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Dept : AIDS

Year : II

Slot :  $4 \times 2^{10}$

## 1. Hands-on VI / VX Experiments

- a) Explore the fundamentals of VI and VX
- b) Differentiate between VI and VX using real-world case studies
- c) Illustrate the relationship between VI and VX in design
- d) Demonstrate various VI / VX design tool in detail

## ② Exploring The Fundamentals of VI / UX

VI / UX.

When I first came across the terms "VI" and "UX", I assumed they were just fancy words for "design". But as I started to read articles and watch videos, I discovered there is a big difference between the two. I remember thinking, "So VI is about how it looks, and UX is about how it works, but they still depend on each other".

Understanding VI (User Interface):

The User Interface is the visual language of a product. It includes every single element that the user can see and touch - buttons, icons, text, images.

\* Purpose of VI : To guide the user visually through an interface in a way that feels natural and consistent

\* Example: The Spotify app uses dark bg with green highlights so that buttons stand out without hurting the eyes during long listening session

## Understanding UX (User Experience):

UX is about the emotional and functional journey a person goes through while using a product.

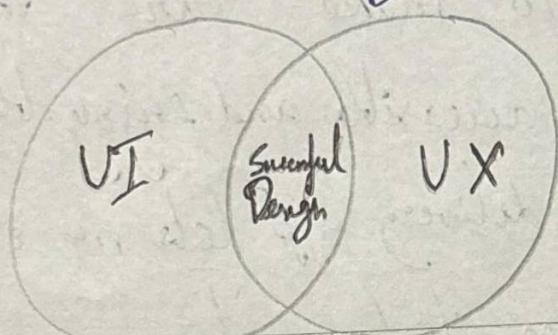
\* Purpose of UX: To make sure the product is usable, accessible and enjoyable.

\* Example: If a food delivery app lets me order a meal in under three clicks, I consider that a great UX.

## Why both Matter Together

A product with beautiful visuals (VI) but poor usability (UX) can frustrate users. Similarly, a perfect functional app with dull visuals may fail to attract user. So both VI and UX are important to build a successful app design.

I learned that good design comes from balancing "how it looks" with "how it works". If either one is ignored, the design fails.



## b) Differentiating Between VI and UX Using Real-World Case Studies

### Case 1: Google Search

VI: Minimalistic layout, white background (which can be customized), colourful logo and one big search box.

UX: Instant results, helpful auto-suggestion, related searches.

Even though the VI is plain, the UX is so good that people keep using it.

## Case 2: Instagram

VI: Bright colors, neat arrangement, large photo display.

UX: Endless scrolling, smooth animations, quick access to stories, reels, and posts.

Instagram shows how strong VI and UX combined can keep people engaged for hours.

## Case 3: Government Website

VI: Outdated colors, small fonts, too many links.

UX: Hard to find forms, slow loading, poor mobile support. Even with all the information available, bad UX made it frustrating to use.

### Comparison Table

Feature	Good VI / Poor UX	Poor VI / Good UX
Visual Appeal	Attractive layouts	Basic but readable
Ease of Use	Confusing navigation	Smooth, clear steps
Emotional Impact	Frustration	Satisfaction

Q) Illustrate the relationship between VI and UX in Design

How UX shapes the UI:

UX is like the blueprint of a building. It decides the flow: where the doors will be, how the rooms connect, and how people will move around. Once this is set, VI comes in to make that structure visually appealing and easy to understand.

Eg In a food delivery app, UX plans the steps from browsing to payment. VI then designs bright "Add To Cart" buttons, readable menus, and appealing food images to make that flow enjoyable.

How VI supports UX

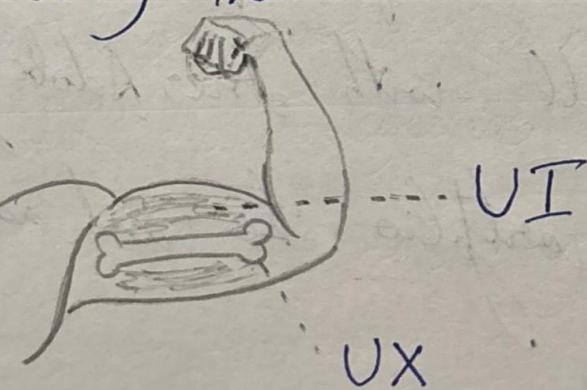
VI is like the signboards and decorations inside that building. It guides people naturally and makes them feel comfortable. Even the best UX can fail if users can't clearly see where to click or if the visuals don't match the purpose.

When one is Missing:

- \* Great UX but poor UI → Feds functional but unattractive
- \* Great UI but poor UX → Looks great but frustrates users

### My Small Project Example

When I made a study planner prototype, I first mapped the UX steps: Create task → Set date → mark complete. Then I applied UI choices: calm colors, big central "Add Task" button. The result was both easy to use and pleasant to look at - Proving that UI and UX strengthen each other.



## d) Demonstrating Various UI/UX Design Tools in Detail

### Why tools Matter:

Good tools make the design process faster, easier and more collaborative. I tested several popular tools to see how each one works.

### Figma:

- ★ Cloud-based, works in browser.
- ★ Great for team projects.
- ★ I made a "To-do" app mockup in Figma and could share it instantly for feedback.

### Adobe XD:

- ★ Great for clickable prototypes and animations.
- ★ Integrates well with other Adobe software.
- ★ I designed a portfolio site and added hover animations.

## Sketches:

- \* Lightweight, Mac-only
- \* Loved by many professionals
- \* I tried it on a friend's laptop and liked the clean interface

## InVision

- \* Best for presenting design flow
- \* I uploaded static images and linked them so people could "use" the app like it was real

## My Ranking

- \* Figma - Best for Overall Work
- \* Adobe XD - Best for animations
- \* InVision - Best for presentation

A good tool helps, but the real magic is in the thinking process. Even simple tools can produce great designs if the UI and UX are well planned.

My notes  
(cont)