information that has been collected and explaining it. The goal of this stage is to elaborate on different components of the project. The third stage elaborates on finding solutions for the particular problem. Here, ideas will be generated based on the first diamond. Lastly, the fourth stage, deliver phase will include options to validate solutions which is working and is prepared to launch for release in the real world.

Screenshot:

Graphical user interface, text, application, Teams

Description automatically generated