Introduction

- **Web UI design** is sometimes mistakenly thought of as how the website looks. Interface design isn't just about **colors** and **shapes**, but rather about presenting the user with the **right tools** to accomplish their goals.
- **Web user interfaces** are much more than buttons, menus, and forms for users to fill out. It is:
  - the connection between the user and the experience,
  - the first impression,
  - a lasting impression that either makes a website feel like an old friend
- Great web UI design must strike a perfect balance between **captivating aesthetics** and **effortless interactivity**.
- A web interface should guide users through the experience at the speed of thought.

It's Not UX vs. UI, It's UX & UI

- The web **user experience** (UX) is the abstract feeling people get from using a website.

- The **user interface** (UI) is what people interact with as part of that experience.

UX IS NOT UI

HOW UX WANTS TO BE SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

HOW UX IS TYPICALLY SEEN

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