

**a. What is User Design?**

- User design is empathizing with the user in order to find out what are their needs and wants in order to create a much better experience for the user which will result in user productivity and satisfaction when using the product to be done through the effective design of the UI and UX.

**b. What is the difference between User Experience Design and User Interface Design? Why does it matter?**

- User Experience is about how usable the product is, how easy it is to understand, and what the user felt while using the product. It focuses on how fast it responds or how quickly you receive/find what you need. For me what is important in User Experience is showing the user the important things first to prevent confusion, keeping the flow of the application's use as consistent as possible, and the logic of key points/hierarchy in drop down menus.

- User Interface is all about how you present the functions and uses of the apps and is the overall aesthetic of the product, involved in this are colors, font size, icons, and other visual aspects. This has an impact on how your product will be effective with its users that even with great User Experience they will be unable to utilize it due to poor design of the interface.

These two matters because these two determine how your application will be operated or explored by the user, and when used together effectively you can maximize the impact and efficiency of your product.

**c. Who are the users? Why are they important?**

- The users are the people who you are making the product for or at least the ones you are aiming for. These people are also the reason why you have the data and references to develop the application thus their feedback is of utmost importance to you and they should be considered as co-workers, not just customers. If possible, they should get a hands-on review of the product before you release it.