UI research

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Research report

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Summary

In this document I will look to User Interfaces. What is an User Interface? How can you design an User Interface? In this document you will find a main question and some sub-questions. Based on these questions I am going to make a small research for my own designs. Based on the conclusion I am going to make the final design of my application.

Introduction

The main question of this report is:

- 'Which design is experienced as the best in my personal project?'

Before I can answer the main question I'll have to answer some sub-questions so that they clarify the main question. These sub-questions are:

- 'What is an UI (User Interface)'
- 'Why is an good UI important?'
- 'How can you make an good UI?'
- 'What is the difference between UX and UI?`

Some information

The world depends on the internet, webapps and mobile apps. Because of this companies have found a strategy to compete. They do this by giving priority to the User Interface(UI) that optimizes the User Experience(UX). The most important thing you want as a customer is that the design does look good. But not only good, also that it is very functional.

What is an UI?

An User Interface is a graphical interface that is designed so that users and devices can communicate with each other. The main goal of an UI is to make the interaction as simple and efficient as possible. When you are on a website or app you want that it is very clear where you have to press to achieve your goal. Of course that's the reason why you're on that website or app.

Why is an good UI important?

Creating a good User Interface (UI) is essential for any product or service that is intended to be used by people. It is the link between the user and the product, and it is what the user sees and interacts with. Good UI design is crucial to improve the user experience and enhance the interaction between the user and the product.

Good UI is vitally important to the success of a product as it serves as the bridge between the user and the product. Having a UI that is intuitive and easy to use allows users to find the information they need quickly and efficiently. This can lead to a higher level of customer satisfaction and improved user experience. Companies that focus on creating a good UI are more likely to have success with their products and services as they are able to adapt and improve them to meet their user's needs.

A good UI should enable users to achieve their goals quickly and efficiently. This means creating a design that is intuitive and easy to understand. Good navigation, search functions, and visual representations make it easier for users to find what they need. This can also facilitate the learning process, as users will become more familiar with the UI and gain more confidence in the product.

Good UI design is also important for companies to better understand their customers. By understanding user needs, companies can better design their products and services to improve the user experience. Good UI design can also help companies adapt and improve their products and services to meet customer needs.

Overall, good UI design is essential to create a good user experience and improve customer satisfaction. It helps users understand how the product works, find the information they need quickly and efficiently, and gain more confidence in the product. It also helps companies better understand their customers and create better products and services. (Why a good UI, n.d.)

How can you make an good UI

Creating a good user interface (UI) is an important part of software development. It ensures users have a positive experience, which is key to the success of any product. Here are some tips on how to create a good UI.

1. Keep it simple. A good UI should be easy to use and understand. Complex menus, options, and features can confuse and frustrate users, and make them abandon the product.

2. Focus on the user. A good UI should be designed with the user in mind. Think about what they need, and make sure the design reflects that.

3. Make it accessible. Accessibility is important when it comes to good UI. Make sure the design is accessible to people with disabilities, and works on different devices.

4. Test it. Testing is essential for a good UI. Test the design with users to make sure it meets their needs and expectations.

Creating a good UI takes time and effort, but it's worth it in the end. By following these tips, you can ensure your product has a positive user experience.
(How to create a good ui, n.d.)

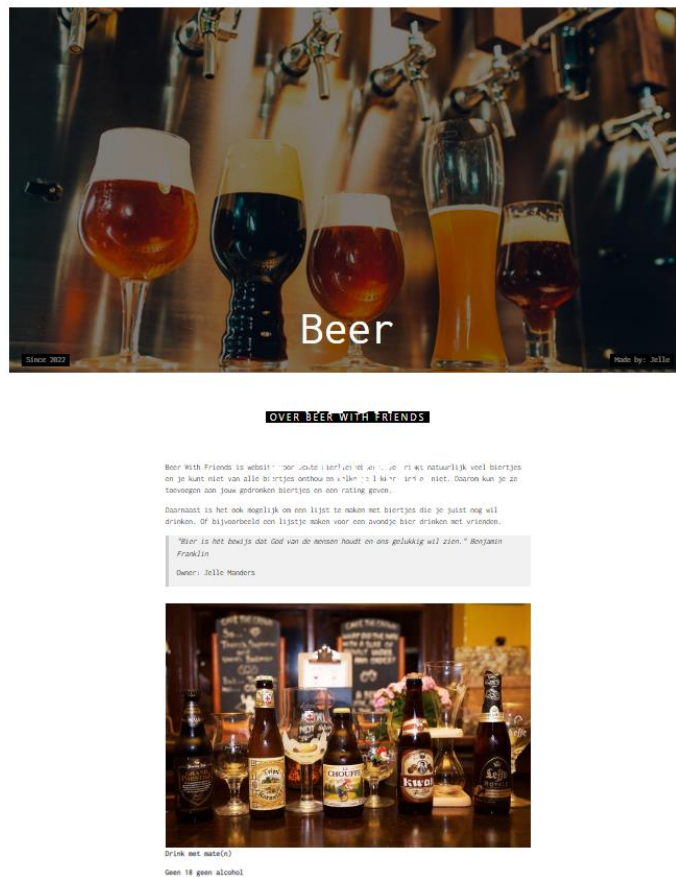## What is the difference between UI and UX?

User Interface (UI) and User Experience (UX) are two closely related fields in web design. Although they are closely related, they are distinct from one another.

UI is the look and feel of a website or application. It refers to the visual elements, such as colors, fonts, buttons, and other graphical elements. UI designers are responsible for creating the overall aesthetic of a website or application. They strive to create a visually pleasing and intuitive experience that is both easy to use and pleasing to the eye.
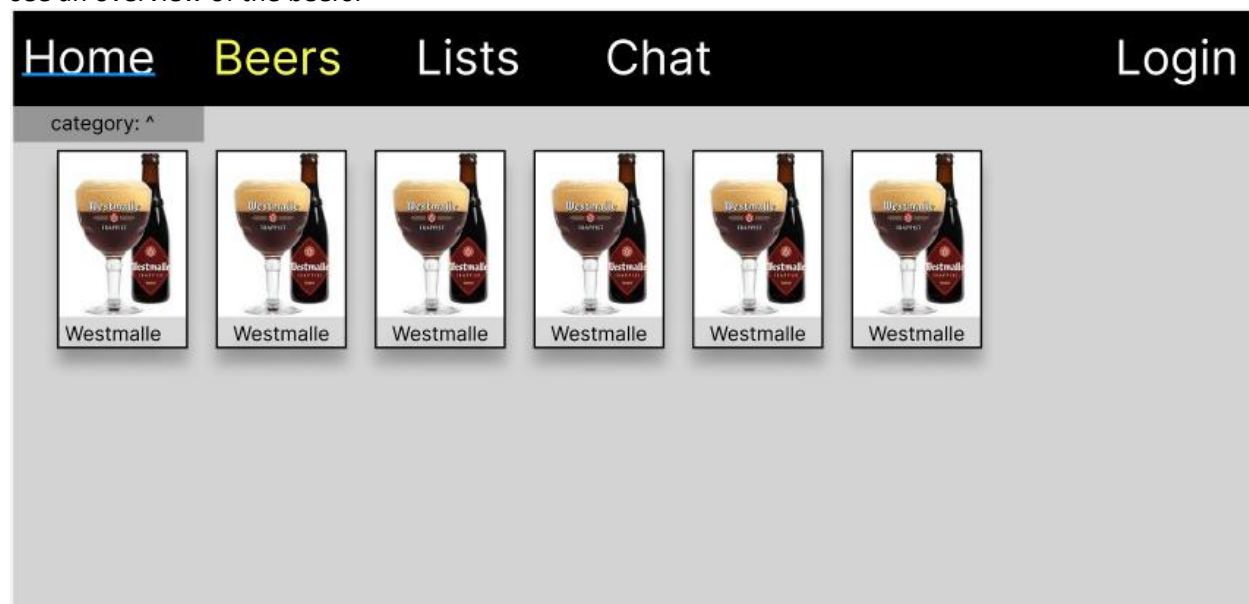
UX, on the other hand, is the overall experience that a user has while using a website or application. It is focused on creating an experience that is enjoyable and efficient. UX designers are responsible for making sure that the user's journey through the website or application is as smooth and enjoyable as possible. This includes making sure that the user can find the information they need. (UI vs UX, n.d.)

Which design is experienced as the best in my personal project

I created a design for my welcome page and for my overview page for the beers. The picture below shows the welcome page when you visit my application.

I asked a couple of persons to reflect on this homepage. The overall reaction was that this welcome page was inviting to discover the rest of the application. For the second page I made a page where you see an overview of the beers:

At first I made an overview of beers in a list version without pictures. The feedback was that it was not clear because not everyone knows how each beer looks or what it's name was. Also you can't see on what page you are. I fixed this feedback and created some cards to have an image by the name. I also made the name of the page where you at yellow to make sure it is clear on what page you are. For the list page it is the same but then offcourse with your own beers.

Name	Relation	Feedback homescreen	Feedback overviewpage
Jacky	Mother(no ICT knowledge)	Nice homescreen, it is inviting to discover the rest of the page.	I don't know a lot about beers so when I only know the emblem of a beer I can't find the beer in the overview. A picture would be nice.
Teun	Brother(no ICT knowledge)	The homescreen looks good but maybe it is unnecessary because I come on this site to look about beers.	I think that when you add pictures it would be less static. Now it is only text.
Yannick	Schoolmate(Has ICT knowledge)	The homescreen looks very nice. I don't agree on the feedback from Teun because you have to express who you are and make it nice to come on your page.	You really need to add pictures because people who don't like beers they don't know how to find a beer.

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