



Marwadi
University
Marwadi Chandarana Group





UI AND UX DESIGN

01CE0721

Unit 1

Introduction to the UI and UX

Presented by: Prof. Harsh Nagar & Prof. Parth Shah

What is a Design?

A design is the concept of or proposal for an object, process, or system. The word, design, refers to something that is or has been intentionally created by a thinking agent, although it is sometimes used to refer to the inherent nature of something



Problem



Solution



Product / Output

What is UI Design?



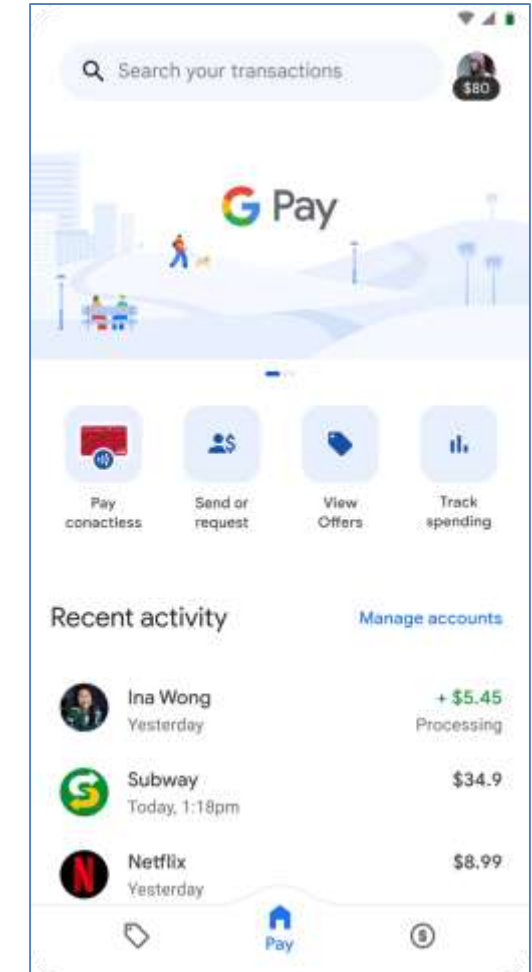
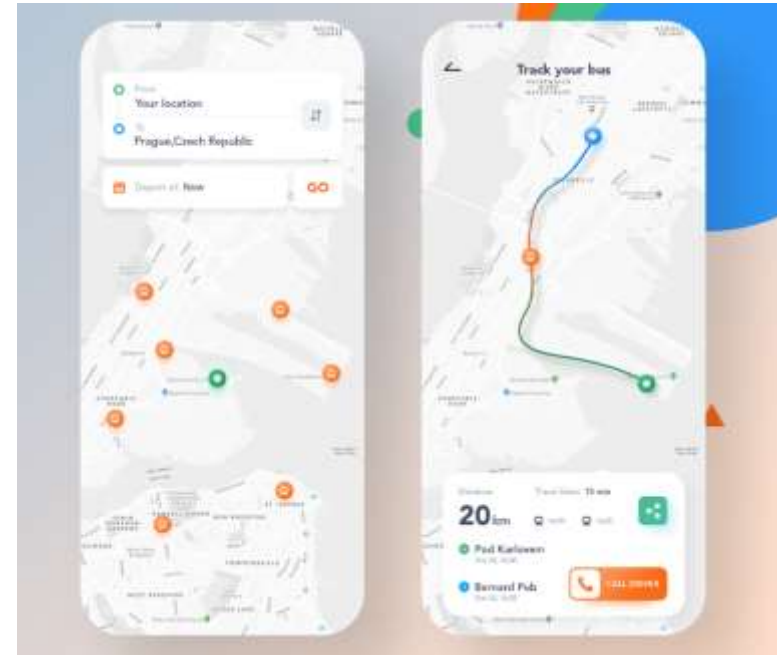
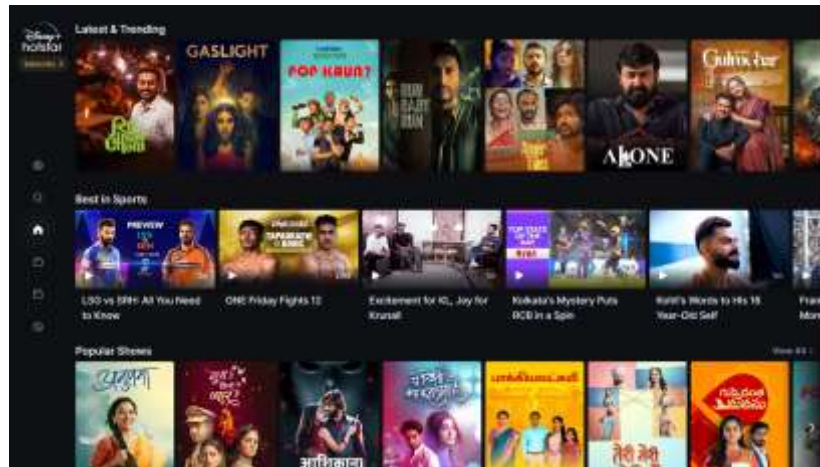
Marwadi
University
Marwadi Chandarana Group



User interface (UI) design is the process designers use to build interfaces in software or computerized devices, focusing on looks or style. Designers aim to create interfaces which users find easy to use and pleasurable. UI design refers to graphical user interfaces and other forms—e.g., voice-controlled interfaces.

Examples of UI Design?

Mobile app & Website Design



What is UX Design?



Marwadi
University
Marwadi Chandarana Group



Now, let's talk about UX. What a user experiences while interacting with a product is called UX. UX design focuses on making easy-to-use products with a simpler learning curve and uncomplicated conceptualization. The goal of UX is to make a design that is user-centered.

Examples of UX Design?

Examples of good ux



Examples of bad ux



There are several roles in the field of UI/UX design.



Marwadi
University
Marwadi Chandarana Group



UX designer

Product designer

Visual designer

UX researcher

Content strategist

UX unicorn (a generalist role)

7 Principles of Interaction Design



Marwadi
University
Marwadi Chandarana Group



1. Visibility
2. Consistency
3. Mapping
4. Feedback
5. Constraints
6. Simplicity
7. Flexibility

7 Principles of Interaction Design



Marwadi
University
Marwadi Chandarana Group



1. Visibility

Visibility refers to the ability of users to see and understand the available options for interacting with a digital product. It's essential to ensure that all features and functions are clearly visible to users. This can be achieved by using clear and descriptive labels, icons, and buttons. Visibility helps users to understand what options are available to them and how to interact with the product.

7 Principles of Interaction Design



Marwadi
University
Marwadi Chandarana Group



2. Consistency

Consistency refers to the use of the same design elements throughout a digital product. Consistency helps users to understand how to interact with a product and reduces confusion. It's crucial to use consistent color schemes, typography, and layout to ensure that users can easily recognize different elements of the product.

7 Principles of Interaction Design



Marwadi
University
Marwadi Chandarana Group



3. Mapping

Mapping refers to the relationship between controls and their actions. You must ensure that controls are placed in a logical and intuitive manner. Users should be able to easily understand the relationship between different controls and their actions. For example, if there is a button to turn on the lights, it should be placed in a location that makes sense and is easy to find.

7 Principles of Interaction Design



Marwadi
University
Marwadi Chandarana Group



4. Feedback

Feedback refers to the response that a digital product provides when a user interacts with it. Feedback can be visual, auditory, or haptic. Make sure to provide feedback to users to confirm that their actions have been registered by the product. Feedback helps to reduce uncertainty and increases the confidence of users in their interaction with the product.

7 Principles of Interaction Design



Marwadi
University
Marwadi Chandarana Group



5. Constraints

Constraints refer to the limitations that are placed on the actions that a user can perform. Constraints help to prevent errors and guide users towards the correct actions. Constraints can be physical, logical, or cultural. For example, a logical constraint would be an error message that appears when a user enters incorrect information.

7 Principles of Interaction Design



Marwadi
University
Marwadi Chandarana Group



6. Simplicity

Simplicity refers to the ease with which a user can interact with a digital product. It's important to keep the interface simple and intuitive. A simple interface reduces the cognitive load on users and allows them to focus on the task at hand. It is important to avoid clutter and unnecessary complexity.

7 Principles of Interaction Design



Marwadi
University
Marwadi Chandarana Group



7. Flexibility

Flexibility refers to a digital product's ability to adapt to different users' needs. It's essential to provide different options for users to interact with a product. For example, you could provide users a variety of input methods, such as touch gestures or voice commands. It is important to provide different options to cater to the needs and preferences of different users.

THANK YOU

