**A One-Page Summary Based on My Research on UI/UX Design and Concepts**

**UX Concept**

The UX (User Experience) of every product or design is very important and critical to the life-span of the product because it determines if the user would return to use the product/system (website).

Below are the key UX concepts:

* Interaction Design: Interactions include every click, scroll and action done by the user while on a site. Interactions are the key or integral parts of a website because if a user cannot successfully interact with your site they would not have a good experience.
* User Interface: This is what the user sees and interacts with and it determines how the user feels when using they product/system
* Visual Design: This would be everything the user sees on the page, from images and layout to typography illustrations and white spaces.
* Typography: Using the perfect fonts and how test is displayed is also impotant to the users experience, because if a user finds it difficult to see and easily get the informations displayed this would also cause a bad user experience.
* Usability: For a good user experience the user should be able to use the system without trying so hard to figure out how to use the system.
* Information Architecture: The way a design or site is structured to display information to the user is very important because a well-structured site would be easier for the user to navigate and know where and what to do to complete their task.
* Content: Having a clear, concise and engaging content on your site is one of the best ways to deliver meaningful information to your users.
* Functionality: The product/system/service/website must allow your users to complete their desired action.  This means it has to work and perform the expected functions.

**UI concept**

The UI concepts are vast and can easily be classed into six principles:

* The structure principle: Design should organize the user interface purposefully, in meaningful and useful ways based on clear, consistent models that are apparent and recognizable to users, putting related things together and separating unrelated things, differentiating dissimilar things and making similar things resemble one another. The structure principle is concerned with overall user interface architecture.
* The simplicity principle: The design should make simple, common tasks easy, communicating clearly and simply in the user's own language, and providing good shortcuts that are meaningfully related to longer procedures.
* The visibility principle: The design should make all needed options and materials for a given task visible without distracting the user with extraneous or redundant information. Good designs don't overwhelm users with alternatives or confuse with unneeded information.
* The feedback principle: The design should keep users informed of actions or interpretations, changes of state or condition, and errors or exceptions that are relevant and of interest to the user through clear, concise, and unambiguous language familiar to users.
* The tolerance principle: The design should be flexible and tolerant, reducing the cost of mistakes and misuse by allowing undoing and redoing, while also preventing errors wherever possible by tolerating varied inputs and sequences and by interpreting all reasonable actions.
* The reuse principle: The design should reuse internal and external components and behaviors, maintaining consistency with purpose rather than merely arbitrary consistency, thus reducing the need for users to rethink and remember.