

UI vs UX

In the case of the UI example, the central idea is to design an attractive and easy-to-use visual interface that allows the user to perform tasks efficiently. In our project as an example, Gestalt theory was used to design the screen prototypes and interactive features, these principles allowed the creation of the user interface to be effective within the navigation flow.

On the other hand, for the UX example we focus on understanding the needs and objectives of the user and designing an experience that meets the user's needs. In this case, we plan satisfaction tests in order to identify areas for improvement.

In conclusion, the examples mark several differences where there may be areas for improvement between UX and UI. While user interface focuses on the visual design of interface elements, user experience focuses on the overall user experience and designing an experience that meets the user's needs and goals.