UI/UX Fundamentals

UI (User Interface) and UX (User Experience) are two key pillars of digital product design. Though closely related, they serve different purposes:

What is UI – User Interface?

UI refers to the visual and interactive elements of a product that a user sees and interacts with — such as buttons, icons, typography, color schemes, and layout.
The goal of UI is to make the interface aesthetically pleasing and easy to use.

UI Example : Button color or icon style

What is UX – User Experience?

UX is about the overall journey and experience a user has while using a product. It focuses on how smooth, logical, and satisfying the experience is.
The goal of UX is to make the product useful, usable, and enjoyable.

UX Example : How easy it is to complete a sign-up process

✅ Key Difference

- UI is how it looks
- UX is how it works