

Emiliano López Maldonado: Emiliano's journal.

UI vs UX

It is common for there to be a misunderstanding of both terms. An interpretation that leads people to think these terms are interchangeable, meaning, there are two ways to refer to the same thing, either UI, or UX. Now, before clarifying the difference between them, I believe it would be a good complement to identify the reasons why people confuse them, this, of course, to some extent according to my opinion and, to some extent, according to certain articles (Javier A., 2022). The first reason is the syntactic similarity between both terms; it is undeniable, there is a certain similarity between UI/UX syntactically speaking. On the other hand, the fact that they are strongly related leads to people's confusion about one and the other. And so, we already have it clear that these two terms are intricately linked; but why? What makes the relationship between them so special, and even essential? Initially, we would have to define what is what, that is, what is UI and what is UX. In few/many words, these terms refer to:

- UI (user interface): refers to all visual elements, design, and layout of a software product (although they are not limited to this sphere) with which the user interacts.
- UX (user experience): refers to the experience, whether satisfactory or not, that the user has during the interaction with a product, again, of software.

Now that both terms are defined, it remains to distinguish them more clearly. In summary, we would say: UI, being the set of visual components of the product, requires the evaluation of UX to improve, grow (in terms of design quality), and for the user experience (UX) to be good/satisfactory, the product needs a good interface (UI). There is then a bilateral exchange and relationship. To exemplify these differences, I will use my own project. Being my application one for financial control (focused on credit cards), in terms of UI, one of the most important elements we consider is the graph that visualizes and facilitates the digestion of each user's personal data; now, a

design focused on UX would indicate that perhaps the pie chart is the most appropriate, as there is a trend in finance applications towards this, and moreover, there are either articles, surveys, showing that this is the one users feel most comfortable with.

References

WPMUDEV, Aileen J. (2022). UX vs UI: What's the Difference? (And How They Apply to WordPress). <https://wpmudev.com/blog/ux-ui-wordpress/>