User Interface (UI) focuses mainly on the interface, and making sure that said interface is accessible and easy to understand and navigate. User Experience (UX), however, goes deeper than that. Part of its focus is also on having an easy-to-use interface, but it also focuses on things like the content of the website and the way the website makes the user feel. Therefore, the main difference between UI and UX is how extensive they are.

Both UI and UX consider the importance of usability. It is crucial when building a website to ensure that users have no trouble navigating the site and understanding its contents. Page layout, typography, color, and texture are all tools that can be used to accomplish this goal. It’s also important to make sure the website is accessible to people with disabilities – typography and color are big parts of this aspect of web design.

At this point, UX splits off from UI. In addition to everything prior, UX also focuses on the information conveyed on the website. For the user to have a good experience, the content must be of use to them, and they must be able to trust it. Additionally, the design should make the content desirable to the user.

UX is important to web design for many reasons, but the first and foremost is that if the website is designed poorly, a user will not stay on the page for longer than it takes to load. If a user cannot find what they’re looking for, if the content is not relevant or helpful to them, or if the website is difficult to use, they will simply close the window and find what they need somewhere else.