**G1**

**Answer the following guide questions:**

a. **What is Design?**

Design or designing is the process of planning or creating a layout or a standard that is to be executed through either a product or prototype, to come up with such results that will not able execute usable components but to also satisfy. In the industry, design can be more complex as to there are many aspects under it. Some roles are part of the planning or decision-making, some works for the execution. However the circumstance, these categories fall under design.

b. **What is User Design?**

It is a type of design that typically works on to satisfying customers which means that it feeds on human pleasure and satisfaction. It is created for the purpose of user experience in which emotions, aesthetics, usability, efficiency, etc., are considered.

c. **What is the difference between User Experience Design and User Interface Design? Why does it matter?**

According to Chinwe Obi, user experience (UX) is the interaction and experience users have with a company's products and services while user interface (UI) is the specific asset users interact with. Experience is how and what the customers felt upon using a certain application for example, while interface deals more with how the app is like in the eyes of the user. It does matter because sometimes, a customer might get satisfied with the experience but may find the application interface hard to navigate through. Perhaps some buttons or color were off. The experience includes the service and the product itself, while interface deals with the application (was it easy to order? Do they feel comfortable using the app?) which can then be part of the overall experience of the user. In a way user interface is a huge part of user experience but should not be used interchangeably.

d. **Who are the users? Why are they important?**

The users are the most important aspect because the product or application is created to cater them. They are the customers that needs to be satisfied. At the end of the day, a product whether it is for personal or commercial use, it is a result of series of processes put together to have an output that will and must satisfy the user. A product loses its value if there would be no users that will use it. It is also to the users that can pay for resources needed and can also give feedback for the experiences they acquire.