01

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/

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<u>UI(User Interface)</u>

→ 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.

<u>UX(User Experience)</u>

→ 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.

COLOR

ICONS TYPOGRAPHY

ILLUSTRATOR GRAPHIC

VISUAL DESIGN

PHOTOGRAPHY

PSYCHOLOGY WIREFRAMES PROTOTYPES

UNDERSTANDING THE PROBLEM

INFORMATION ARCHITECTURE

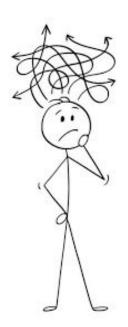
DESIGN & USER RESEARCH

INTERACTION DESIGN

CONTENT STRATEGY
USABILITY TESTING



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.