Short cut for UI , UX

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Chapter 1

Introduction

1.1   introduction to UI

the 'Ui' user interface ... IS everything DESIGNED TO work on device
to that human interact with it. no matter what... like display screen,
MOUSE, and windows APPLICATION or WEB sites ... and mobile
application. and ui concerned with color and SHAPE... ui is in
everything that around US.

1.2   introduction to UX

User experience design (UXD or UED) is the process of enhancing cus-
tomer satisfaction and loyalty by improving the usability, ease of use,
and pleasure provided in the interaction between the customer and
the product. so if we talking about the general vision of a design in
an application so it will be the UX DESIGN.

1.3   ui vs ux

Citations: 1. "UX is focused on the user's journey to solve a problem,
UI is focused on how a product's surfaces look and function". Ken
Norton – Partner at Google Ventures 2. "A UX designer is concerned
with the conceptual aspects of the design process, leaving the UI
designer to focus on the more tangible elements". Andy Budd – Co-
founder of Clearleft 3. "There is no difference between UX and UI
design because they are two things that aren't comparable to each
other". Craig Morrison – Head of Product at RecordSetter

4. "UI is generally about visual design and information design around screens. UX is about the complete experience, and it may not be even about the screen" Patrick Neeman – Director of Product Design at Apptio

5. "UI is focused on the product, a series of snapshots in time. UX focuses on the user and their journey through the product" Scott Jenson – Product Strategist at Google

6. "UX is the overall experience a user has with the product, and UI is the things the user will actually interact with and see" Clayton Yan – User Experience Designer at UserTesting

Chapter 2

The Second Chapter