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BSCS – SS191

What is Design?

1. What is Design?

Design has different definition in certain areas. However, the main purpose of design is functionality, communication, and aesthetics. First, functionality is important because it shows how your product works, it is what makes your product usable. Moreover, a functional design assures that each part of the product is performing properly. Also, it shows how effective the company is at communicating their ideas to their customers. Moving on to communication, communicating is important for the designer for which they are able to explain their work properly, it's important that the ideas and process behind the work are clearly understood by the developers. Lastly, aesthetics is key to designs because it defines its pleasing qualities. Aesthetics includes factors such as balance, color, movement, pattern, scale, shape, and visual weight. Designers use aesthetics to complement their designs' usability, and so enhance functionality with attractive layouts.

2. What is User Design?

User experience design is the process design teams use to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability, and function. It is important because, it tries to fulfill the user's needs. It aims to provide positive experiences that keep users loyal to the product or brand. Additionally, a meaningful user experience allows you to define customer journeys on your website that are most conducive to business success.

3. What is the difference between user experience design and user interface design? Why does it matter?

  - User Experience (UX), is more about how the users feel about each interaction with what's in front of them at the moment they are using it. Once there was something for users to interact with, their experience, whether positive, negative, or neutral, changed how users felt about those interactions. Best practices promote improving the quality of user's interaction and perception of a product. On the other hand, User interface design (UI) is an access point where the user interacts with a product. It also typically refers to the graphical user interface. is anything a user may interact with to use a digital product or service. This includes everything from screens and touchscreens, keyboards, sounds, and even lights.

  Summarizing it, UI is made up of all the elements that enable someone to interact with a product or service. UX, on the other hand, is what the individual interacting with that product or service takes away from the entire experience.

4. Who are the users? Why are they important?

  A user is a person who utilizes a computer or network service. Users of computer systems and software products generally lack the technical expertise required to fully understand how they work. Furthermore, A user is someone who employs or uses a particular thing. To use something is to employ it or operate it, so a user is someone who uses or takes advantage of something.

In addition, they are important because users provide feedback on the products they are using and those products. It is called user testing, it's a technique that helps you gain very valuable insights from your users regarding why and how they use your products. The very preparation for the tests will help you to better understand who your users are and what they are trying to achieve with your product. aims to provide positive experiences that keep a user loyal to the product or brand.

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