UI vs UX

It's important for UX and UI designers to work together to create the perfect user experience where visual design and technical interaction complement each other and meet the user's needs and desires.

Furthermore, user empathy is essential in creating a good user experience. UX designers must understand the user's needs and desires and work to remove any barriers they may face when interacting with the product. User satisfaction is key to customer acquisition and loyalty, which is essential for long-term business success. To illustrate these concepts, we can take as a basis a group project, where we developed a mobile application to increase social cohesion among FMAT students.

For the user interface, we can focus on creating an attractive and easy-to-use interface with large and easy-to-read buttons, carousels to find events or groups that interest them. From a UX perspective, we could focus on making students comment on a more interesting group or event, for example, showing photos of the event, allowing users to choose the type of activity they prefer and making personalized recommendations.

As such, UI and UX are two different but complementary concepts that should be considered when designing digital experiences. UI focuses on the user interface and its ease of use, while UX focuses on the user experience and how they feel when using the product or service. When designing a project, it's important to consider both aspects to ensure a satisfying and enjoyable experience for users.