

- a. What is User Design?

The improvement of product's usability, user-friendliness, and accessibility based on data gathered from the users.

- b. What is the difference between User Experience Design and User Interface Design? Why does it matter?

Based on my understanding, User Interface Design is the interaction with the product, navigating through the application, responsiveness of the buttons, and scrolling through the application. While, User Experience Design is where you improve the product based on users' feedback or experience. These two are the most common terms that are often used incorrectly due to confusion. It's important to understand the difference with both because they are indeed different and have functions on their own but both complement each other.

- c. Who are the users? Why are they important?

They are the one who uses your product. Because they are your clients, they are the ones who evaluate and consume your product and most of all your product will be pointless if no one will use it.