

A high-angle photograph of a person walking away from the camera on a dirt path in a park. The person is wearing a dark jacket and carrying a red bag. To the right of the path is a paved walkway made of light-colored rectangular tiles. Further right is a grassy area with a young tree and a bench. The scene is brightly lit, suggesting a sunny day.

User experience

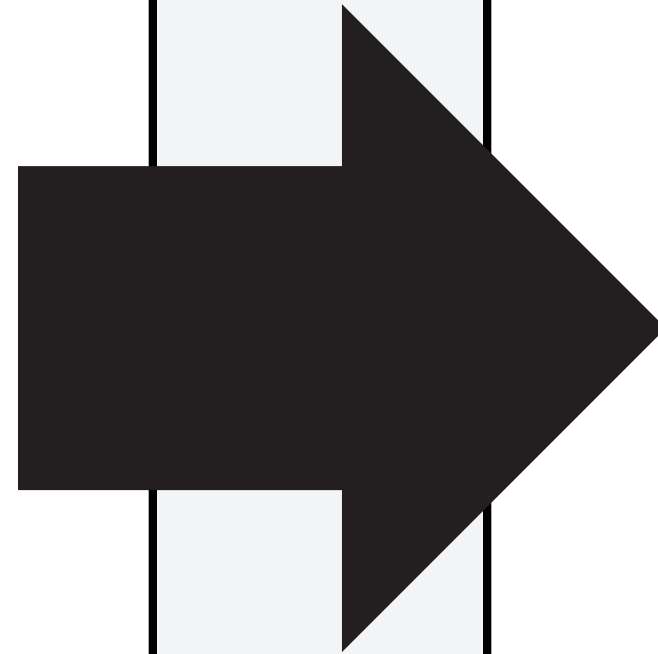
Design



# **UX-UI DESIGN**



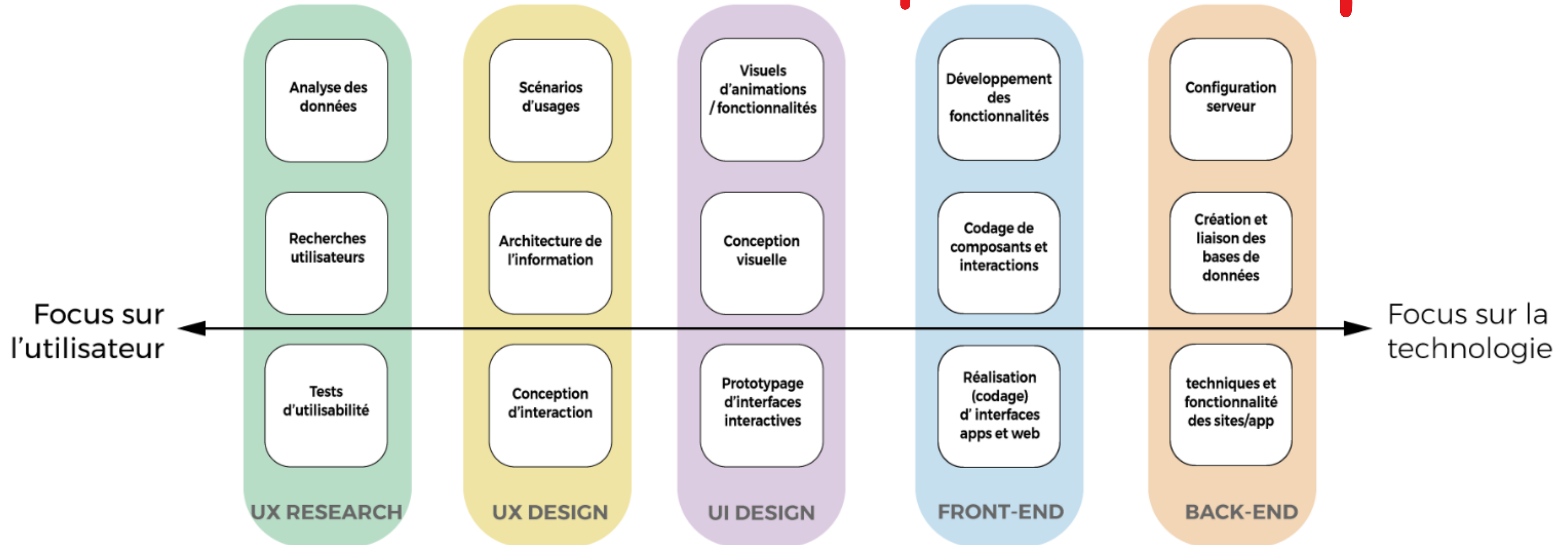
**ux ui**



**dev**

# UX/UI

# DEV







**UX Designer**

**UI Designer**

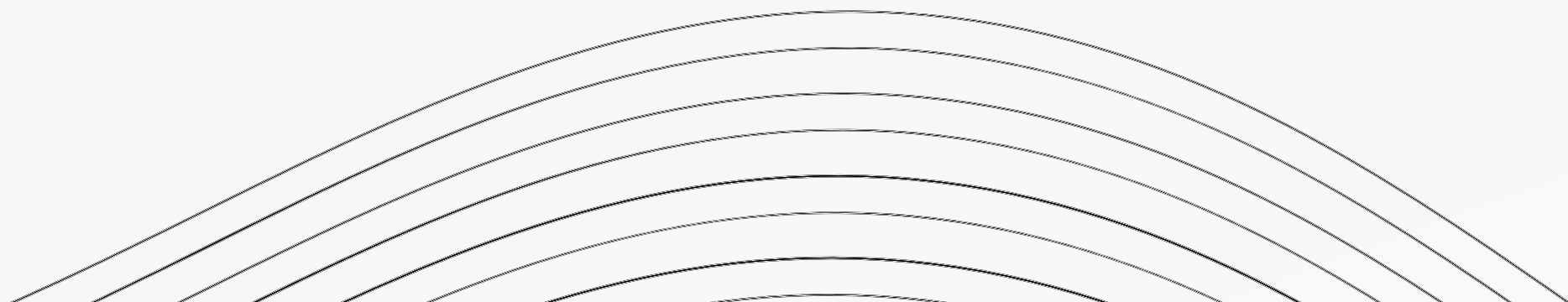
**Developer**

**User**



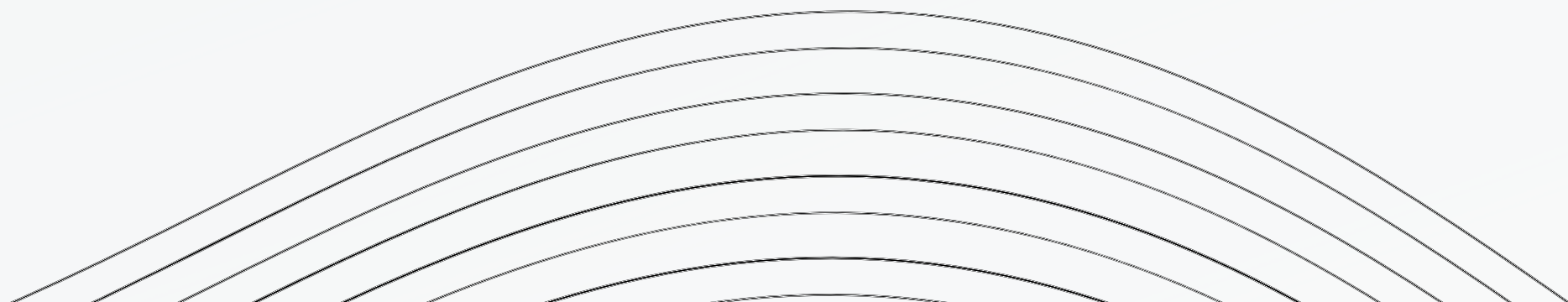
# USER EXPERIENCE (UX)

- UX design is concerned with the overall **feel of the website /app**.
- It focuses on the **user's journey, emotions, and satisfaction**.
- UX design ensures that the product is useful, efficient, and enjoyable.
- It involves user **research**, information architecture, **wireframing**, and **usability testing**.
- **key words** = intuitive, user-friendly, simple



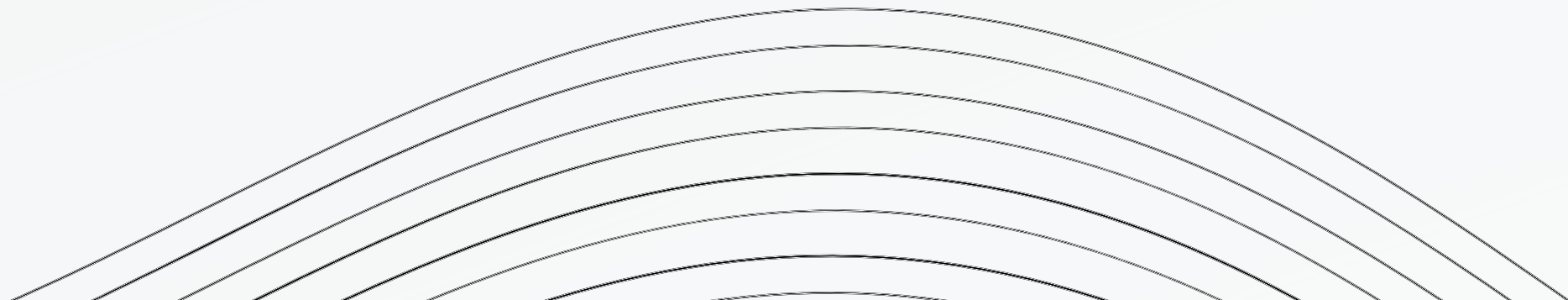
# USER INTERFACE (UI)

- UI design deals with the **visual aspects** of the website /app.
- It is responsible for the look and feel, including **colors, typography, and visual elements**.
- UI design ensures that the product is **aesthetically** pleasing and user-friendly.
- It involves creating layouts, selecting **fonts and colors, and designing icons and buttons**.



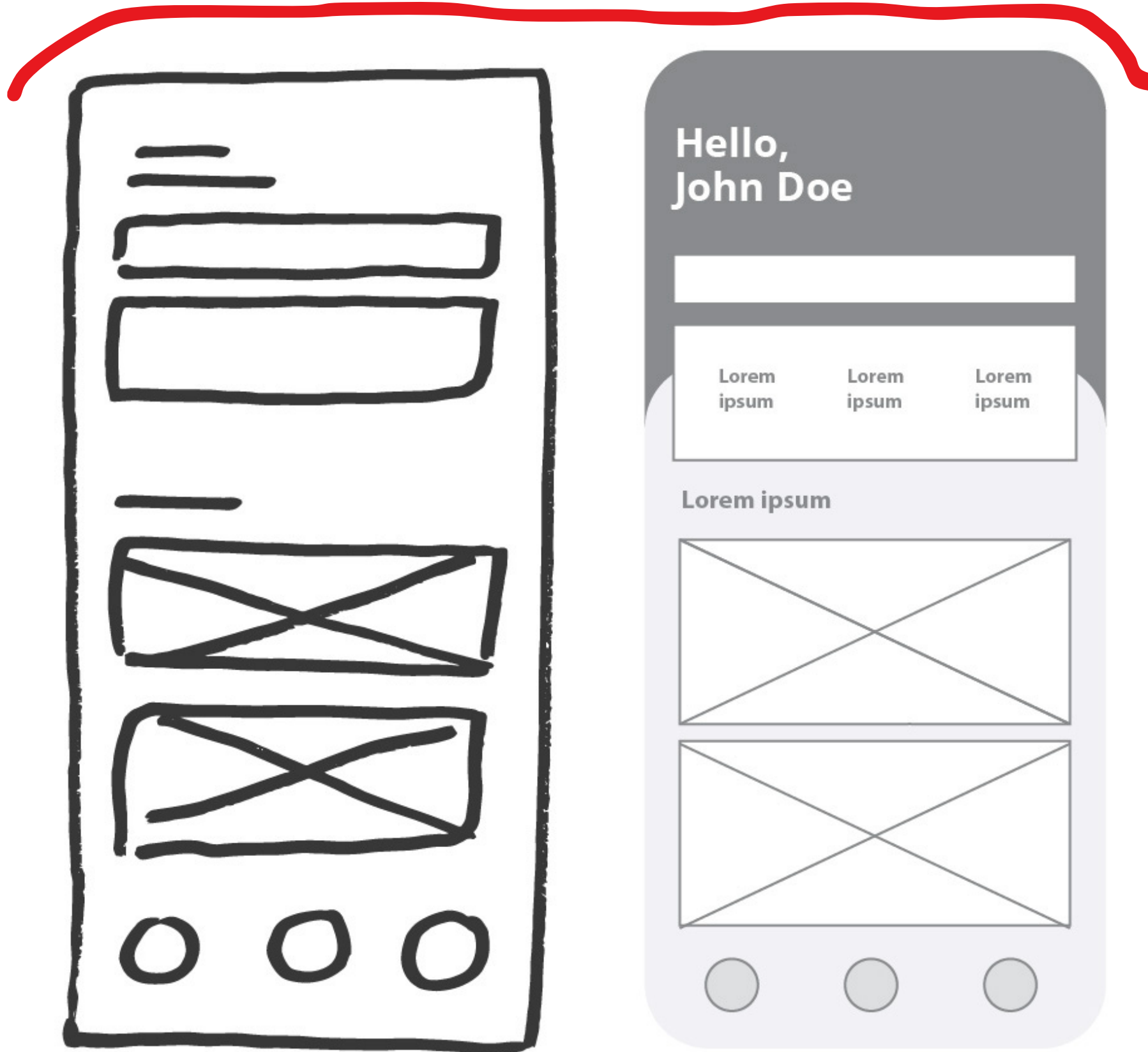
# BASICS PRINCIPLES

- Focus on the user
- Put usability first
- Create consistency
- Use visual hierarchy
- Give the user control
- Design for Accessibility

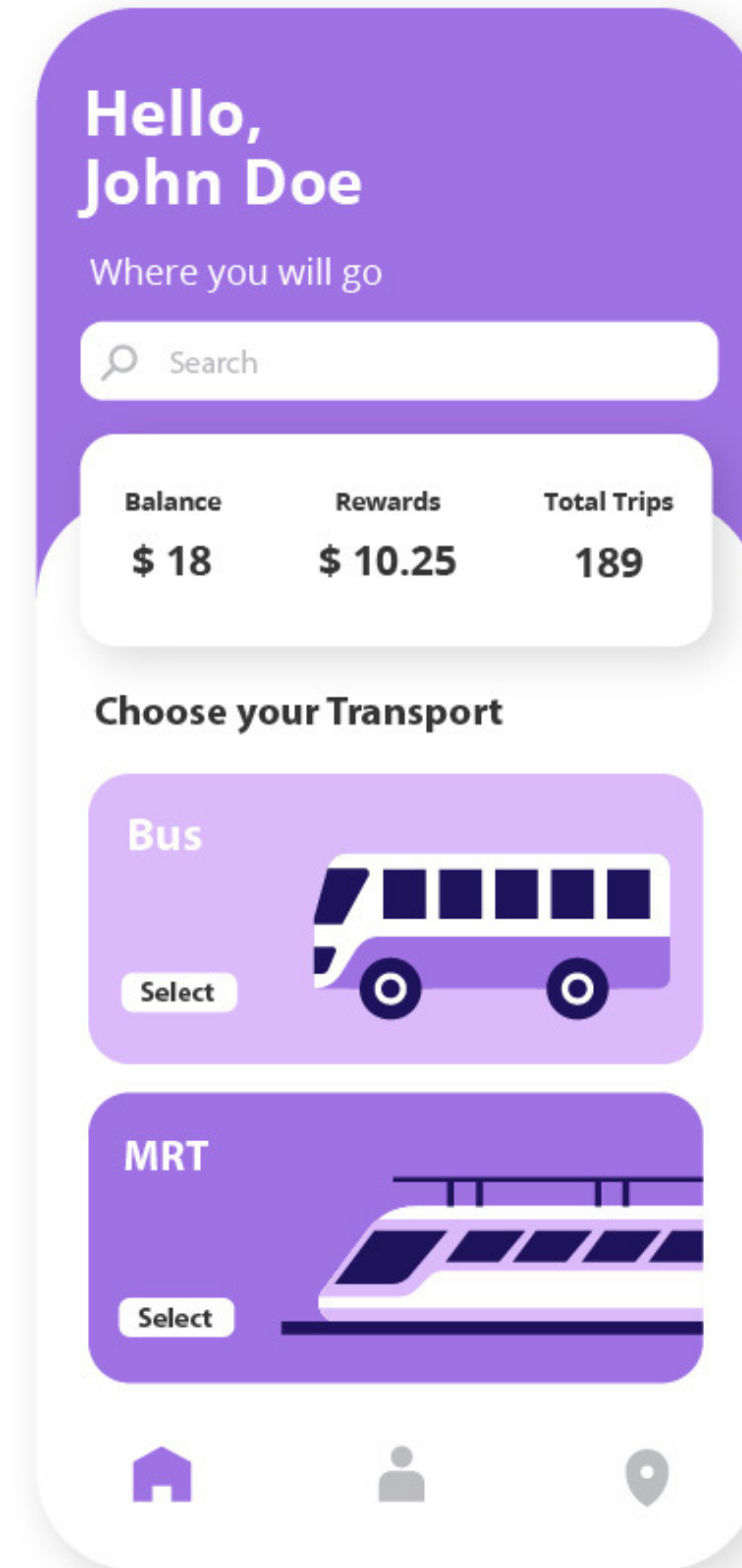




# UX



# UI



**IS UX-UI DESIGN  
REALLY THAT  
IMPORTANT ?**



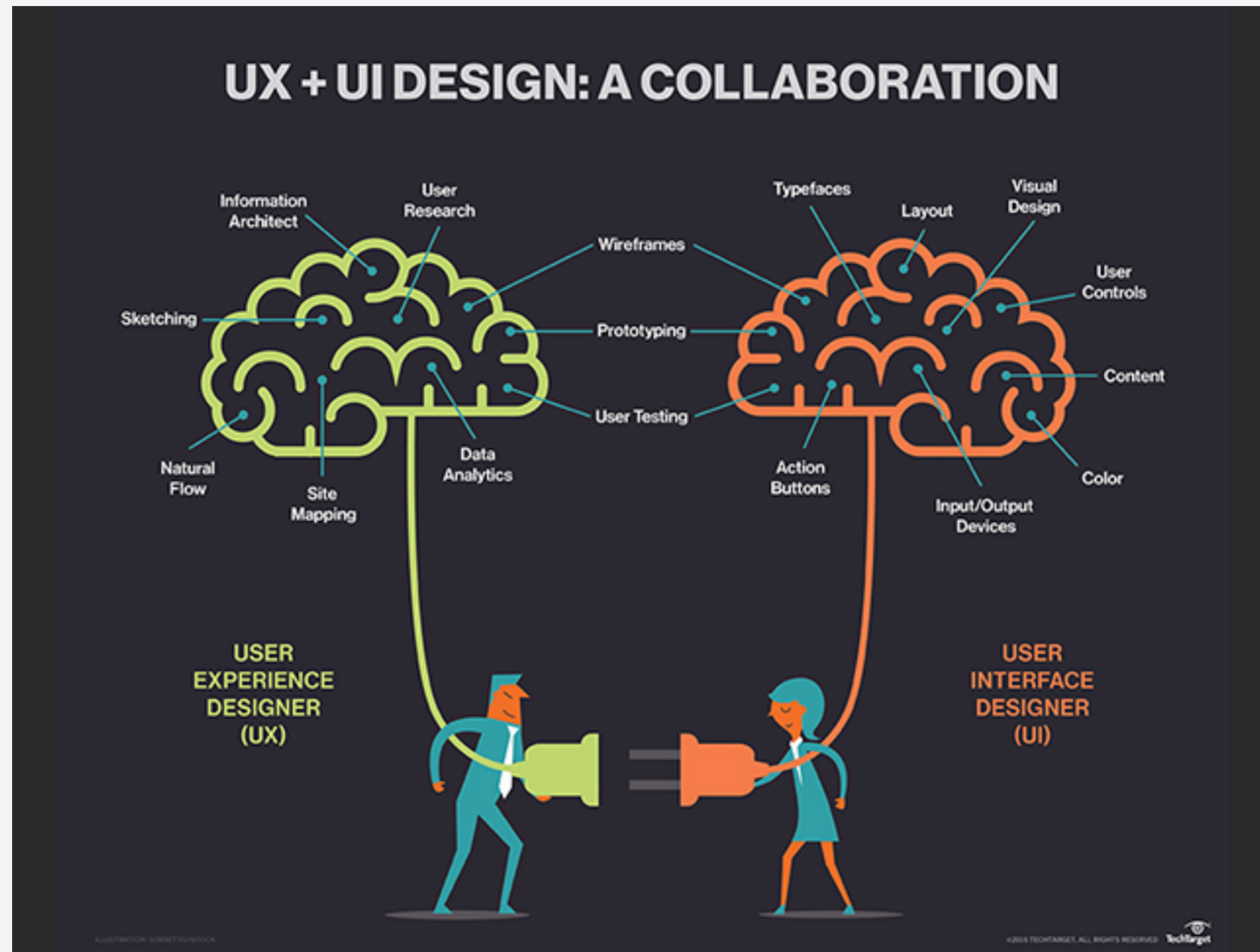
**YES IT IS.**

**UX  $\neq$  UI**

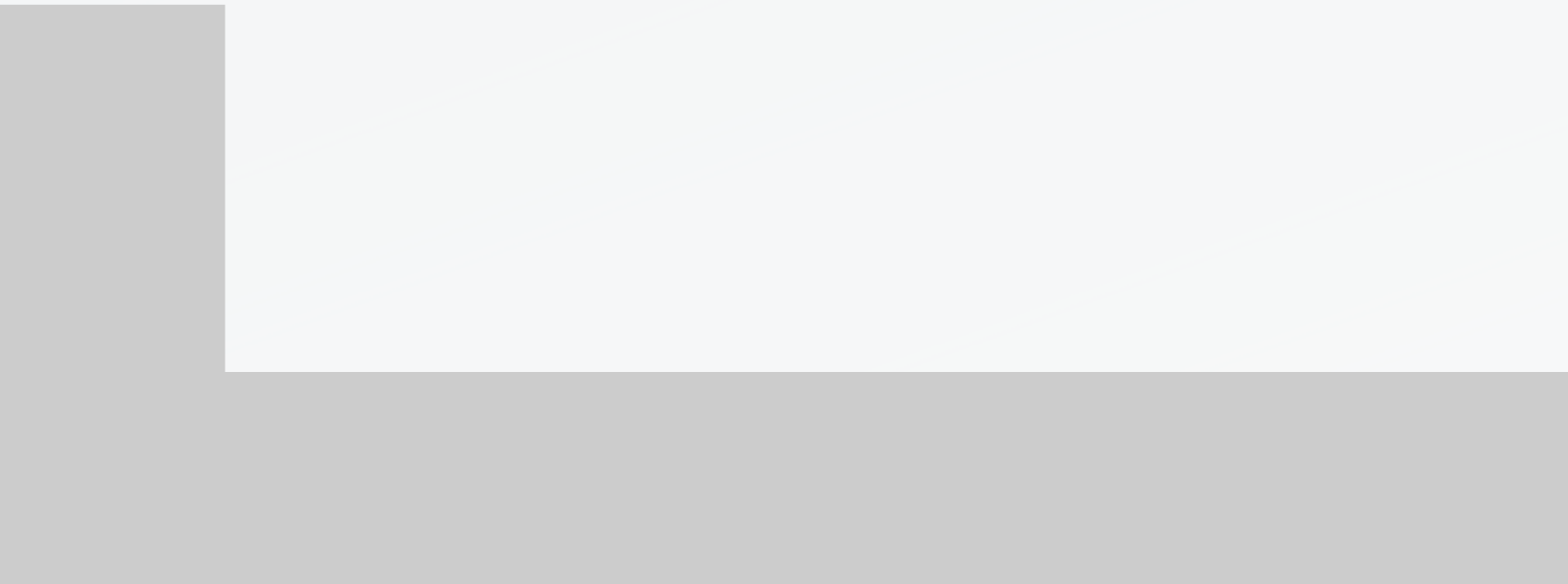
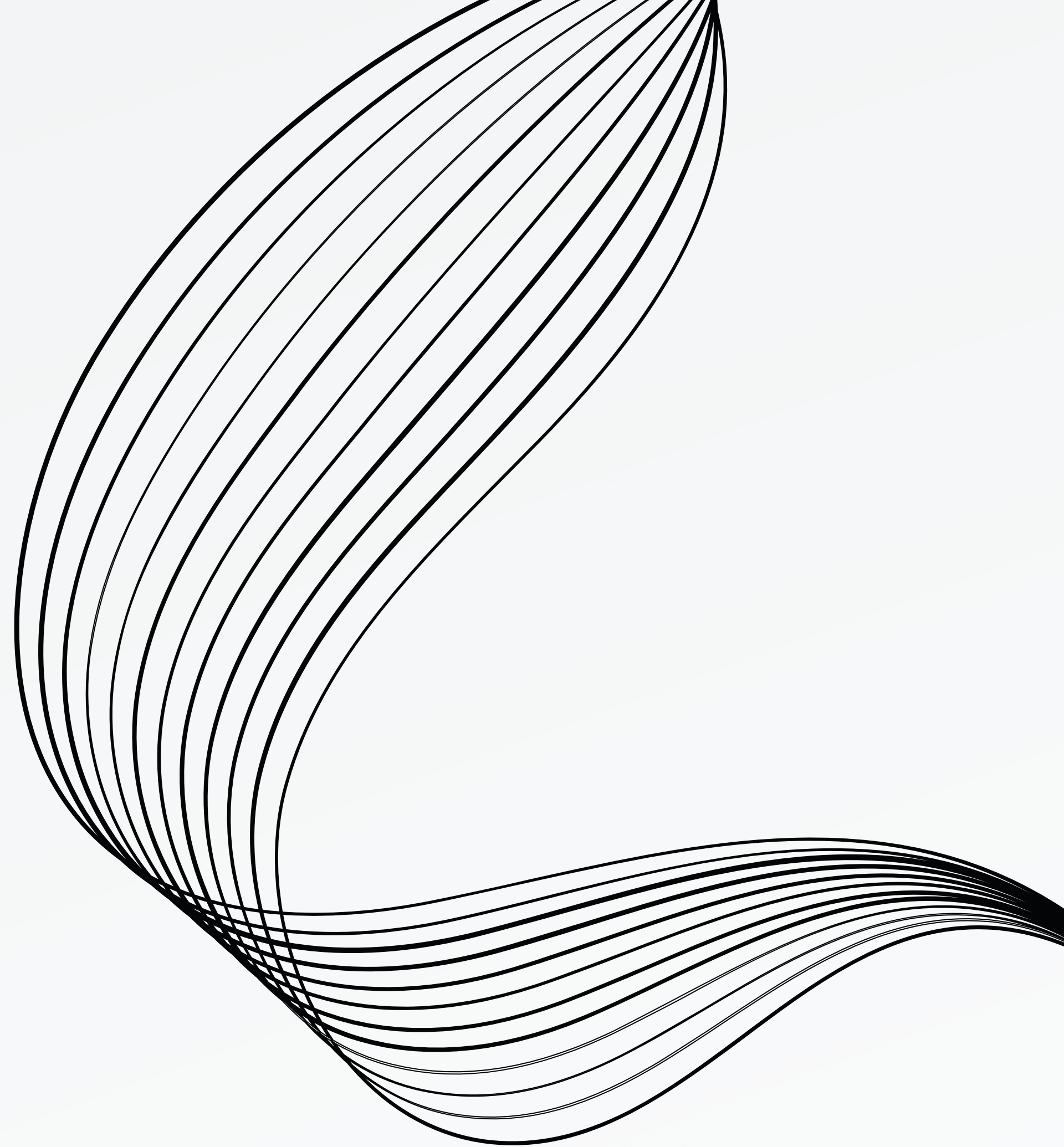
**YES BUT ...**



... they are very linked to each other



**THANK'S FOR  
WATCHING**



# SOURCES

<https://blog-ux.com/quelle-difference-entre-ux-design-et-ui-design/>

<https://www.falmouth.ac.uk/news/6-key-ux-design-principles-follow>

<https://www.farouknasri.com/blog/ux-vs-ui-design-bouteille-ketchup-confusion-prejuge/>

<https://blog-ux.com/quelle-difference-entre-ux-design-et-ui-design/>

