**Discussion Question Week 5**

However, UI and UX are two completely interdependent yet distinct parts of a mobile app. UI is the visual part that can be used by the users i.e., button icons and layout etc, while UX is about the entire experience that starts from getting the job done easily and with less effort to being satisfied. In the mobile app development world, where screen size and touch interactions come with their own set of problems, both are needed to be successful (Dieu, 2024).

The importance of UI and UX design cannot be undermined when designing the mobile app to be friendly to the users. UX is about the overall experience of the app; it is easy and satisfying to use, while the UI is about getting the app to be nice looking and interacting like buttons and layouts. These designs enable users to quickly get to and around navigating in mobile apps and increase the chances they will stick to the app, and recommend it to others. This also created some trust in the brand and might potentially lift the revenues as the engagement has been elevated.

The importance of UI and UX can be broken down into several key areas:

* Brand awareness and Marketing: It creates a brand awareness, affects marketing. The interface is crucial to user adoption, and also recommends that a forged interface can make a good impression upon users (Dieu, 2024).
* Revenue: Good UX increases the effectiveness of in-app purchases and engagement with paid features. That same source also indicates intuitive navigation and a reduced amount of required effort on the part of the user can mean a drastic increase in ROI.
* Focusing on UX helps with innovation to make apps competitive. But according to the MDPI survey, the parameters like adaptability and feedback are of great importance to make the apps ahead by response to evolving user needs (Sandesara et al., 2022).

My approach for designing and implementing a plan to collect user interface requirements for mobile app development would follow these steps:

* The process starts with understanding users through surveys along with interviews or personas to achieve insight into target audiences along with their significant problems and needs.
* Examine Similar Applications to Study Fat and Weak points from a User Interface and User Experience Perspective.
* A process maps over necessary screens while the application's key user stories including 'split a bill' are defined within this phase.
* Once users fully understand the flow through prototypes and wireframes you should begin working on low or high-fidelity solutions by using Figma or Balsamiq.
* This first stage of UI development requires usability testing as well as feedback collection to optimize the UI before development starts.

**References**

Dieu, L. C. (2024, October 7). *The importance of UX/UI design in mobile app development*. SmartDev. <https://smartdev.com/the-importance-of-ux-ui-design-in-mobile-app-development/>

Sandesara, M., Bodkhe, U., Tanwar, S., Alshehri, M. D., Sharma, R., Neagu, B., Grigoras, G., & Raboaca, M. S. (2022). Design and Experience of Mobile Applications: a pilot survey. *Mathematics*, *10*(14), 2380. <https://doi.org/10.3390/math10142380>

Ranjan, M. (2023, September 28). *10 Essential Mobile App UI design Principles for building Outstanding Apps*. HackerNoon. https://hackernoon.com/10-essential-mobile-app-ui-design-principles-for-building-outstanding-apps