

## UI vs UX

People often confuse UI and UX interchangeably, but they are distinct concepts. UI refers to all the visual, esthetic, and designed elements that the user can interact with, this is called the User Interface. On the other hand, we have the interaction and everything between the user and said elements; the reference defines this as “The cultivation of customer satisfaction and loyalty by optimally developing the usability and positive emotional response a visitor experiences with your site.” The previous definition can be interpreted as the influence the design has on the actions and judgment the user has on the product to be used.

An example of UI in the project our team is working on is the prototype made for the new version of the product where we analyze what information is needed to be shown in the VS Code extension and what process is not necessary to show to the user, how is the information presented (which side of the screen, font, color and size) and distribution of the information in the VS Code window.

Additionally, an example of UX is the test of the current version of the product applied to the student where we studied his interaction (mouse movement, delay time and placement) with the product and the current UI elements.

## References

- <https://wpmudev.com/blog/ux-ui-wordpress/>
- <https://www.coursera.org/articles/ui-vs-ux-design>