

# Lecture – 13

## UI and UX



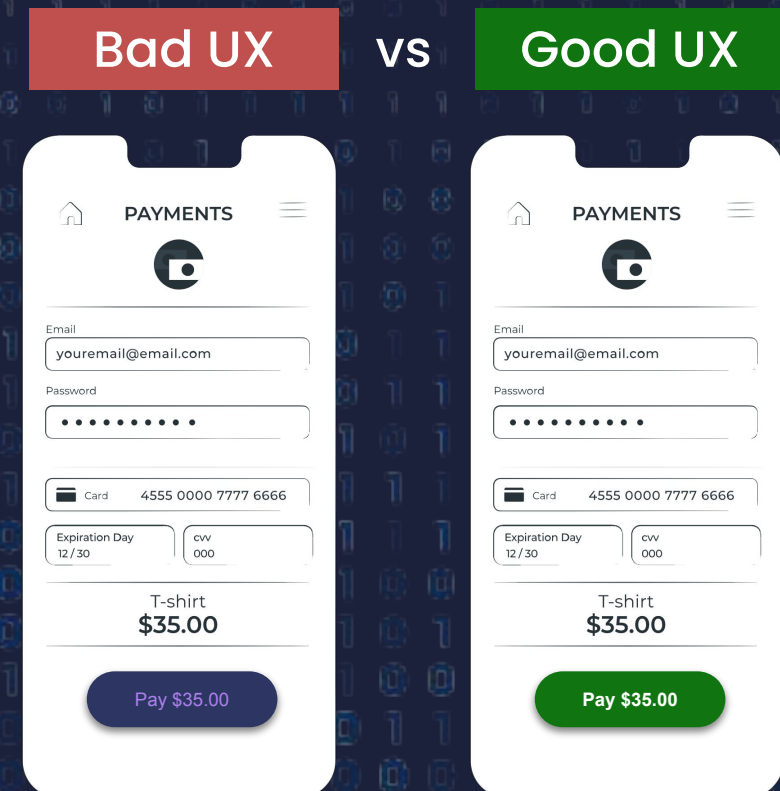
# UI

- What is UI ?
- Buttons, images, text fields, dropdowns etc
- UI designers are graphic designers specialized in creating web components



# UX

- What is UX ?
- Buttons should be red or green ?
- Does navigating the app feel logical or does it feel arbitrary?
- Is the experience smooth and intuitive or clunky and confusing?





▶ THANK YOU ◀