UX IxD UI

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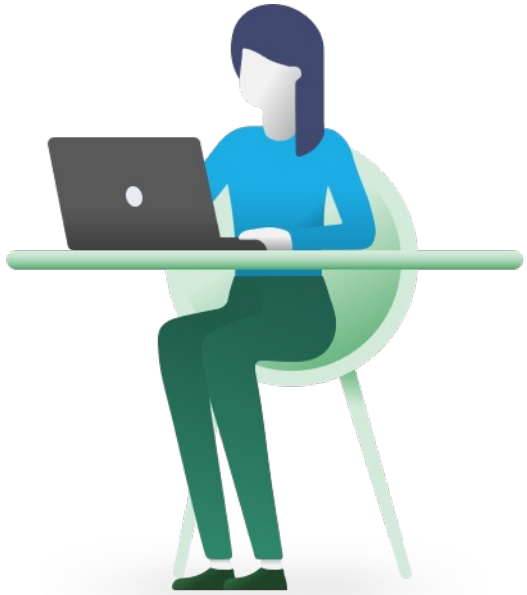
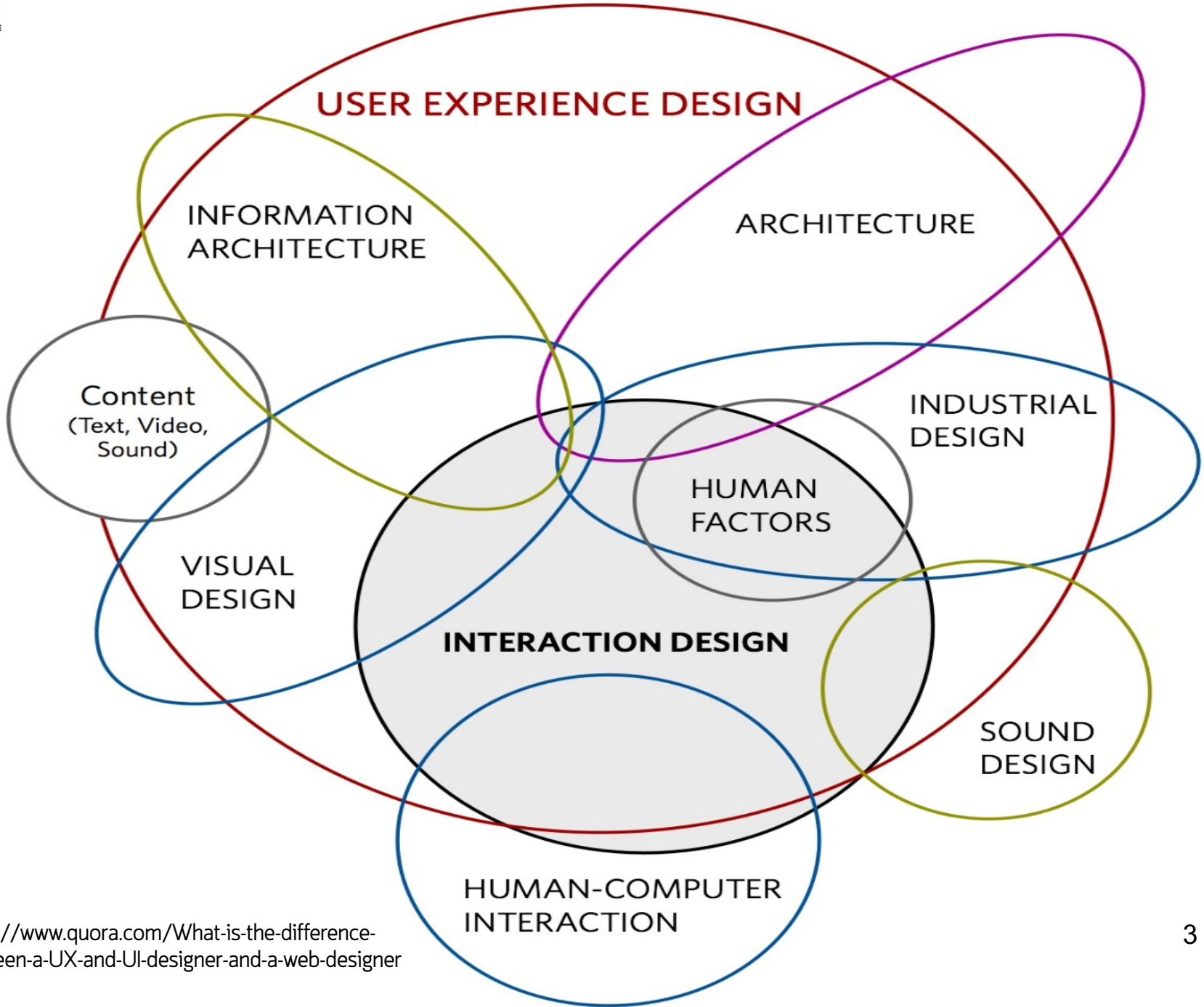
Reference : Adrian Bilan, 2023, Confident UX,
The essential skills for user experience design, Kogan Page,
ISBN:9781398613010

Outline

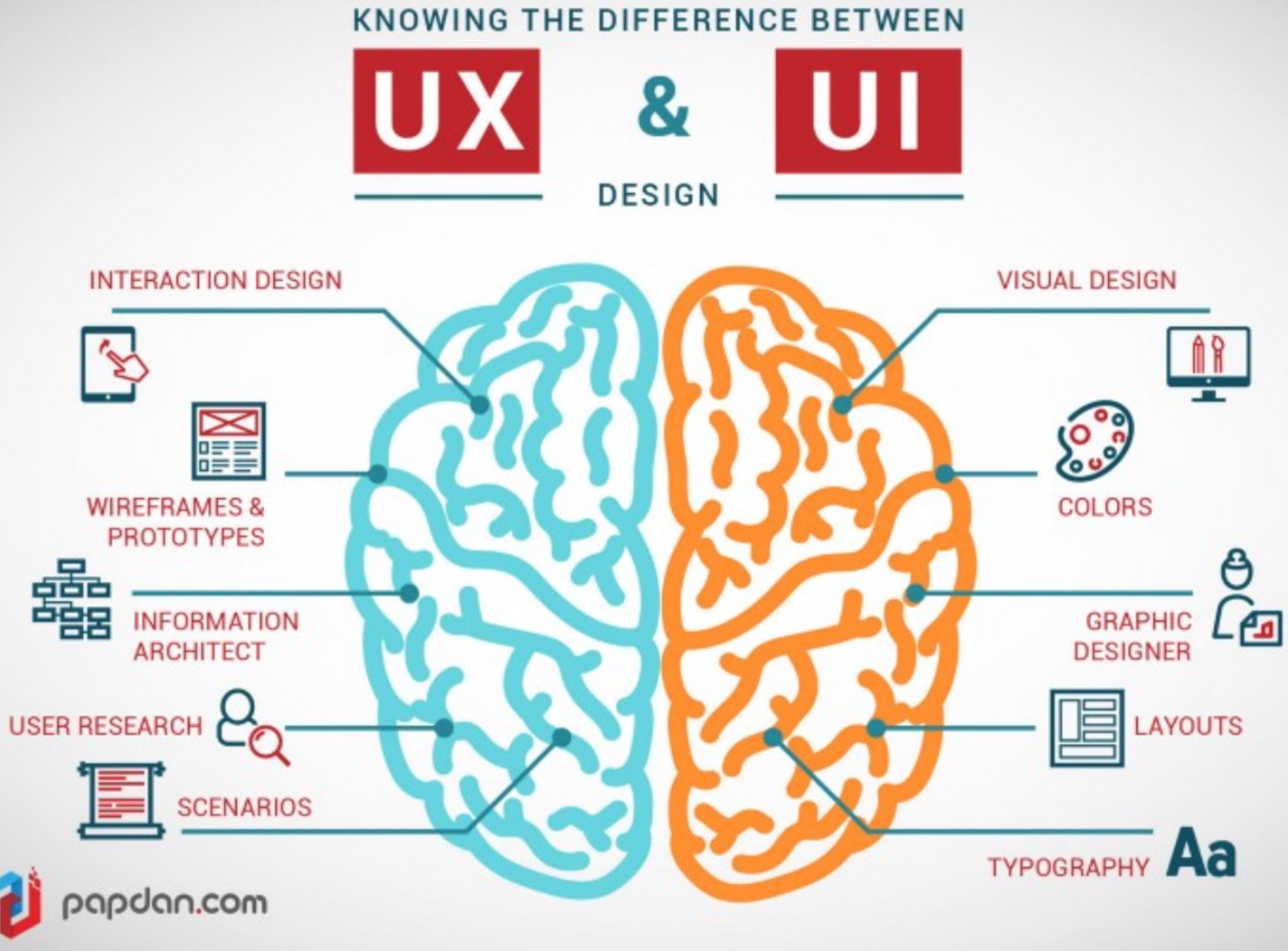
1) Overview of UX design
2) The difference between UX and UI design
3) Interaction design
4) UX designer
5) UI designer
6) Web designer
7) Designing user interfaces





https://www.quora.com/What-is-the-difference-between-a-UX-and-UI-designer-and-a-web-designer


UI
"Oh baby"
UX
"HOOO-HAA"


KNOWING THE DIFFERENCE BETWEEN
UX
&
UI
DESIGN
INTERACTION DESIGN
WIREFRAMES &
PROTOTYPES
INFORMATION
ARCHITECT
USER RESEARCH
SCENARIOS
VISUAL DESIGN
COLORS
GRAPHIC
DESIGNER
LAYOUTS
TYPOGRAPHY
Aa
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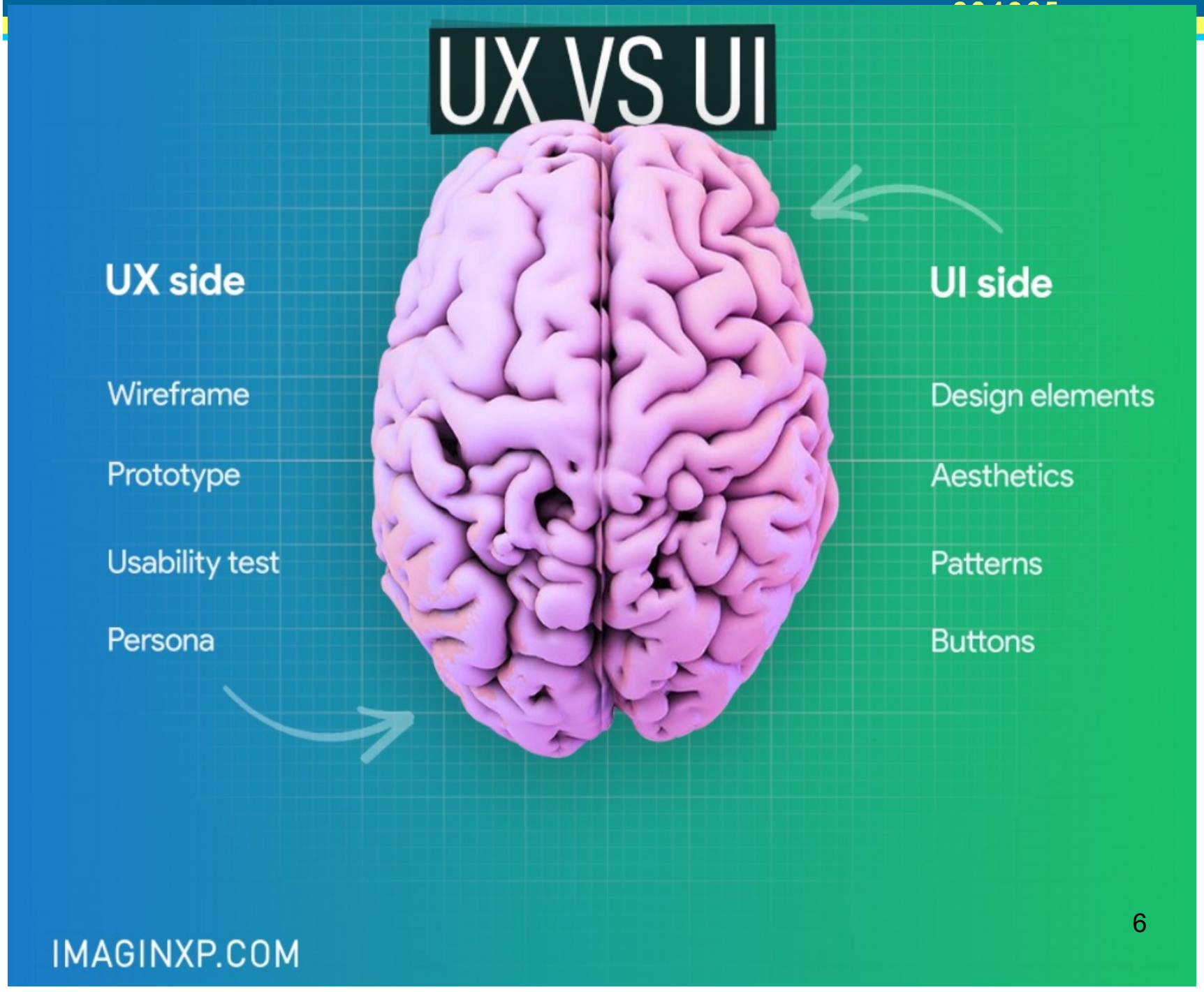

UX VS UI
UX side
Wireframe
Prototype
Usability test
Persona
UI side
Design elements
Aesthetics
Patterns
Buttons
IMAGINXP.COM

UX IS NOT UI

HOW UX WANTS TO BE SEEN	HOW UX IS TYPICALLY SEEN
Field research	Interface design
Face to face interviewing	Visual design
Creation of user tests	
Gathering and organizing statistics	
Creating personas	
Product design	
Feature writing	
Requirement writing	
Graphic arts	
Interaction design	
Information architecture	
Usability	
Prototyping	
Interface layout	
Interface design	
Visual design	
Taxonomy creation	
Terminology creation	
Copywriting	
Presenting and speaking	
Working tightly with programmers	
Brainstorm coordination	
Design culture evangelism	

Interaction design

- Interaction design (IxD) is essentially the step where user experiences transition from conceptual to concrete.
- It focuses on the interaction between the user and the product.
- The main goal of IxD is to make products intuitive, easy to use, and enjoyable.
- It goes beyond just pure aesthetics like sound, motion, content (text), space, etc.

(UX - how does this interaction fit into the overall product, how do we design it in a way that we meet our user's goals, how do we make that experience delightful)

Skill set/technique	UX Designer	Interaction Designer
User research	Required	Optional
Workshop facilitation	Required	Optional
User journeys	Required	Optional
Task flows	Required	Optional
Information architecture	Required	Required
Wireframing	Required	Required
Visual design	Optional	Required
Prototyping	Required	Required
Usability testing	Required	Optional
User flows	Required	Required
Motion	Optional	Optional
Sound design	Optional	Optional
Spatial design	Optional	Optional

UX Designer

- Focuses on creating a positive experience for the user, taking into account their needs, goals, and preferences.
- Conduct research to understand user behavior and preferences.
- Create wireframes and prototypes to test designs.
- Collaborate with other designers and developers to ensure the final product is easy to use and meets user needs.
- Concerned with the overall flow and functionality of a product or service, and aim to make it intuitive, user-friendly, and efficient.

UI Designer

- Focuses on designing the visual and interactive elements of a product or service.
- Use design principles to create layouts, typography, color schemes, and other visual elements to make the product visually appealing and easy to use.
- Work closely with UX designers to ensure that the visual elements align with the overall user experience and are consistent with the brand's identity.

Web Designer

- May have skills in UX and UI design, but also has expertise in coding languages like HTML, CSS, and JavaScript.
- Use these skills to create responsive and visually appealing websites that are optimized for speed, functionality, and accessibility.
- May also have skills in graphic design, copywriting, and search engine optimization (SEO) to ensure that the website meets the needs of the business or organization it serves.

Designing user interfaces

❖ UX, once designed, is a constant, a framework, but the UI that powers that experience can look vastly different depending on who designs

UI

UX

❖ Designing user interfaces involves more that just aesthetic appeal. It requires consideration of user research, business goals, data, context, etc.

Designing user interfaces

Three principles of designing UI:

- **Functionality**: Should always be designed with the user's needs and goals in mind and should be straightforward for them to navigate and complete tasks

- **Usability**: How easy it is for your user to utilize the interface (intuitive, easy to learn, clear visual cues and logical layout, reduce user's cognitive load and mental effort, suitable user's environment such as device and context)

- **Aesthetics**: Overall feel of the interface's visual design (visually pleasing, consistent style, color scheme that matches branding, typography, space, hierarchy, user's emotional response to the interface and positive experience.

Designing user interfaces

Accessibility

- The creation of items, products, systems or places that are accessible to all people, particularly those with disabilities.

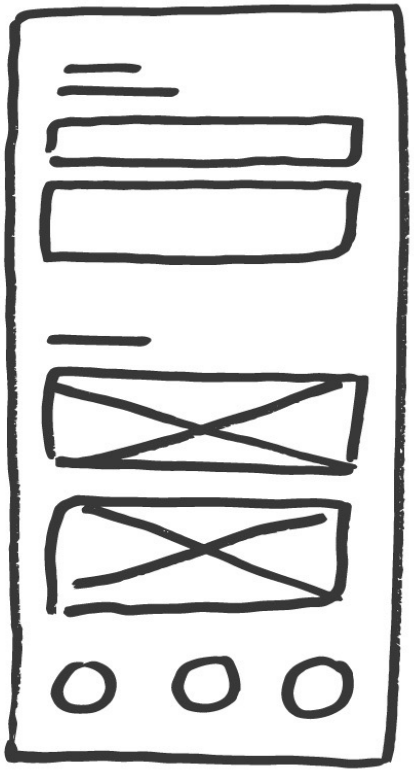
Inclusive design

- A set of methodologies to create products that understand and enable people of all backgrounds and abilities. It goes beyond removing barriers to accessibility, and instead aims to create products that are welcoming and easy to use for all users.

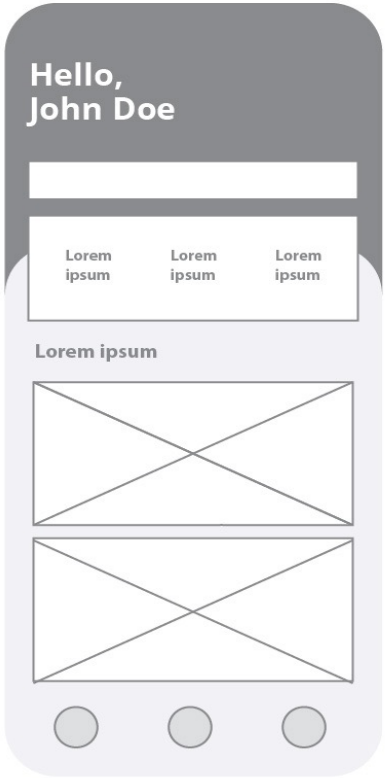
Designing user interfaces

Low fidelity ⟷ High fidelity

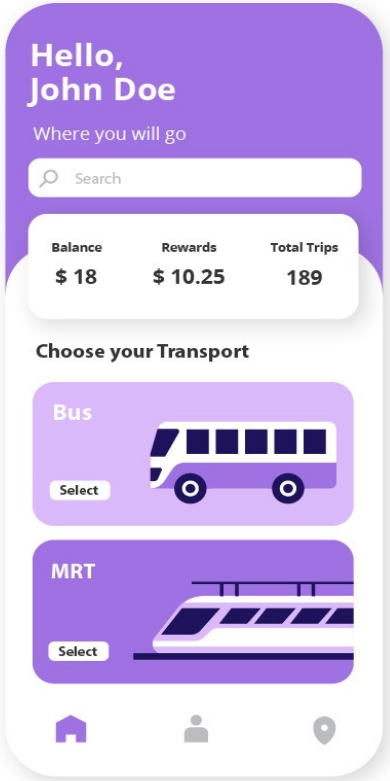
Concept ⟷ Functionality



Sketch



Wireframe



Code

Designing user interfaces

- Elements that can go into increasing the fidelity of a design (not just referring to visuals)
  - **Interaction patterns:** micro interactions - animations, sounds or other interface feedback
  - **Content:** depend on type to product

- It is not enough to just say you are going to test your design with users and then change the fidelity level based on that - you need to make sure that you are testing a hypothesis, not everything.

- Each level of fidelity is the hypothesis testing. (What you want to test?)

Questions and Answers