

## UX vs UI

Using the definition from the article, we can define UX by “the cultivation of customer and loyalty by optimally developing the usability and positive emotional response.” As well as last reflections’ definition in that user experience which includes non-task related elements, hedonic interactions, be-goals, and non-instrumental qualities.

We take UI as the physical and technical elements that enable the user to interact with the technology.

We can see this difference clearly in that UX would include the whole hedonic interactions, as well as the positive interactions and emotions perceived by the user of our sign-up process, while the UI constitutes the components with which the user will be interacting, in this case the elements of text fields such as phone numbers, government id number, emails and address via an interactive map. These are the pieces which will be focusing to cultivate positive interactions between our system and the users. To do this we will follow up with different prototypes, metrics, and tests to ensure we would be designing components that have a positive effect in the quality attributes we are looking for, such as usability.

References:

[UX vs UI: What's the Difference? How They Apply to WordPress? \(wpmudev.com\)](https://wpmudev.com/blog/ux-vs-ui-what-s-the-difference-how-they-apply-to-wordpress/)