The Art and Science of Digital Interaction

UI/UX

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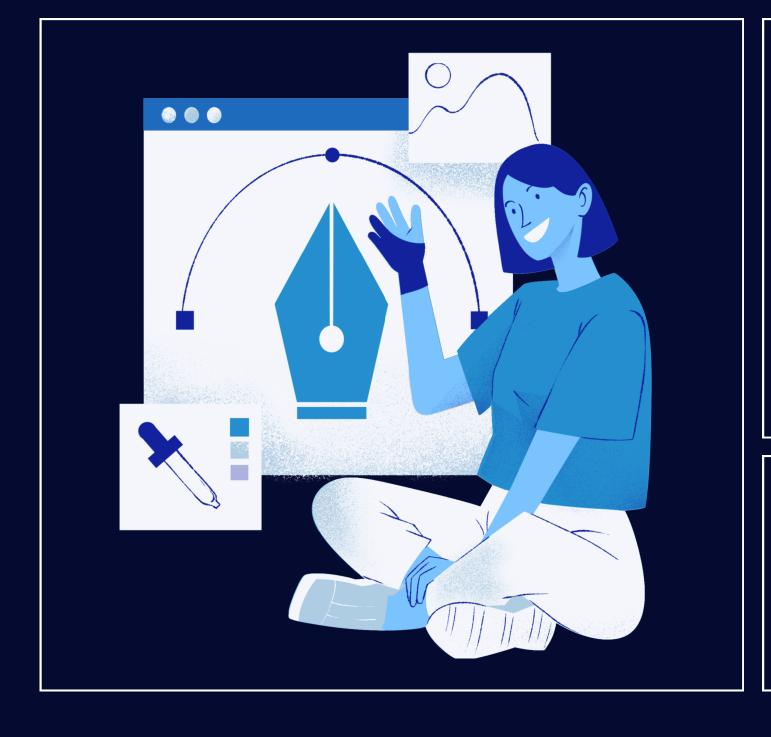
WHAT IS UI/UX?

Understanding User Interface & User Experience

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THE DIFFERENCE BETWEEN UI AND UX

USER INTERFACE	USER EXPERIENCE
Focus on aesthetics and visual elements	Focus on user experience
Colors, icons, typography, layout	User flow, ease of navigation
Examples: Buttons, menus, animations	Examples: User journey, usability testing

WHY UI/UX IS IMPORTANT?

Good Design = Better User Engagement

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UI/UX DESIGN PROCESS

Understanding User Interface & User Experience

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RESEARCH   WIREFRAMING

PROTOTYPING   TESTING

ITERATION

UI DESIGN PRINCIPLES

Creating a Visually Appealing Interface

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BREAK SLIDES

Let's Take a
Break 5 Minutes!

UX BEST PRACTICES

Enhancing the User Journey

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TRENDS IN UI/UX

The Future of Design

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Thank You and
Keep Designing!

THANKYOU

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