

UI & UX Design

SWE4833

Introduction

Source: <https://www.interaction-design.org/literature/article/ux-vs-ui-what-s-the-difference>
<https://www.uxdesigninstitute.com/blog/ux-vs-ui-design/>

Zannatun Naim Sristy

UI(User Interface)

- It specifically refers to the touchpoints a person uses to engage with a digital product.
- Emphasizes the ease of interaction to enhance the user's journey. The goal is to reduce unnecessary difficulty or stress when using a product
- User interfaces involves designing the tangible elements of the experience, such as the choice of elements and how they interact.
- Outputs include mockups, high-fidelity layouts, and prototypes.

UX(User Experience)

- It relates to how a user feels whenever they interact with a product or service.
- Aim to create products with relevant, meaningful, usable, and pleasurable experiences.
- UX concentrates on user psychology, involves studying the user's journey, and designing information architecture.
- Outputs include personas, user journey maps, wireframes, prototypes.

UI



UX

Which one comes **first**?



The **UX** designer maps out the **skeleton** of a **user journey**, finds out **user pain points**, decides what features are going to be in the app. **UI** then selects the **interactive elements** to **guide** that **path**. Employing both UX and UI design effectively leads to better user engagement.

Analogy of UI & UX

In the process of building a new hotel, the architect would consider the overall **purpose** and **structure** of the hotel, asking those all-important user-focused questions such as: **What** are we building? **Why** are we building it? **Who** are we building it for?

They would then **map out** the hotel **structure** and **layout** accordingly, paying special **attention** to the **journey** the guests will take to move through the various rooms.

With the **architectural foundations** in place, an **interior designer** would then step in to **decorate** and **furnish** it. They'd focus not only on making sure the hotel **looks good** and evokes a certain vibe; they'd also make sure the guests have all the **functional elements** they need to move around and use the hotel just as the **architect intended**—considering everything from doors and door handles, to towel rails and taps in the bathroom.

This is very similar to how **UX** and **UI** designers work differently but in **harmony**.