

UI vs UX

Student: Mauricio Iván May Pech

As mentioned in the article, the main difference is that UI focuses more on the visual and design elements specifically for web pages, as mentioned by Ewer (2022), "UI is the physical and technical elements that enable the user to interact with the technology or product, i.e. the controls, buttons, etc. UI visually portrays the UX elements that have been laid out to provide a meaningful and enjoyable interaction with your user."

On the other hand, UX refers to the overall user experience when interacting with the system or web page in the case of the article; this also includes usability concepts and user satisfaction.

In summary, UI is everything we can see, which includes images, buttons, shapes, colors, etc. It is basically something static, while UX is the complete user experience using the interfaces, such as how the user feels about the page, whether it is easy or difficult to use in terms of application domain.

In terms of our project, I consider a specific example of UI to be the colors used, buttons, font, and icons used in the Log-in prototype, while UX would be the process in which the user logs in or, on the other hand, it could also be the process of adding a credit card to the Card holder.

References

Ewer, T. (2022, 2 marzo). *UX vs UI: What's the Difference? (And How They Apply to WordPress)*. WPMU DEV Blog. <https://wpmudev.com/blog/ux-ui-wordpress/>