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UX vs. UI Design

User experience (UX) and user interface (UI) are two distinct design disciplines that play roles in website development, app development, and the design of other digital products. They are often used interchangeably, but they actually refer to different parts of the whole design process. There are several distinctions to be made.

UX design focuses on the overall experience a user has with a site, app, or product. It involves optimizing how users interact with something and ensuring that it meets their needs by creating easy to use and efficient experiences. The goal of UX design is to create a product that’s usable, pleasurable, efficient, and fun.

UI design, on the other hand, refers to the aesthetic of a product’s design. It typically refers to digital user interfaces, but also includes voice-controlled interfaces and movement-controlled interfaces such as VR. A UI designer designs all the screens, visual elements, and interactive properties that facilitate user interaction. They use things like patterns, spacing, typography, and color to guide the user.

While UX design is about the overall feel and usability of the experience, UI design is about how the product’s interface looks and functions. UX design is important because it creates positive experiences that help to maintain users’ loyalty and happiness with a brand. Because of this, the UX design is vital to the success of a digital product.