Entry 5: UI vs UX

UI and UX are often used interchangeably (I'm guilty of this), but each of them focuses on very different aspects of a design. According to the WPMU DEV article, UI focuses on visual and interactive elements of a product, what we see, like buttons, colors, typography, and overall look of the product; UX, on the other hand, is all about how the user feels emotionally when interacting with the product and leans more on the flow, accessibility, usability, and satisfaction of the product.

In terms of our project, a clear example of UI we're facing at this very moment, actually, is the overall look of our platform while wireframing. Picking out an attractive and identifying color palette, working out button placement, and using clear icons are all great examples of our project's UI, as we look to make our platform aesthetically pleasing, but aren't necessarily focusing on the overall experience.

As for the UX of our project, we've been trying to work out the navigation flow of our platform, from the moment a user enters the home page up until they want to access a basic function in our offered account types, either they want to offer their services as a musician, want to post a gig as a manager, or simply peruse the site as a passerby. We're looking to make the usage of our platform a smooth experience overall by giving users a clear sense of direction when using it.