

# UI vs. UX

INTERFACE and EXPERIENCE

# Understanding the user

- Common mistake: describing what you WANT your users to be, rather than what they are
- **The user is always right in behavior.** If they fail in doing something with your interface, the interface was not easy to use. They are not good at giving suggestions, but they are never wrong in their reactions.

**WHO** is your user

**WHEN** is it used

**WHERE** is it used

**WHAT** features are a must / what is optional

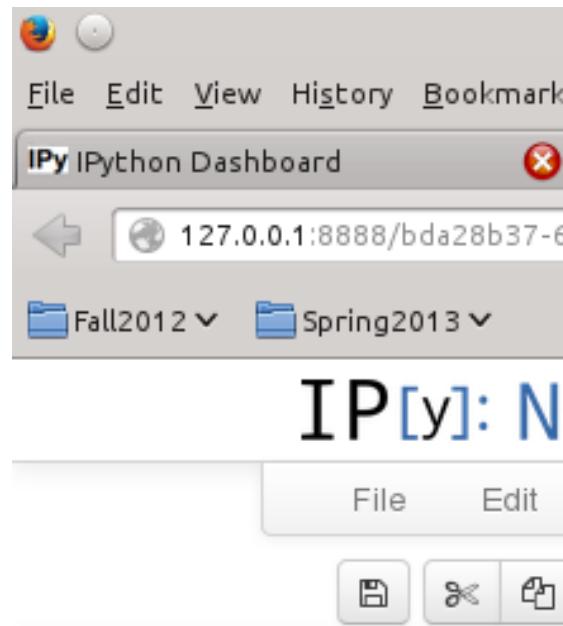
# Principles of UI / UX

1. **Learnability** - is it easy to use?
2. **Efficiency** - once you learn it, is it fast to use?
3. **Safety** - are errors few and recoverable?
4. **Aesthetics** - satisfaction / happiness of user?
5. **Ergonomics** - is it comfortable / exhausting to use?

# Techniques













## Customers, UI, UX, and FEATURES

- Each customer segment has special feature / UI / UX requirements.







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# Design process

- What kinds of users do you have?
  - computer experience, age, motivation, goals, education, language, age?
  - YOU are not the user (in most cases)
- Prototype early, prototype often
- Paper prototypes
- A/B testing