

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 digital product design, User Interface (UI) and User Experience (UX) are complementary but distinct disciplines. Simply put, UI is about how a product looks and interacts on a surface level (its visual elements and interactive components) while UX focuses on the user's overall journey through the product, from discovering it to accomplishing their goals and feeling satisfied.

An UI Example from our project would be the profiles, each displaying a photo, name, history and other common data, its important to polish this and have a clear visual hierarchy making each profile immediately understood, reducing cognitive load and inviting interaction.

An UX Example from our project is how each user should navigate easily depending of their needs, this meaning a positive experience. Achieving this is a complicated task because it is related to almost every aspect of the project.