

UI vs UX

According to [1] UX is the way in which we want the customer to "feel" when using a product, while UI refers to the external elements we use to make him feel that way.

An example in our project is the use of the "board game" metaphor, which aims to make the user experience fun. We take elements that belong to classic board games, such as Monopoly, like the pieces and the path in the board, which are visible in the UI, where the user can see a small "star", which is his piece over the board, in which his lessons are mapped as "board squares." The experience is familiar to him (which is a recommended usability characteristic) because they're used to these types of games. The experience is also supported by interaction design elements visible in the mid-fidelity prototype UI like the swipe up feature, that the user uses to move along the map, mimicking the movement of the piece over a board.

Another example can be found on the exam section of the prototypes, in which we present the user against a series of tests of different kinds. For this, we wanted to give the user an experience of being in a real test while not as rigorous as the ones they may find at school. The best example of this is the "relate columns" question, in which the user can click on an option in one column and then on the other. For this, we wanted to give the user a simple experience in which they don't forget which options have been chosen, nor stressed. To help the user to clearly identify which options have been already selected we designed the UI so that it had pairs of colors that both: indicate the relationship between the elements and remind the user which options have already been selected.

One thing I do wish we had done is to find how to organize layouts so that they're more intuitive to the user. This is something that we didn't research prior to the implementation of the prototypes and instead we went for the ones that we thought were right or looked good. This is problematic because what we think looks good may not necessarily be interpreted as the same by other users.

This is something that we need to keep an eye on during the usability tests with the users so to find whether they think there is a usable layout too or if they think it is confusing. For example, we may keep an eye on where the user clicks in the screen to know if the way the information is placed out invites to scroll down and, if we realize that the user is not scrolling down, we may ask them what they thought when they saw the interface and decided to perform other action other than to scroll. Then, based on that information, we can see if the UI requires more visual cues that suggest a scroll.

References

- [1] J. Aileen, “UX vs UI: What’s the Difference? How They Apply to WordPress?” Accessed: Apr. 19, 2024. [Online]. Available: <https://wpmudev.com/blog/ux-ui-wordpress/>