

## UI vs UX

UI and UX are terms that are mentioned very often in the web development space; but they are often misused. The terms are mixed up or often used interchangeably, probably because they work in harmony. Nevertheless they are very different concepts and knowing how to apply them can help to build a better product and therefore, a better HCI project.

We can try to clarify their meaning by defining and exemplifying how each concept can be used in our project. We'll start with UX: It is defined as "The cultivation of customer satisfaction and loyalty by optimally developing the usability and positive emotional response a visitor experiences with your site". The keyword to keep in mind is experience, not the site and its components but the user experience as a whole.

We can think about improving the user experience in our project without necessarily having a UI component in mind, those user experience aspects can be later materialized with the creation of the components. With that in mind we can talk about improving some user experience aspects, for example the sense of security that the users have when giving their information in the citizen register.

Having defined and exemplified the UX concept we'll follow now with UI: It is defined as "The physical and technical elements that enable the user to interact with the technology or product. It portrays the UX elements that have been laid out to provide a meaningful and enjoyable interaction with your user". To exemplify UI we can have the user experience aspect we talked about in the latter paragraph; The UI materialization of "improving the sense of security of the users" can be translated to all the static components that will evoke on causing the citizen to feel safe when giving their information. It could go from choosing a color palette that "causes a sense of safety" or by using a language that gives confidence to the user that their information won't be misused.

Using UI/UX separately can be very useful because we can center our efforts in verbalizing the user experience aspect we want to implement, instead of creating a pretty UI without necessarily having a clear view of what sentiments we want to evoke in the user. We will definitely use the terms separately from now on.

## References:

Ewer, T. (2015) *Ux vs ui: What's the difference? how they apply to WordPress?*, WPMU DEV Blog. Available at: <https://wpmudev.com/blog/ux-ui-wordpress/> (Accessed: 30 April 2024).

## UI Design Patterns

The UI we'll use as an example to discuss if we could apply a design pattern will be the whole citizen register of the "Diseña tu ciudad" platform. The technique we will talk about is "Progressive Disclosure", which is defined as: "A technique that defers advanced features and information to secondary UI components. Designers keep essential content in the primary UI, while advanced content is available to users upon request". It could be great to apply this pattern because we want to upgrade the effectiveness element of usability which is defined as the "Ability of users in completing actions accurately". Since this design pattern is meant to reduce the cognitive overload of the UI, we can say that we'll increase the effectiveness of the UI.

One way we could implement this design pattern is the way that Monzo's banking app does. By blurring the rest of the components where the user is not focused. This would reduce the cognitive overload as the users will center their whole attention in the field they're in. By ignoring this design pattern we would increase the number of errors when the users are typing long information such as the CURP or the user's email.

### References:

1. Anon. 2024. What are user interface (UI) design patterns? - updated 2024. (April 2024). Retrieved April 30, 2024 from [https://www.interaction-design.org/literature/topics/ui-design-patterns#common\\_ui\\_design\\_patterns-2](https://www.interaction-design.org/literature/topics/ui-design-patterns#common_ui_design_patterns-2)
2. Anon. 2024b. What is progressive disclosure? - updated 2024. (April 2024). Retrieved April 30, 2024 from <https://www.interaction-design.org/literature/topics/progressive-disclosure#:~:text=Pr ogressive%20disclosure%20is%20a%20user,available%20to%20users%20upon%20 request.>

## Invited Talk “Park Design”

Listening to this talk really got me thinking about how we unconsciously discriminate people when doing our UI. The methodology this company uses for “user research” for the design of the park kind of resembles personas in the sense that it is trying to understand all the needs, experiences, behaviors and goals of the potential users. Nevertheless when trying to establish the potential users of the park, it seems natural, almost obvious to include spaces dedicated to people with different abilities, an example was given in the talk when mentioning how games for kids with autism could help to develop their abilities. That doesn't happen when designing a UI for a software application. Even using personas does not avoid this discrimination against people with different abilities, it was not obvious for us that we should also contemplate them, they are also citizens of the city and have the same right to influence in public space. We should consider including design for all people or we'll be denying them a right, even if it wasn't our intention.