

# UI vs UX

UX as its name says (user experience) focus on the cultivation of customer satisfaction and loyalty by optimally developing the usability and positive emotional response a visitor experiences with your site [1]. UX prioritizes the target user base to generate interactions for the users that allows them to logically flow between one step to another.

On the other side UI focuses on the physical and technical elements the user interacts with, UI portrays the UX elements that have been laid out to provide a meaningful and enjoyable interaction with your user [1].

In the project of “registro ciudadano” we can see an example of UX when we try to bring the user a way of register on the system while minimizing the amount of errors that the user could make, then we have that the UI is the form that it is used for the user register, the layout of the inputs of the form and the ways in which the user can place its data on the form.

In the same way in the project, it is needed to transmit the user a sense of privacy with the data handled, being privacy the UX factor and the UI is the privacy policy attached to the end of the form as well as the anchor which redirects to a page with a more detailed policy of the privacy in which the data is handled in the system.

This last two examples can help to visualize the difference of UX and UI with the given definitions, however it is important to state that it is necessary to have a way/tool/metric/parameter that helps to determine if the UI elements are really achieving the UX factor proposed, certain element that it is not present in the initial project, making us being uncertain that we achieved the UX factors proposed or not, and leaving us with nothing more than the anecdotic info from the users using the system.

It is important to stablish a clear and measurable UX factor so that we can determine if we are achieving the effects desired or not.

## References:

[1] T. Ewer, “UX vs UI: What’s the Difference? (And How They Apply to WordPress),” *WPMU DEV Blog*, Nov. 02, 2015. <https://wpmudev.com/blog/ux-ui-wordpress/>