

# **Internet Technologies**

**UI UX Designing Basics** 

#### Kavindu Samarasinghe

B.Sc in Computer Science (1st class), Graduate Dip in Software Engineering, Certificate in Digital Marketing (APIDM)

### What is UI Designing?

UI refers to the screens, buttons, toggles, icons, and other visual elements that you interact with when using a website, app, or other electronic device.



# What is UX Designing?

UX refers to the entire interaction you have with a product, including how you feel about the interaction.



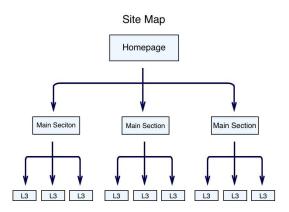
# **The 5 Key UX Design Principles**

- 1. Hierarchy
- 2. Consistency
- 3. Confirmation
- 4. User Control
- 5. Accessibility

### 1.Hierarchy

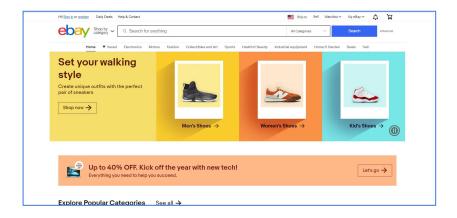
#### Information architecture

How content is organized **across** the app or site.



#### Visual hierarchy

The Way that designers help users navigate more easily within a section or page.



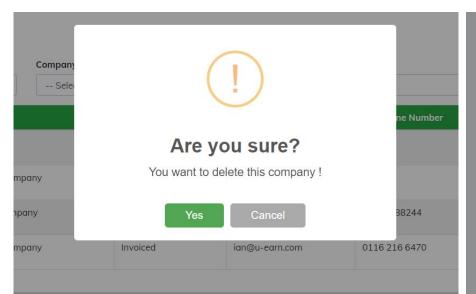
### 2.Consistency

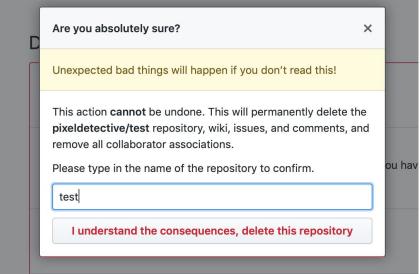
Users expect products to be consistent with similar products they've used in the past. The more familiar your product is, the more easily users will learn it and the better their experience will be.



#### 3.Confirmation

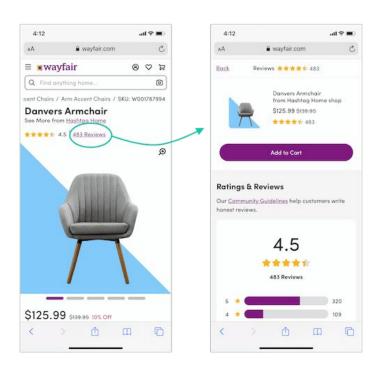
Requiring confirmation for any important or irreversible action is one of the best ways to prevent user end mistakes and errors.





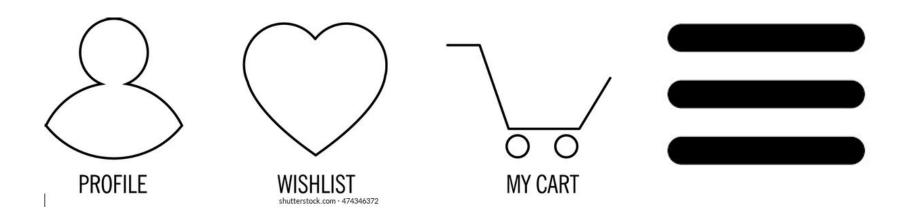
#### **4.User Control**

The user's ability to control the product without stuck points.



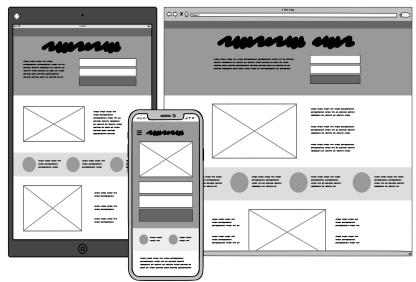
## **5.Accessibility**

Designing products so they're easy for users with disabilities to use.



#### Wireframe

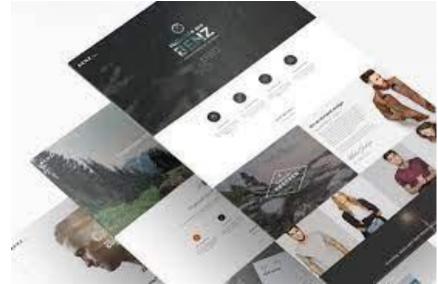
A wireframe is a blueprint that is useful for helping you, your programmers and designers think and communicate about the structure of the software or website you're building.



## **UI Mockup**

A UI mockup is a visual representation of a final digital product or website, including layout/hierarchy, color, typography, icons, and other UI elements.





# **Prototype**

A UI prototype demonstrates a product's design and functionality to stakeholders, clients, and potential users.

