

User interface - how people react with the thing they are using.

User experience - with the experience was using it

when you click and drag in word and the text becomes blue, that's user interface. You don't need to know code of why that happened. UI is how humans connect to digital.

People understand things better if they are pretty.

UI is tools people use to communicate with products, the way machines respond to tasks. When it looks like (simply).

UX is how people feel when using what you have designed for them, how intuitively it is understood. How quickly and easily they can complete the task at hand.

We need to answer:

what it is they need to get done and how they're going to do it?

If something is difficult to use people will opt out We need to make it as easy, intuitive and flowing as possible. were surrounded by UIUX everywhere. it's part of our life. We learn to refine things so people use it in a way so they want to come back.

The team - project manager, product manager, FED front aid developer, UX, UI UX.

Only UX people need to know psychology for they understand how people react to things. Designers know how to make it look good.

UX conducts research builds wireframes.

UI creates design language on the basis of the wireframe.

UIUX does it all.

UX comes first since you first have to know if it's working cause only after can you make something beautiful.

User research - who are our users and what are they trying to achieve.

Characterization

behavior

definitions of success

what are products says it solves - success means there was a problem and someone came up with a solution.

UI - visual design, colors, graphic designer, layouts, typography.

UIUX - interaction design, Wireframe and prototypes, user research, scenarios.

1. Why are frames are skeletons of a design. The simplest possible design in one color usually. The structure of what you're going to have and make it work.

2. UI stage is what it really looks like with actual photos sizes and colors of text, exactly what buttons look like etc. UX concerns with users their feelings and needs, what their goal is. Receive objectives from client, market research, user research, build wire frames.

If client doesn't have an objective, we start UI **discovery** by speaking to clients and reaching the objective.

Help the client define their needs.

If we don't have objectives, we can't do it.
If we don't know what they need we can't help them.

Once we know a client needs we start with **research**.

1. Market research

benchmarking who else out there is doing it
Pricing how much they taking for it.
Clientele who they serve.

2. User research

target market
pain points problems their users are trying to solve.
Not all users have same pain points.

Some users are B2B- Create a product for other businesses or B2C - business to customer. B2B concerned with corporate needs B2C is concerned with private needs.

once you have this you can start with **wireframes**.

UI responsibilities is the look and feel of the product, what it will do at the end and getting it implemented.

- Receive wire frames
- conduct graphic research
- build graphic concept
- create interactive prototype
- send to developer the people who connect how it works with how it looks.

You have to know who you're talking to, communicate with them. It's different in different parts of the world. For some people a red button means record and for others it means danger. where the button is means different things. If it's obvious to you it doesn't mean it's obvious to everyone else.

Usability – 5 ways to check how they interact:

satisfaction - How did they get the job done/did they at all?

Learnability - how similar is it to other things we know? Does it remind me of stuff intuitively?

errors - are there things that stop you And if so how quick can you solve it?

Efficiency – once you understand the system, how quickly can you learn to get it done?

Memorability - When I see it how easy it is for me to remember how it worked.

(Look at presentation and go to links) Make it your business to know if you want to become professional
Know your onions (book)

Paint point - Point at which the user of the program wants to stop.

the problem they come up against is not fun, frustrating and doesn't allow them to complete the journey. there's no real solution. The thing you would like to exist but doesn't offer the solution I'm looking for or both A+B in one.

We need to understand the pain point to fix it.

in order to understand pain points you need to understand **what it is they're out to achieve.**

Their motivation is the task at hand. it changes according to who we are, where we are and what we're trying to achieve.

Exp: pain points might be the price or there's no one place that brings them all

exp: motivation for using Whatsapp - connectivity to the largest group of people or Gmail - easier usage mobile and light, same function on app on laptop.

L1A2 Identify something you don't know of a solution for but you think should be done online. Explain pain point, what are you trying to achieve, or if there's a website that offers it but doesn't cover exactly what you'd expect it to be able to do using it. Something I can solve from digital platform and I don't know something that currently does. It plays like Amazon that delivers to Israel free delivery and Return And the American stuff in Israeli prices look up if there is such a thing. Example on closed sites there's a filter for gender color type etc but not according to stain resistance.