UI vs UX

In the case of the UI example, the idea is to design an attractive and easy-to-use visual interface that allows the user to perform tasks efficiently. To do this, factors such as button layout, choice of colors and typography, and the design of screens and workflows must be taken into account. In this project, Gestalt theory was used to design the screen prototypes and interactive features, which allowed for the creation of a coherent and consistent user experience.

On the other hand, the UX example focuses on understanding user needs and expectations and designing an experience that meets those needs. In this case, usability testing is being planned to identify areas for improvement and optimization in the software, and specific objectives were set to measure user satisfaction as they search for tasks that meet their needs.

 The specific usability objectives we established:

- Determine if the non-functional requirements to be evaluated are satisfactorily met.

- To measure user satisfaction while browsing the web site in search of features according to their needs.

- Identify user interface usability issues that negatively impact effectiveness and efficiency.

In conclusion, these two examples illustrate the differences between UX and UI. While UI focuses on the visual design of interface elements, UX focuses on the overall user experience and designing an experience that meets the user's needs and expectations. Both are important to provide a satisfactory user experience in a software product or service.