



The Difference Between UX & UI Design



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Despite interacting on a daily basis with a staggering amount of products and interfaces, many of us only have a surface level understanding of how they work. The structure and design that goes into making these things work is the secret to excellent product form and function - and the key to that is great UX and UI Design.

Definition of UX design

User experience design (UXD or UED) is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product.

Definition of UI design

UI design is focused on the design of the actual interface elements that the user interacts with to accomplish a goal within an application.



While UX focuses on making
useful, useable, and desirable
experiences, UI focuses on
making *beautiful, elegant,*
intuitive experiences.

What does a UX designer do?

A UX designer's primary focus is on:

- Strategy and content of products
- Customer and competitor analysis
- User Research
- Content Development
- They build their design choices with attention to
- Wireframing
- Prototyping
- A/B Testing/Iteration
- Usability Testing
- Development Planning
- Execution and Analytics

As well as

- Working closely with and coordinating UI designers and developers
- Tracking Goals and Integration
- Analysis and Iteration

What does a UI designer do?

A UI designer is responsible for elements of the overall product design related to how it looks and feels. This is done through:

- Customer Analysis
- Design Research
- Branding and Graphic Development
- User Guides/Storyline
- Visual Language

They also refine design elements to ensure good responsiveness and interactivity through:

- UI Prototyping
- Interactivity and Animation
- Adaptation to All Device Screen Sizes
- Implementation with Developer



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