



Part of Presear  
Design Research

# Demystifying UI/UX

A client's guide on understanding User  
Interfaces and User Experience

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This short E-Book is aimed at providing clarity to the clients about the misconceptions that have been floating around the software market for User Interfaces and User Experience.

This is a purely business book and not recommended to use academically.

## About the Authors

"First Impression is the Last and Lasting Impression", the UI plays a key role in providing a great user experience and creating a perfect impression. It's very disappointing to witness the lack of transparency in the current UI/UX practises for which the client has to suffer. We have designed the content of this book to help the clients understanding UI/UX well and take better decisions. Hope it helps !



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Abhijit Tripathy is an author, and entrepreneur having a firm interest in Algorithm design, software development and designing scalable software solutions. Under his leadership, PSPL has won prestigious awards including IAF Most Promising Startup 2022 and Most Promising Hybrid Software Development Company by Xel Research. He is also an inventor having PATENTS and research published in international journals.



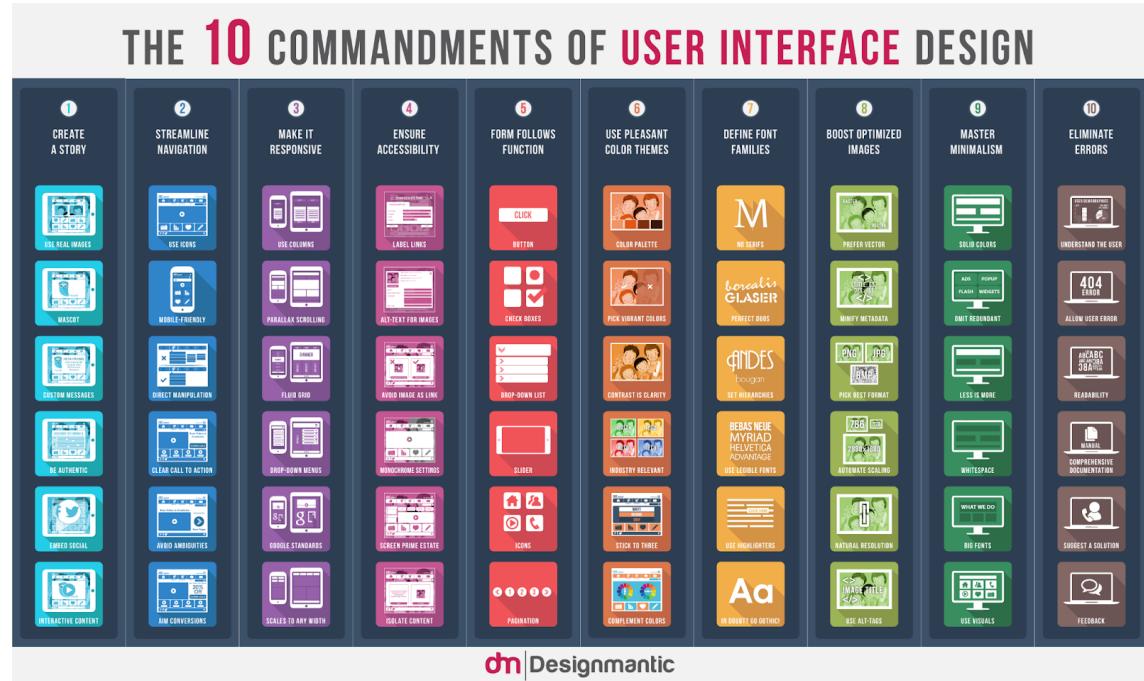
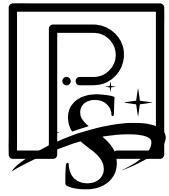


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# Introduction

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# UNDERSTANDING UI



Source: [Ten Commandments in UI](#)

It is a common belief that Web Design or User Interface Design is just about colours, shapes, size, creating buttons, menus, or forms, and how the website looks, but UI is more about how we present and design the tools so that the user's need is fulfilled.

## What is UI?

The user interface or UI is the first point of interaction between the user and the website. UI is one of the factors that defines the User Experience or UX. UI is the presentation as well as the interactivity of the applications and focuses on how the app looks and interacts with users.



Each screen, page, buttons, menus, forms, and all the visual elements that we see while using an application form the User Interface of that application.

As we know, "First Impression is the Last and Lasting Impression", the UI plays a key role in providing a great user experience and creating a perfect impression.

A great UI makes a website feel familiar and helps retain the user on the website. It has been observed users prefer using a website with good UI and like coming back to a website more often than a website with complex UI.

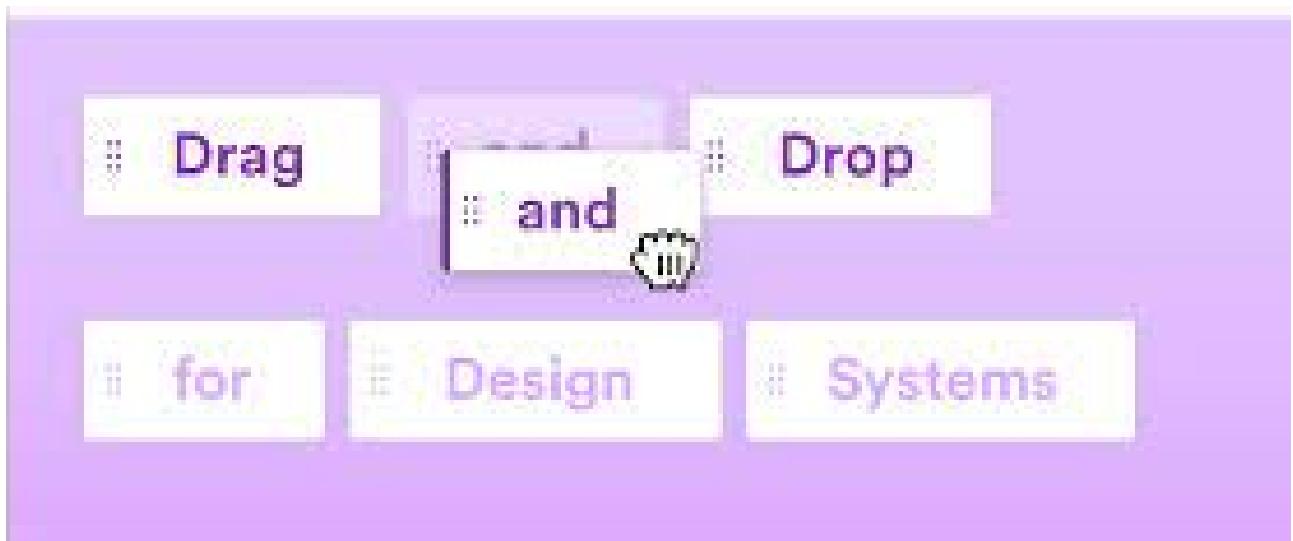
User Interface Design is the process of developing an interface for an application or software with the aim of making tools accessible to the users that they find easy to use and pleasurable and simultaneously work on the looks and styling of the website.

The UI is said to be effective if a user is able to achieve maximum output with minimum effort.

Let's take an example and understand the above point.



Suppose we have two user interfaces, one where we can drag and drop to arrange the order in which we want to hear multiple songs and the other where we are just able to queue the next song only. A user will always prefer the application with the first interface, i.e., the drag and drop feature, which minimizes his efforts.



## Importance of UI

User Interface plays a very crucial role in retaining the users on the website for a long period of time. UI that is designed and executed well provides a great interaction between the user and the application through appealing visuals, clean and simple design, and responsiveness.

In the modern world, even the small business is going online and the



primary goal of any business is the growth of the business and to increase its sales. UI designing helps improve the UX or the user experience and improves customer retention that increases customer satisfaction and helps increase the users of an application.

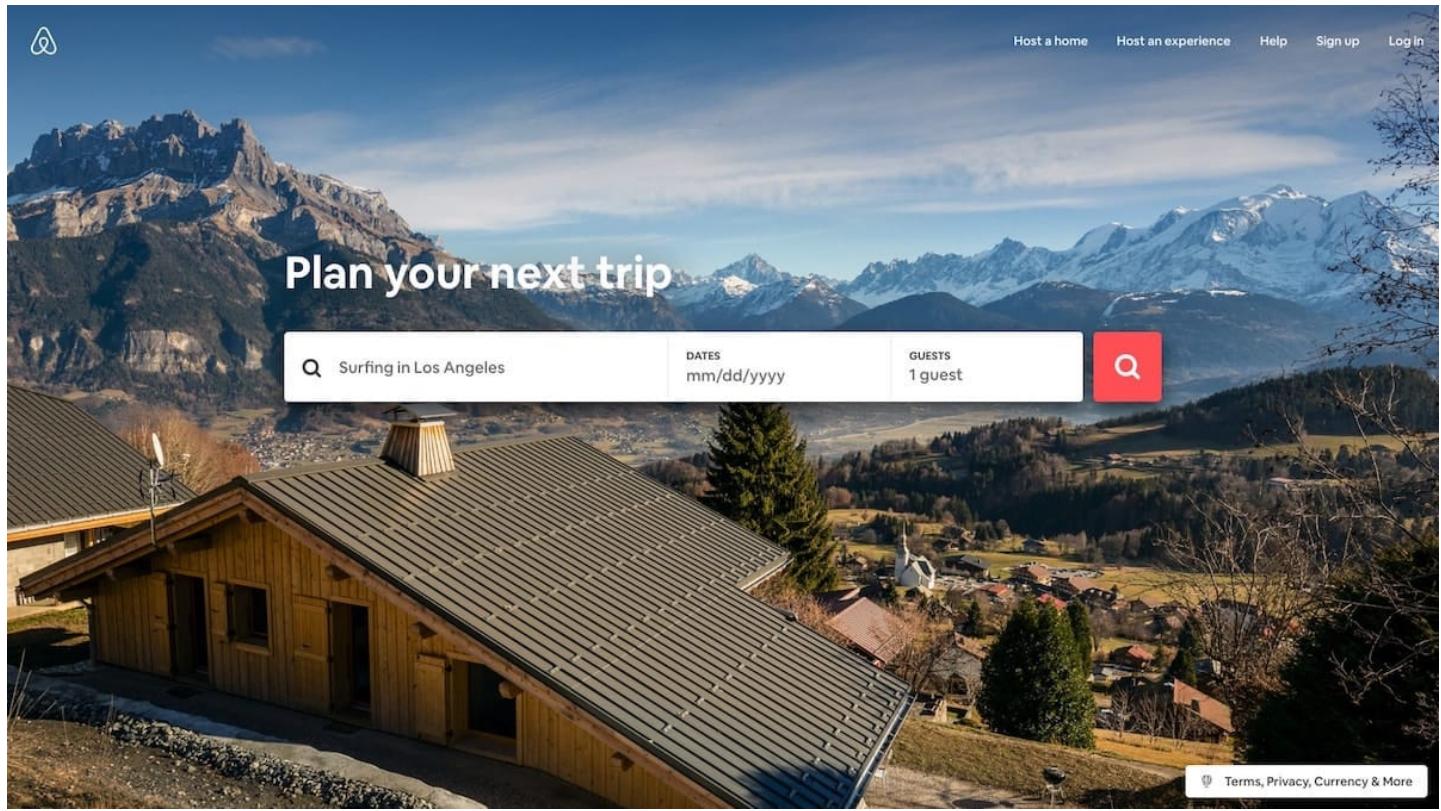
The UI also plays a crucial role in grabbing the attention of the user and making the design appealing to the user's eye and attracting them to increase sales.

With more than 1000s of websites selling the same service, a simple yet unique User Interface i.e. a plane design, simple colour scheme, and tools that help a user achieve the desired goal with minimum effort. Such websites always stand out and are able to attract a greater userbase.

Let's understand the above point with an example:

The website of the most popular online marketplace for lodging, homestays for vacation rentals, and tourism i.e. **Airbnb**.

The website is considered one of the most well-designed and most effective User Interfaces and is one of the primary reasons behind the success of Airbnb.



The website has a simple design yet appeals to the user's eye. The goal of the user i.e. to book a stay is achieved with minimum effort as the search bar is available right in the front.

The website is designed to make the user experience effortless and highly interactive.

## How to make a great User-Interface?

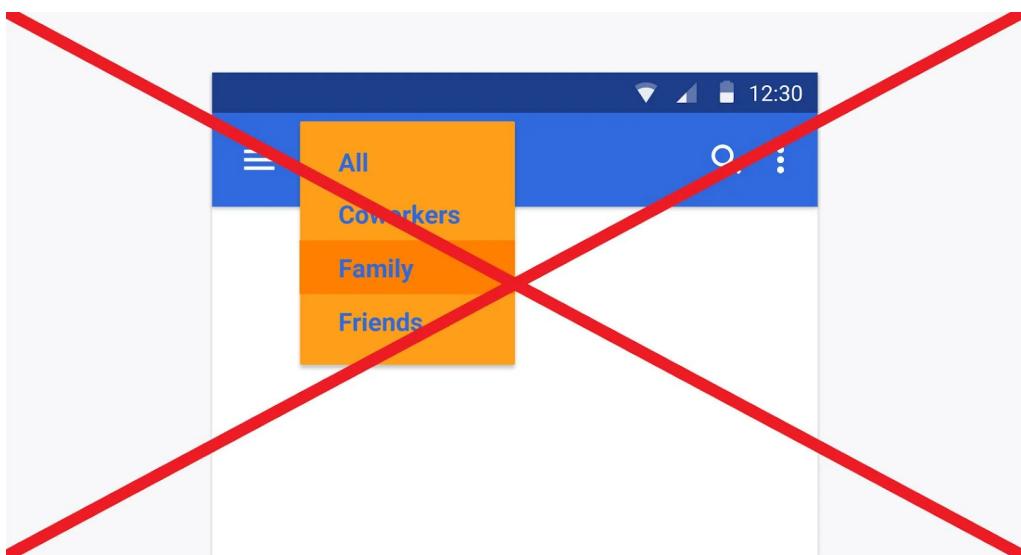
A great and effective User Interface should improve User Experience. It should be appealing, attractive, minimalistic, unique, and easy to use and understand.



A great and effective User Interface should improve User Experience. It should be appealing, attractive, minimalistic, unique, and easy to use and understand.

Some of the key tips to design a perfect User Interface are stated below:

- Use simple colours that bring out sufficient contrast between text and background, making it easier to read text information.



- The User Interface should be responsive i.e. the website should be adaptable to a mobile screen as well as a TV screen.
- Focus on Usability i.e. A user coming to the website for the first time should be able to figure out the usage and tools intuitively.
- Be consistent in designing i.e. stick to similar colours scheme and similarities in the buttons etc across all pages.

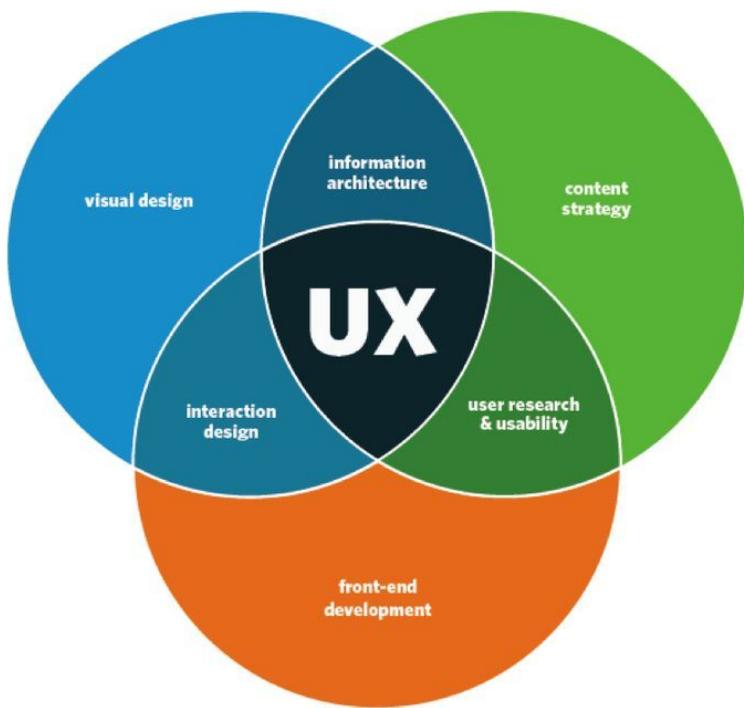
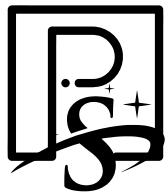


- Always understand the target user and purpose of the website and design accordingly to serve the goals.
- Designing predictable UI is considered very effective as it is meaningful as well as helps users easily adapt to the tools.
- Draw attention to key features and highlight them through design.

The above-mentioned points are some of the key guidelines that are followed while designing User Interfaces.

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# UNDERSTANDING UX



Websites and Web applications have become progressively more complex as our industry's technologies and methodologies advance. What used to be a one-way static medium has evolved into a very rich and interactive experience.

But regardless of how much has changed in the production process, a website's success still hinges on just one thing: how users perceive it. "Does this website give me value? Is it easy to use? Is it pleasant to use?" These are the questions that run through the minds of visitors as they interact with our products, and they form the basis of their decisions on whether to become regular users.



## What is UX?

User experience(UX) design is the process to create products that provide meaningful, relevant, and flexible experiences to users. This involves the whole design process of collecting and uniting the product, including aspects like branding, design, usability, accessibility, and functionality.

## Why is UX important?

"It's important because it deals with our users' needs — enough said," and everyone would probably be satisfied with that.

We built interaction based on what we thought worked — we designed for ourselves. The focus was on aesthetics and the brand, with little to no thought to how the people who would use the website would feel about it.

- UX aims to provide positive experiences to the user that keeps them loyal to the product or brand.
- UX defines customer journeys on your product and establishes a two-way relationship between the maker and the user.
- UX reduces costs for development/bug fixing/marketing and so on.



- Sometimes the product doesn't need to be innovative. It simply takes the usual idea and represents it differently. The user-focused design makes the product stand out.
- UX helps provide intuitive experience, coherence & continuity and platform-specific designs.

## What do we design?

In UX, we design an interface. The interface is defined as the mediation of the user's task and the system's core function. It tells us that the user must provide some input and that leads to some output by the system. This graph reminds us that while accomplishing a task we need to engage a whole system with a certain set of instructions.

For example, Our cell phone has a core function, one of which is communicating with others. However, we can also do this in various ways, we can either call or text or email.

***Input by user -> Interface (Action) -> Output***

## Steps of UX design?

### ***Requirements Gathering***

Requirement gathering is all about understanding the user and what their goals and current practices are. This step can also be thought of



as understanding the “problem space”- what is hindering the completion of the task, and how can the task or process be improved.

A whole host of techniques are presented that allow the designer to collect data about the user, her goals, and current practices.

### ***Designing Alternatives***

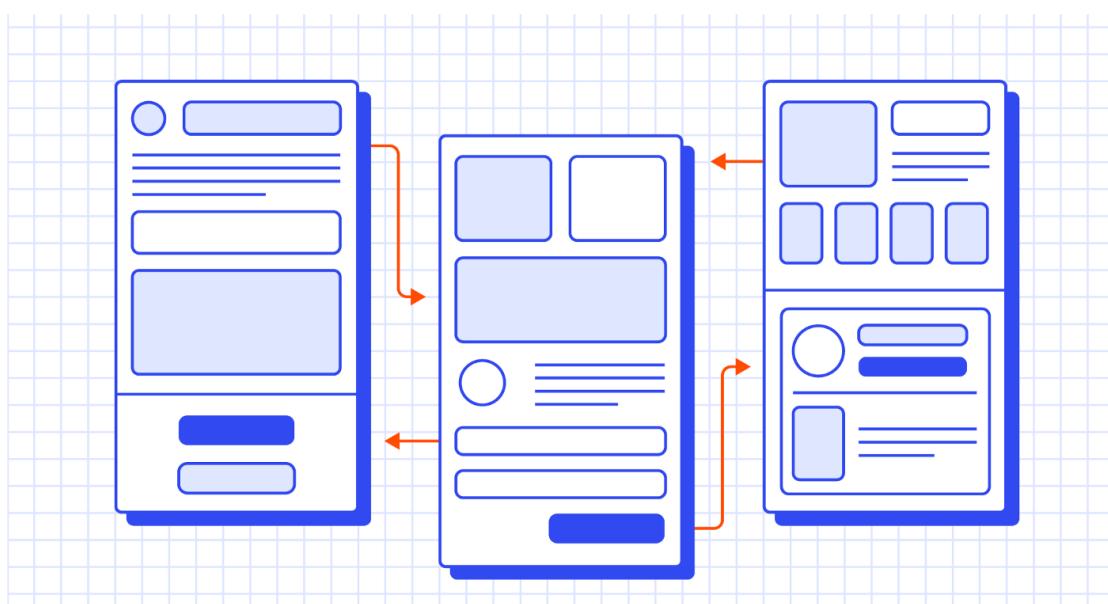
Once we understand the users, their goals, and their current practices (e.i., the problem space) we should be able to take this data and develop various design options that will improve the user experience.

### ***Prototyping***

Prototyping is a technique for modelling the created design alternatives before a final version is produced.

### ***Evaluation***

In evaluation, we use a set of techniques for ascertaining that our design meets the needs of the users.





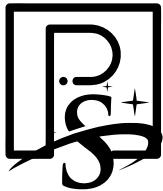
# **UI vs UX**



UI refers to the screens, buttons, toggles, icons, and other visual elements that you interact with when using a website, app, or another electronic device. UX refers to the entire interaction you have with a product, including how you feel about the interaction.

Developing a product that people love often requires both good UI and good UX. For example, you could have a banking app that looks great and has intuitive navigation (UI). But if the app loads slowly or makes you click through numerous screens to transfer money (UX), it doesn't matter how good it looks.

On the other hand, a website could be loaded with unique, helpful content organized in a logical and intuitive way. But if it looks dated or you can't easily figure out how to move between screens or scroll through options, you're likely to click away from the site.



# UX

HUMAN-FIRST APPROACH  
TO PRODUCT DESIGN

**APPLICATION:**

Physical and digital products

**FOCUS:**

The full experience from a user's first contact to the last

**CREATES:**

Structural design solutions for pain points that users encounter anywhere along their journey with the product

**RESULTS IN:**

Products that delight users with their effectiveness

# UI

HUMAN-FIRST APPROACH TO  
DESIGNING THE AESTHETIC  
EXPERIENCE OF A PRODUCT

**APPLICATION:**

Digital products only

**FOCUS:**

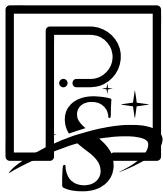
Visual touchpoints that allow users to interact with a product

**CREATES:**

Combinations of typography, color palettes, buttons, animations, and imagery

**RESULTS IN:**

Products that delight users aesthetically



# Importance of UI/UX?

## ***Better Product Performance***

Successful software is not just about the idea and functionality. It is also about design that looks good and that works well. From the functional point of view, design is essential in maintaining the efficiency and performance of the software product.

## ***Production Optimization***

Developing a clear and intuitive design with the user in mind, with minimal bugs, and using functional design allows users to reach intended results faster and hence be more productive and efficient. This also helps build UI/UX-oriented templates that come in handy and reduce the development time for future projects. An attractive interface and easy-to-use tool also reduce the effort required for training new users and the cost of product support.

## ***Product Differentiation***

Why is it that brands like Samsung and Apple have the maximum market share in mobile devices? Or do games like Candy Crush have over 200 million subscribers? A good user experience resulting from an attractive design and an easy-to-use website/app/tool stays with the target audience for longer and helps the brand stand out. Customers will repeatedly invest in a brand that helps them achieve



their goals faster and with less effort. So UX-centric software development is not just a feature but an important differentiation factor.

There are some important hard and soft for both UX and UI designers.

## UX

## UI

### Soft Skills

- Collaboration, communication, and open-mindedness
- Empathy
- Curiosity and continuous learning
- Critical thinking and problem-solving
- Collaboration, communication, and open-mindedness
- Empathy
- Adaptability
- Creativity and problem-solving

### Hard Skills

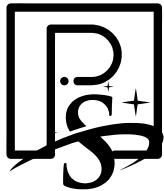
- Familiarity with user research and analysis techniques
- Wireframing and prototyping
- Understanding of information architecture
- User and usability testing
- Visual branding skills: Typography, color theory, icon design, etc.
- Wireframing and prototyping
- Knowledge of responsive design
- Animation and interactivity



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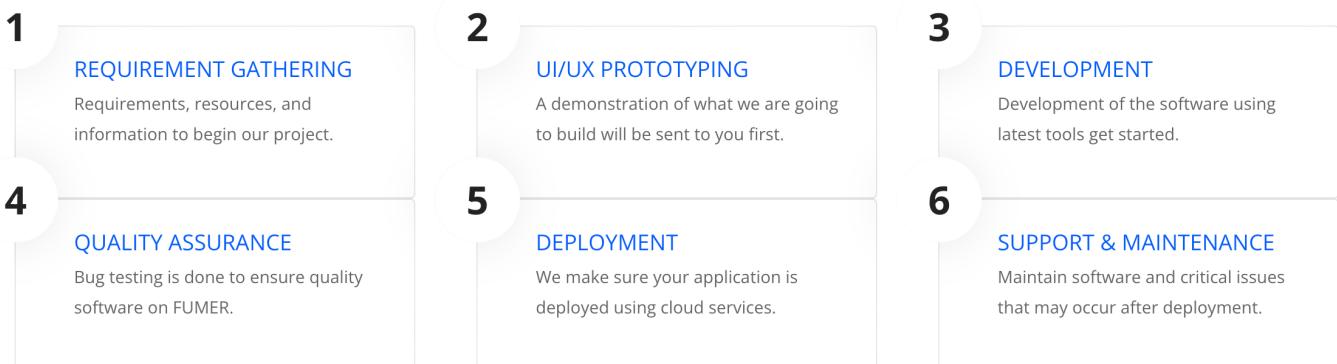
# Conclusion

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Presear Softwares PVT LTD always aims to provide you with the best-in-class User Interface and experience. The involvement of you as a client has a bigger role in getting the requirements in place and designing a proper UX.

However, in regular practise PSPL follows certain pipeline to ensure a complete fulfilment of your requirements.



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## CONTACT US :

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