

UI vs UX

User interface (UI) and user experience (UX) are two interrelated but distinct concepts in the design of a digital product or service. While UI focuses on the visual aspect and a user's direct interaction with the graphical interface, UX refers to a user's overall experience when interacting with a product or service, including their satisfaction and ease of use.

In the article “UX vs UI: What’s the Difference? (And How They Apply to WordPress)” describes how a good user experience can positively influence the success of a website, since users who have a pleasant and easy-to-use experience are more likely to stay on the site and perform desired actions, such as buying products or sharing content.

It also discusses some specific user interface aspects to consider when designing a WordPress website, such as content organization and presentation, navigation, and user interaction. The author mentions the importance of keeping accessibility and inclusivity in mind when designing a website and gives practical tips to improve these aspects in WordPress.

Taking this into account, an example from our project that clarifies this is that the UI could consist of visual elements such as page design, typography, colors, buttons, icons, etc. Instead, the UX would focus on how users interact with those elements and how they feel when using them. For example, if the UI uses an eye-catching design and vibrant colors, this can entice users to click on the links. However, if relevant information about scholarships and benefits is not easily accessible, users may become frustrated and leave the site, negatively impacting the UX.

Also, the UI could include a search function on the page so that users can search for specific information about scholarships and benefits. However, if the UX is not intuitive and easy to use, users may have a hard time finding what they are looking for. For example, if the search function does not return accurate or relevant results, users may become frustrated and leave the site to search for information elsewhere.

UX is about how an interface feels to the user, while UI is about how it looks.