WHAT IS DESIGN

Design is not about making things pretty just for the sake of it

It is the process of envisioning and planning the creation of objects, interactive systems, buildings, vehicles, etc. Its user-centered, i.e. users are at the heart of the design thinking approach. It is about creating solutions for people, physical items or more abstract systems to address a need or a problem (Strate School of Design, 2018).

WHAT IS USER DESIGN

User experience (UX) refers to any interaction a user has with a product or service. UX design considers each and every element that shapes this experience, how it makes the user feel, and how easy it is for the user to accomplish their desired tasks (Humble, 2018).

WHAT IS THE DIFFERENCE BETWEEN USER EXPERIENCE DESIGN AND USER INTERFACE DESIGN? WHY DOES IT MATTER?

UX design refers to the term *"user experience design"*, while UI stands for *"user interface design"*. Both elements are crucial to a product and work closely together. But despite their professional relationship, the roles themselves are quite different, referring to very different aspects of the product development process and the design discipline. (Macneil, 2018).

WHO ARE THE USERS? WHY ARE THEY IMPORTANT?

Deep understanding of a target audience is fundamental to creating exceptional products. Personas help a product team find the answer to one of their most important questions, *"Who are we designing for?"* By understanding the expectations, concerns and motivations of target users, it's possible to design a product that will satisfy user needs and therefore be successful. The benefits are: **It builds empathy**, **Provide Direction for Making Design Decisions**, **Communicate Research Findings**, and **Characteristics of a Good Persona** (Babich, 2017).

REFERENCES

Babich, N. (2017, September 29). *Putting Personas to Work in UX Design: What They Are and Why They're Important*. Retrieved from Adobe Blog: https://blog.adobe.com/en/publish/2017/09/29/putting-personas-to-work-in-ux-design-what-they-are-and-why-theyre-important.html#gs.fc8i3u

Humble, J. (2018, June 20). *What Is UX Design? (Video Guide)*. Retrieved from YouTube: https://www.youtube.com/watch?v=v6n1i0qojws

Macneil, G. (2018, July 19). *UX Design vs. UI Design – What's The Difference?* Retrieved from YouTube: https://www.youtube.com/watch?v=Vnz_JbjxKFQ

Strate School of Design. (2018). *What is Design?* Retrieved from Strate School of Design: https://www.strate.education/gallery/news/design-definition