

## UIvsUX

**The concepts of UI and UX frequently are misunderstood and misused. Using as reference the following article: "[UX vs UI: What's the Difference? \(And How They Apply to WordPress\)](#)" provide a clear difference between the concepts. Use two examples based on your team project to clarify each concept. The examples of UI and UX must be specific and clearly explained.**

In our project Indie Project we learned that UI and UX are not the same thing, even if people mix them all the time. **UI is what you see, like the buttons, the icons, the layout, the colors and how everything is organized on the screen.** For example, in our profile page we used social media icons like Instagram and YouTube because they're easy to recognize, and we made the page look clean and simply, not full of stuff. That's UI. But **UX is more about how you feel when you use the app.** Like if it's easy or confusing, if things take too long or are fast. We thought about Valeria, one of our personas, and how she gets nervous with complicated things, so we made the profile easy to update in just a few steps, without getting lost or clicking everywhere. That way people don't get frustrated, and everything works smoother. **We also didn't add too many options on purpose, because we wanted it to feel simple and quick to use. So yeah, UI is how it looks, and UX is how it works and how people feel when using it.** We tried to make both good in our prototype.