UI/UX: How Things Look And How Users Feel

UI (User Interface) deals with the application's graphical layout, which includes buttons, screen layout, animations, transitions, micro-interactions, and so on. In short, UI is all about how things look.

- ✓ Graphical User Interface (GUI): GUI design involves how users interact with the visuals and digital control panels of a system. The computer's desktop is an example of a GUI.

- ✓ Voice-controlled Interface (VUI): VUI design deals with the interaction between a user and a system using voice. Smart assistants like Bixby for Samsung mobile devices and Siri for iPhones are examples of VUIs.

- ✓ Gesture-based Interface: This is mostly used in virtual reality (VR) and other gesture-based design scenarios, which deal with the engagement of users within 3D spaces. Here is an example of our fully coded simulation of the Soft UI Admin Dashboard in VR:

UX Design — How Users Feel

UX (User Experience) design deals with how users interact with the system. Logical navigation and how smooth and intuitive the experience is.

To get a feeling of the UX process, here are steps:

- ✓ **Interaction Design** deals with how users can complete their tasks effortlessly by using the interactive components of a system (page transitions, animations, buttons, and so on).

- ✓ **User Research** involves conducting extensive research, collecting feedback and ideas from new or existing customers, understanding end user needs, and making design decisions based on these parameters.

- ✓ **Information Architecture** involves the organization of information and content that users need to do their tasks. This requires a UX designer to understand the relationship between different sets of content and present them in the most understandable way possible.

For good UX design, you should follow these practices:

- ✓ The product should be easily usable, logical, and self-explanatory.

- ✓ The product should solve users's problems.

- ✓ The product should be accessible and usable to a wide range of people.

- ✓ The product should create a positive experience for the user, allowing them to complete tasks without frustration.