

# User Experience versus User Interface

## User Experience Design (UXD)

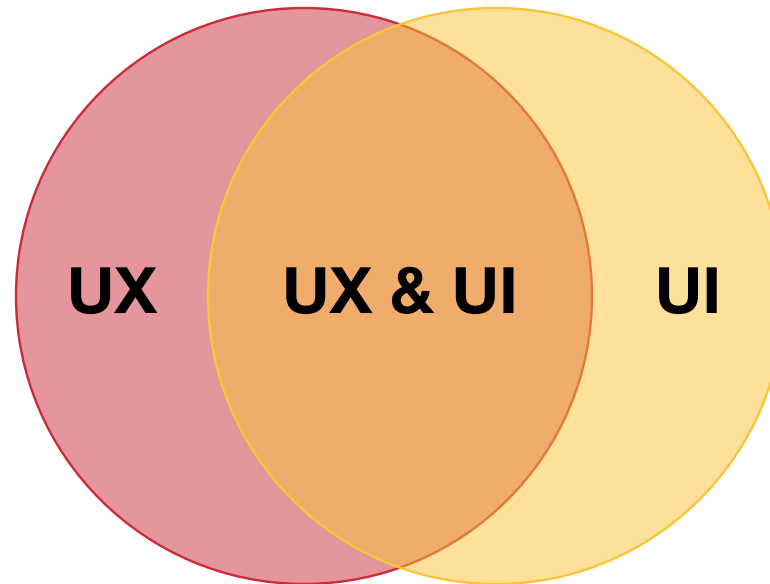
- Focused on how things feel.
- Informs functionality and feature considerations.
- Requires user research.
- Often comes before UID.
- Storytelling and scenarios.
- Rough sketches, storyboards, and wireframes.
- Research artifacts.
- User personas, user stories, user journeys, empathy maps.
- Workflows and diagrams.

### Good UX with poor UI:

[craigslist.com](http://craigslist.com)  
[drudgereport.com](http://drudgereport.com)  
[reddit.com](http://reddit.com)  
[wikipedia.org](http://wikipedia.org)

*Not all things need a gorgeous user interface. However, a good UI should support a good UX. Brand recognition promotes stronger loyalty and credibility.*

*What a fantastic time to employ the creative guidance of visual designers and marketing specialists!*



## UX and UI

- Utilize planning tools
- Informs Information Architecture
- Informs technical strategy
- Contribute to a good experience

### Good UX and good UI:

[dropbox.com](http://dropbox.com)  
[airbnb.com](http://airbnb.com)  
[medium.com](http://medium.com)

## User Interface Design (UID)

- Focused on how things look.
- Represents brand/marketing.
  - Visual acceptance criteria.
- Often occurs during/after UXD.
  - Visual design artifacts.
- Design mockups, style guides, mood boards, and design tiles.
  - Design assets, like photos, illustrations, icons, videos, visual effects, and animations.
- Brand guidelines and assets.

### Good UI with poor UX:

[Jira](http://jira.com)  
[Snapchat](http://snapchat.com)  
[ebay.com](http://ebay.com)  
[ifly50.com](http://ifly50.com)  
[ryanair.com](http://ryanair.com)

*This depends on who you ask. Where a large audience segment has a bad experience, even the most beautiful user interface may not provide a usable and pleasurable experience.*

*What a great opportunity to recommend UX research!*

## Additional references

<http://www.helloerik.com/ux-is-not-ui>  
<https://www.usertesting.com/blog/2016/04/27/ui-vs-ux/>  
<https://uxplanet.org/difference-between-ui-ux-6324fc7402ba>  
<https://medium.com/@Vincentxia77/ux-is-not-ui-what-is-the-difference-between-ux-and-ui-design-by-devin-f3e4932e738f>  
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