

UI vs UX

UI and UX are common terms in app and web development that tend to get mixed even with their definitions in mind. At first glance, UI could be interpreted as the user interface and visual design (colors, layout, proportions, animations and anything that the user can somehow perceive), but when trying to define UX as how the user interacts and experiences the app or website (focusing on sensations and feelings), most people start to think (including myself some time ago): “Isn’t the UI by itself, part of UX?, because those UI elements evoke those sensations and feelings in the user and therefore, make the user experience”

It seems that there’s where the difference between these 2 terms lies. UI is defined as the physical and technical elements that enable the user to interact with the technology or product, serving as the ‘vehicle’ to portray the UX, that is defined as a process to create loyalty and satisfaction on the user by developing usability and emotional responses on the user experience on the product.

In the SEAP appointment management system, in the appointment booking section, the UI would be the elements the user can see and interact with such as the form and the schedule section with weekly calendar and recommended schedules, labels, buttons that have color to give an idea of the action they do (like the red clean button to indicate that erases the form), etc. Meanwhile the UX would focus on if the form and schedule selection is easy to use or the layout helps to understand what to do (with labels indicating the information needed or button colors suggesting possible actions), also, it needs to provide a satisfactory navigation, that in this case, doesn’t seem to be fully achieved yet, due to the lack of a button for returning to the main menu (having to resort to the “return arrow” on the address bar).

Another example would be the consultation of scheduled appointments; The UI displays a basic search function based on patient name and email/telephone, displaying the next appointments below, with a button for requesting rescheduling that replaces the result with a form to send a request. On the other hand, the function of replacing the search result with a rescheduling request form for that appointment contributes to the UX by making navigation easier and more intuitive (instead of just sending the user to another page just for the form or using a pop-up). And unlike the previous section, has a returning “button” (in this case is a label) that helps to provide an satisfactory navigation for the user.