

UI vs UX – Reflection

In Human-Computer Interactions, there are 2 concepts that are relevant in the field, but often get confused to the point of being treated as synonyms due to sharing similarities and often working in conjunction. These are User Interface (UI) and User Experience (UX), 2 concepts that are important for us software engineers to understand them well and distinguish from one another as they are present everywhere and are integral in how we handle the objects around us.

A way to distinguish the difference between UI and UX is in identifying what each focus on the user. UI focuses on what the user sees of the object they are interacting with, being the physical and technical elements that allows them to interact with them. An example of this from my team's project is the Card Layouts we implemented on the prototype, a layout that shows different pieces of information about groups and events in the form of cards; and when clicked they expand to show more detailed information.

Meanwhile UX focuses on how the user feels when interacting with objects and systems, seeking to provide positive emotional response on them so they can feel satisfied with the usage of the product. An example from our project is the simplicity and intuitiveness of the controls, ensuring that the tasks in the project are easy to understand and follow, and take the minimal amount of steps to complete them. All this ensuring the user will feel satisfied with the ease of handling of the system.

References:

Javier, A. (02/03/2022). *UX vs UI: What's the Difference? (And How They Apply to WordPress)*. Recovered from <https://wpmudev.com/blog/ux-ui-wordpress/>