

UI/UX

AN INTRODUCTION

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ABOUT US



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INTRODUCTION

In today's digital world, users expect seamless and intuitive experiences across all platforms.

Poor UX/UI design can lead to frustration, increased bounce rates, and lost business opportunities.

Good design isn't just about aesthetics—it's about understanding the user's needs and creating an experience that feels natural and easy to navigate.

In this presentation, we'll explore how UX/UI design services can enhance your digital presence and engage your audience effectively.



WHY IS UI/UX IMPORTANT



WHY IS UI/UX IMPORTANT



Product
development

WHY IS UI/UX IMPORTANT

Customer empathy

- Understand and genuinely feel what users are experiencing, from their perspectives, emotions, and challenges to their motivations and needs.
- recognize users' struggles and frustrations with current products or solutions
- predict and anticipate what users might need

User-centered interfaces

- They follow clear, predictable layouts and interactions that align with users' mental models, making it easy for them to navigate and accomplish tasks with minimal effort
- begins with research into what the users truly need from the product
- identifying common tasks, frequent frustrations, and areas where users need more support, resulting in a more relevant and satisfying experience

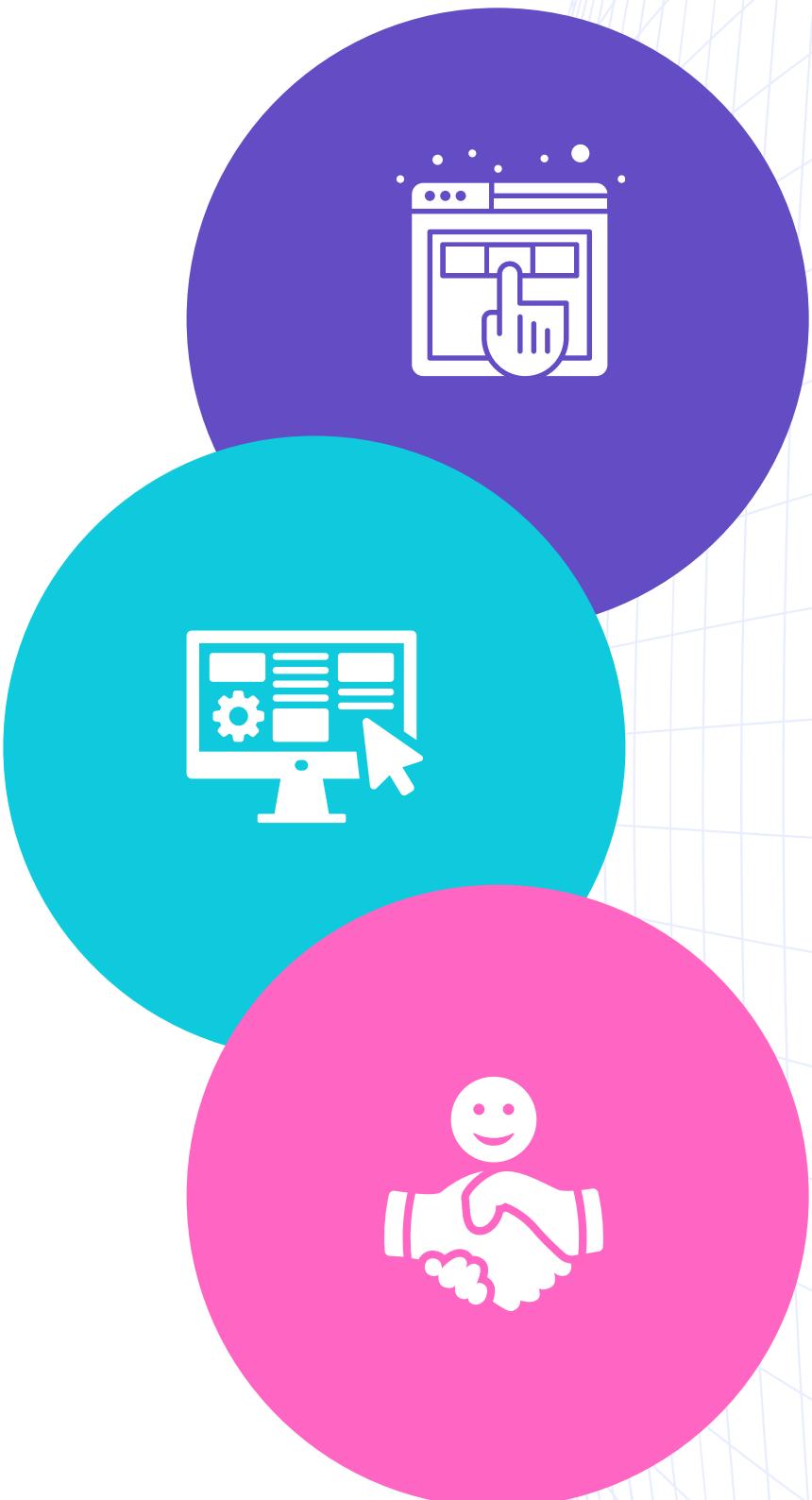
WHAT IS UI/UX DESIGN?

When you're creating an app, website, or any type of software, the design decisions you make play a big role in the final result. Design isn't just about making things look nice—it's also about making sure that people using it have a good experience.

➤ **USER INTERFACE (UI)**

➤ **USER EXPERIENCE (UX)**

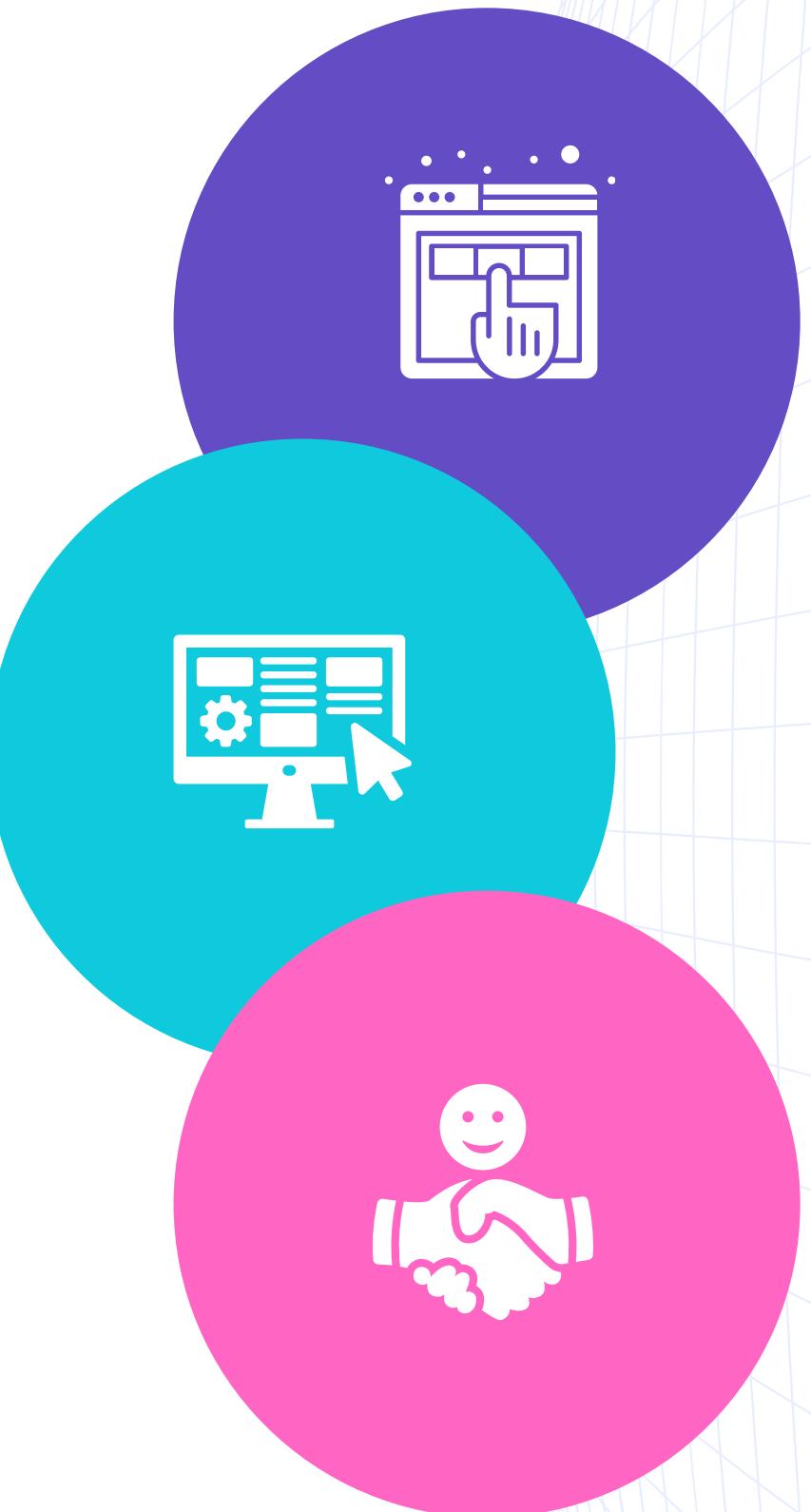
➤ **INTERDEPENDENCE**



USER INTERFACE (UI)

The UI is the interface users see when they use a website or app, and includes the layout, color scheme and font selection, images, navigation links, and more.

Even though it focuses on appearance, UI design is a key part of building a website. You only have one chance to make a strong first impression on visitors, and an attractive UI can help you make that impression memorable.



USER INTERFACE DESIGN PROCESS



RESEARCH

Understanding user needs and behaviors through research.



WIREFRAMING & PROTOTYPING

Creating the journey from start to finish.



VISUAL DESIGN

Developing a visually appealing interface that aligns with the brand



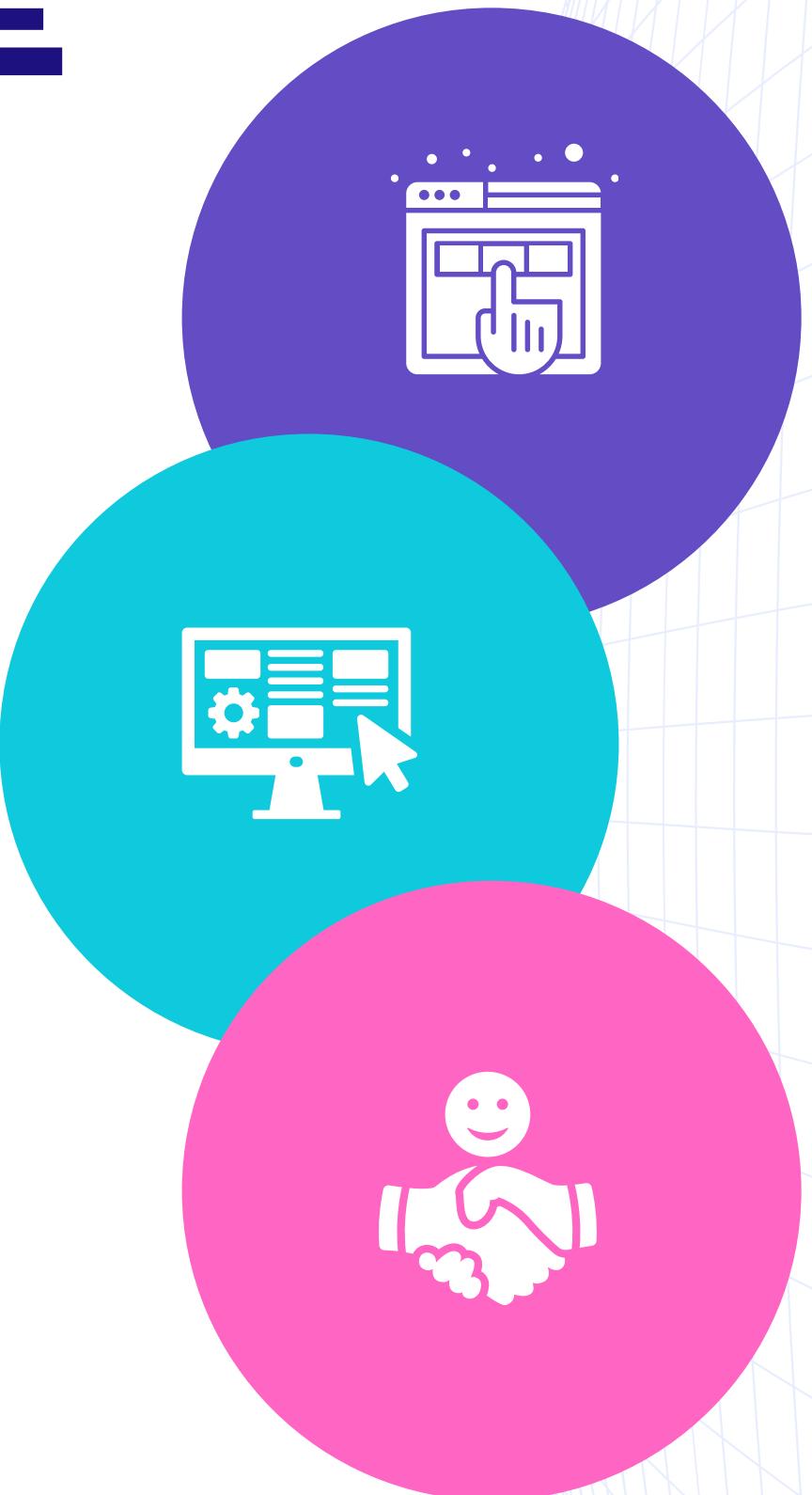
USABILITY TESTING

Testing the product with real test users to identify pain points.

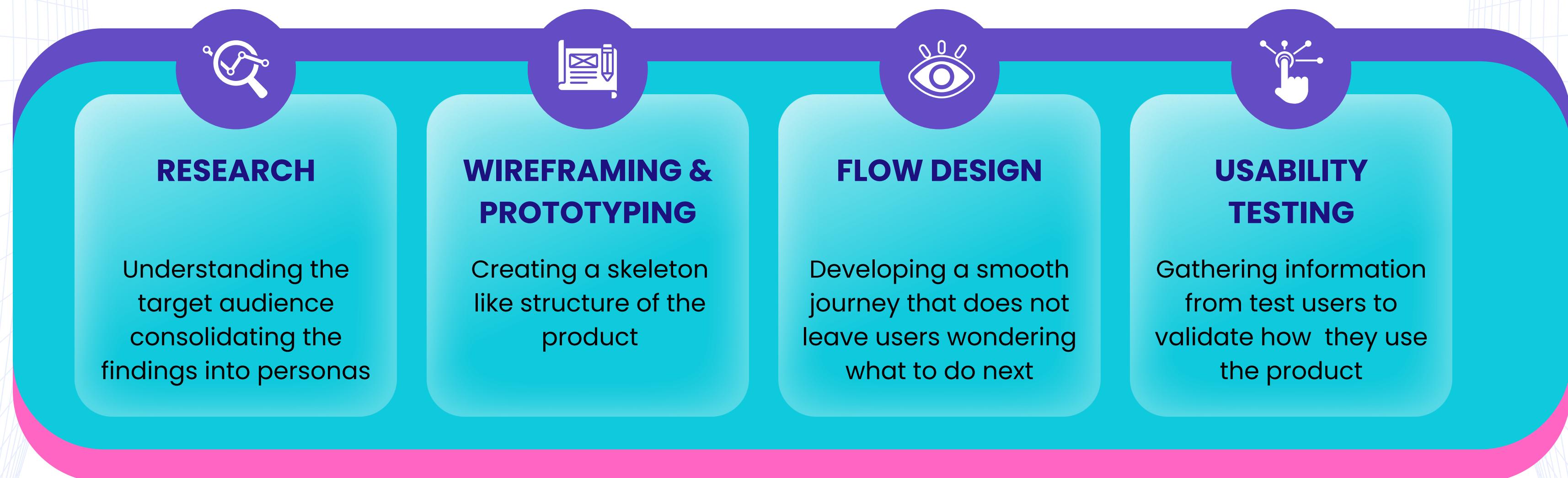
USER EXPERIENCE (UX)

UX design is all about creating a specific experience for the person using your website. When most people think of web design, they might picture just the look and style—but that's only one piece of the puzzle.

Good UI (user interface) design makes a website visually appealing, but UX design ensures that it's easy to navigate and works as expected. In other words, while UI makes a site look good, UX makes sure it's enjoyable and easy to use.



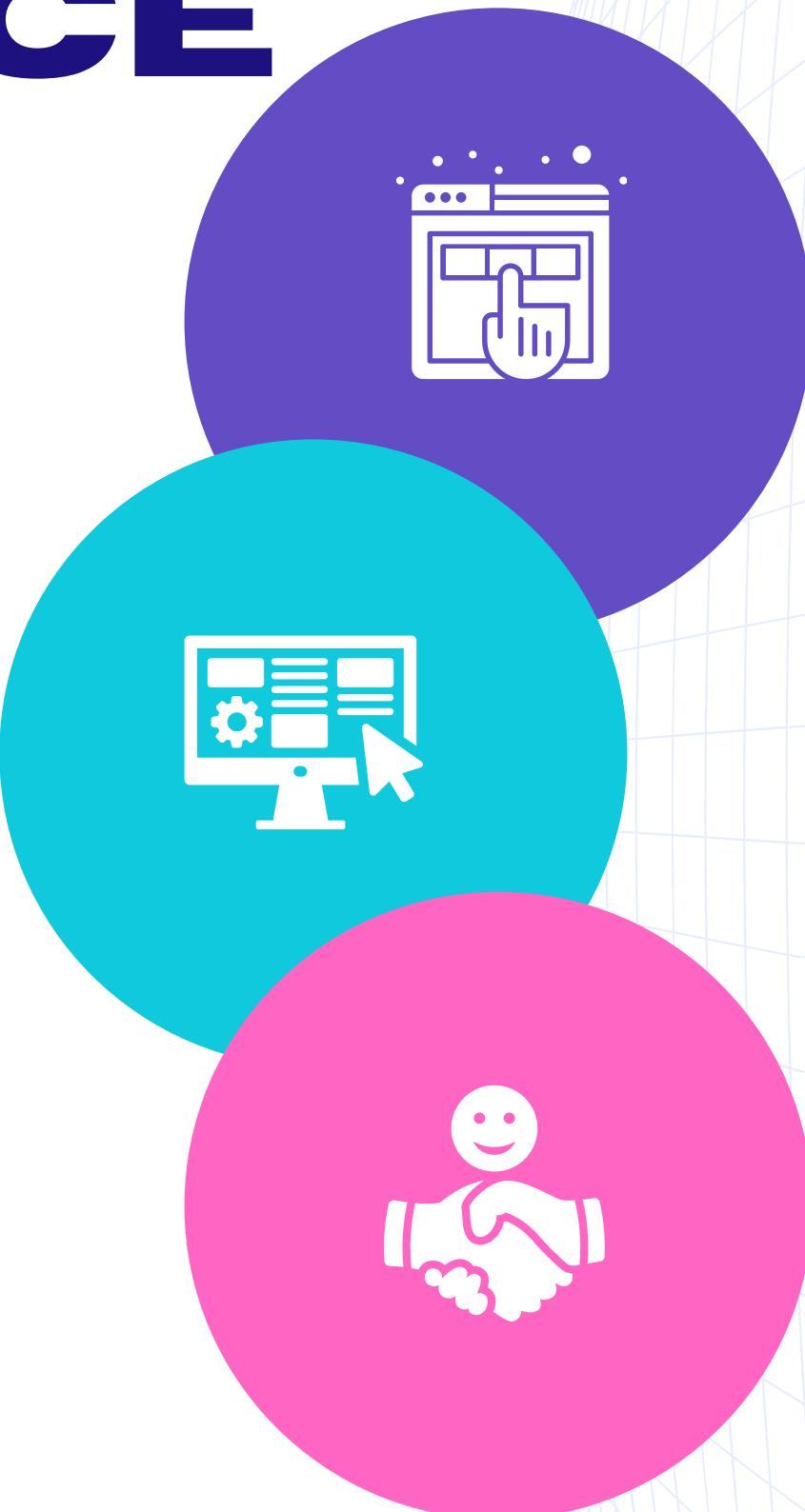
USER EXPERIENCE DESIGN PROCESS



INTERDEPENDENCE

While UI is generally understood as a specialized subset of UX work, there are three key areas of overlap:

- user-centered design expertise
- cross-functional teams
- design tools



COLOR WHEEL



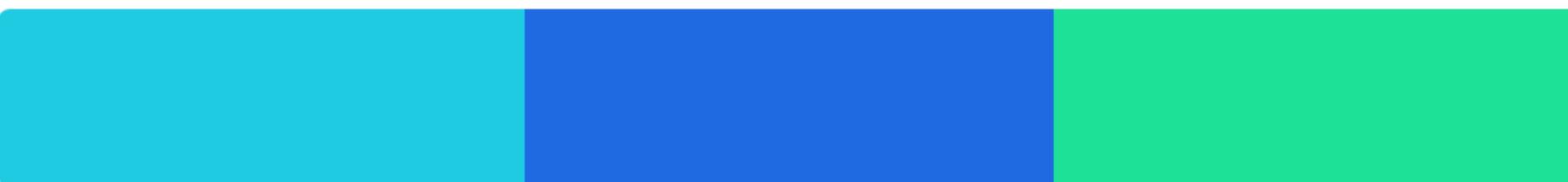
COMPLEMENTARY COLOR PALLETTE



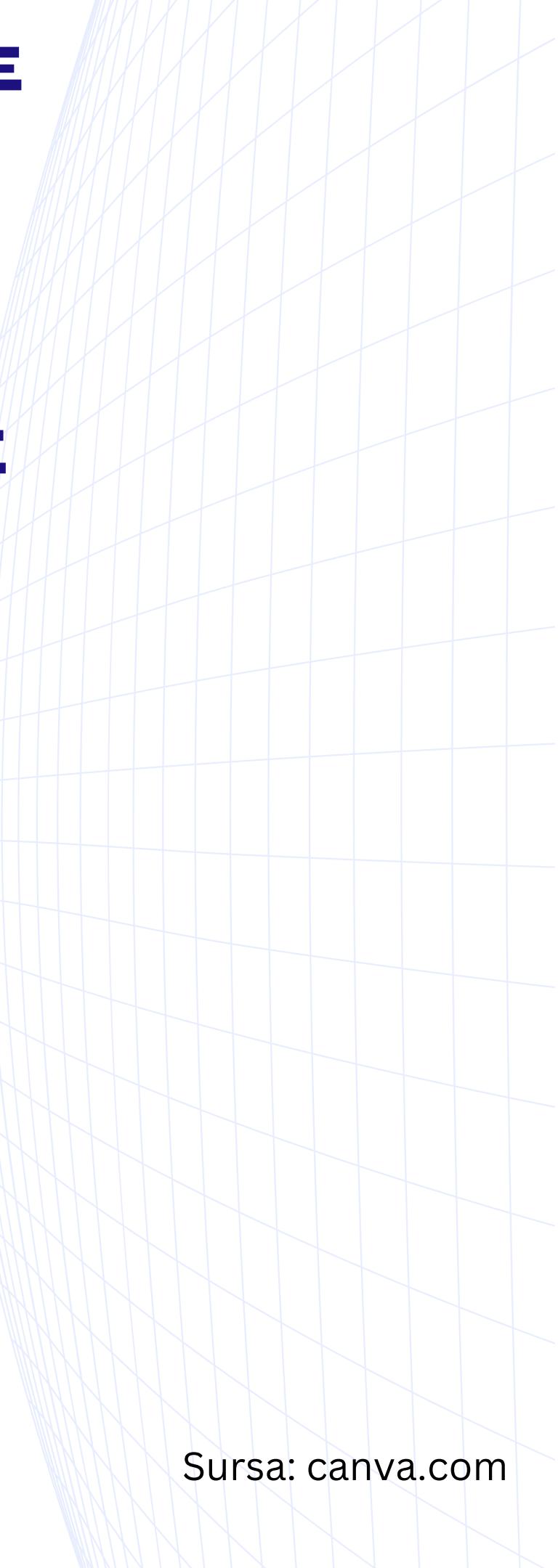
MONOCHROMATIC COLOR PALLETTE



ANALOGOUS COLOR PALLETTE



TRIADIC COLOR PALLETTE



PERSONAS



Jane

Product Manager

Sometimes switching between different apps can become a painpoint



John

QA Engineer

It looks so complicated. Why can't I have it all in one app?

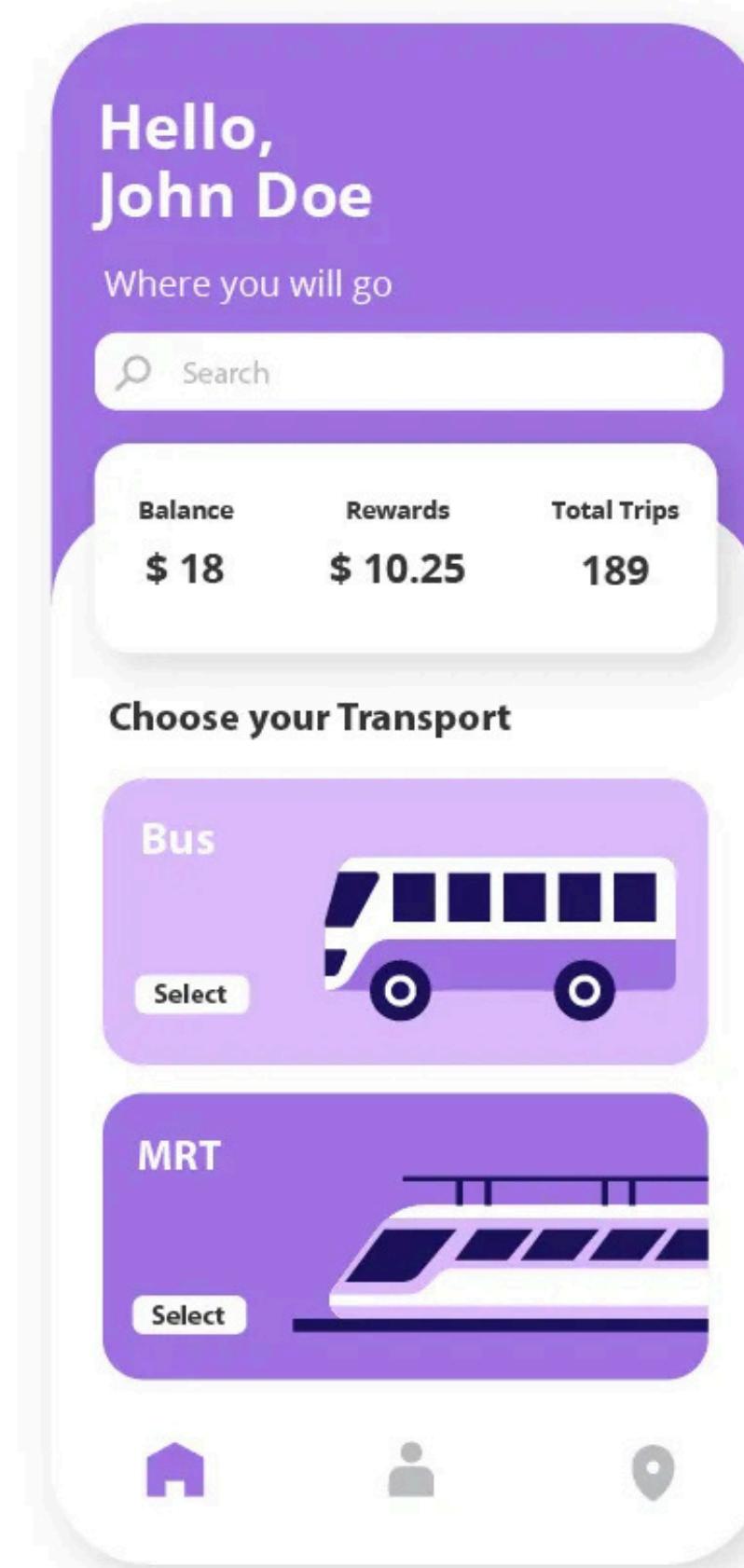
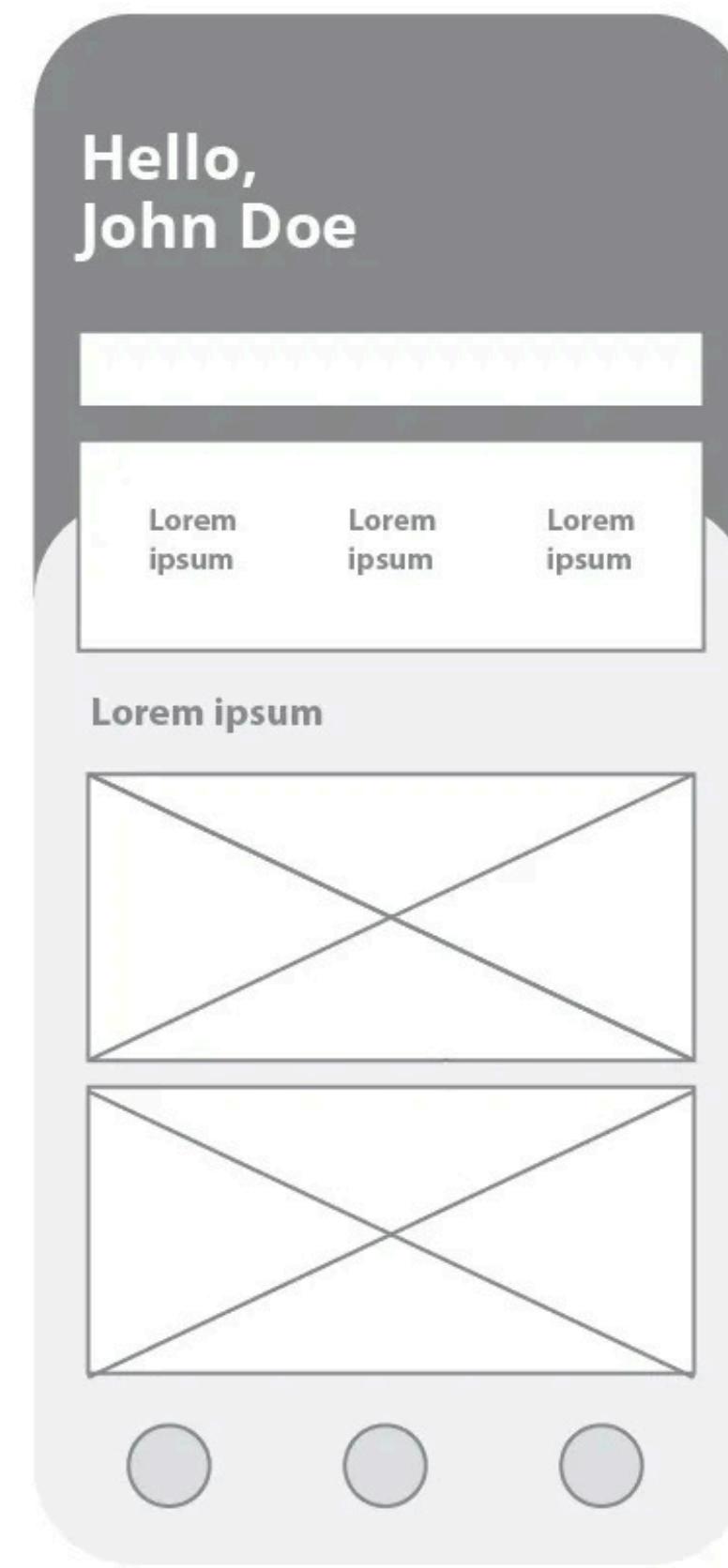
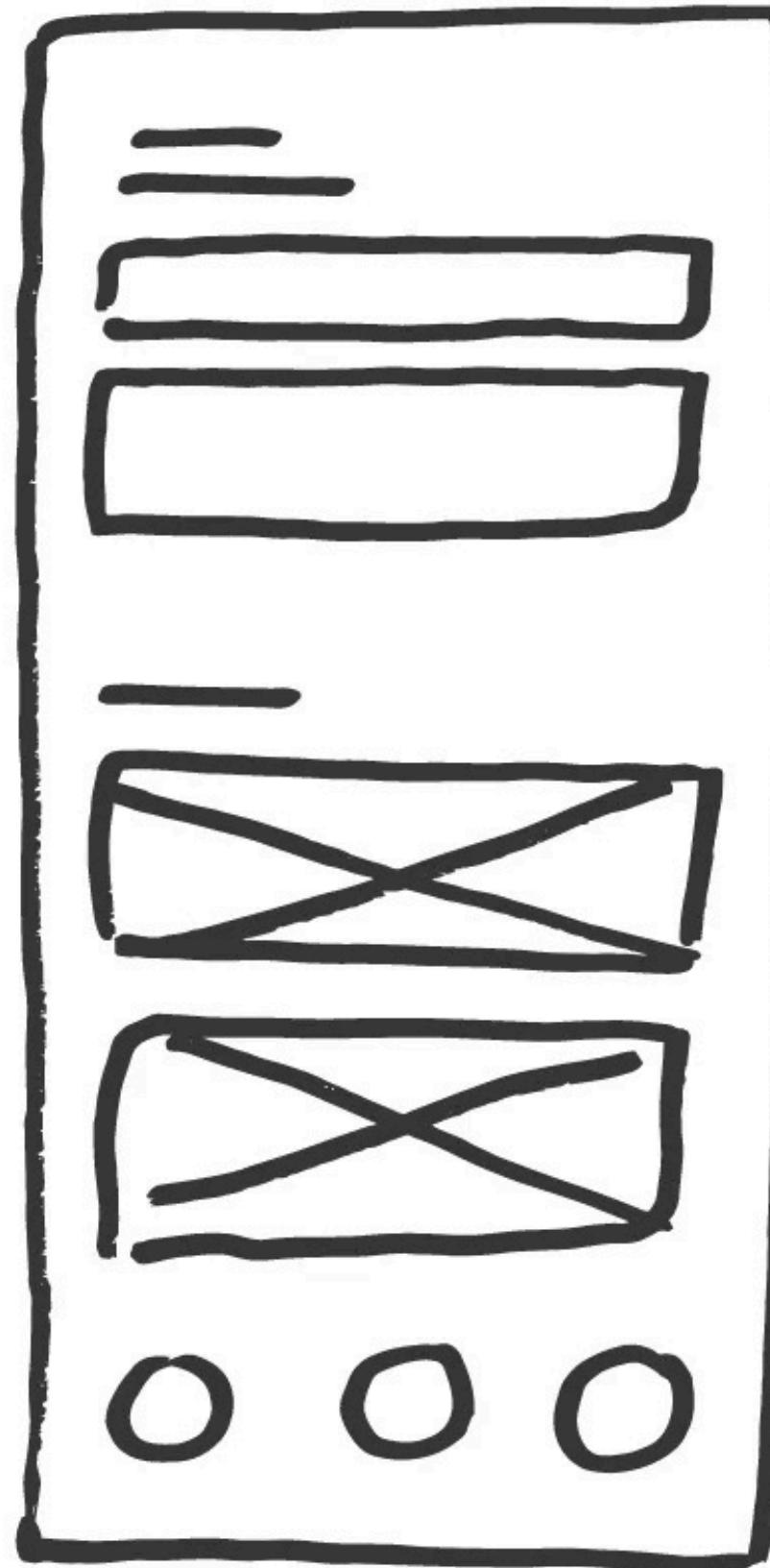


Mike

Java Engineer

Managing tasks across multiple apps gets overwhelming. I wish there was a way to streamline it all into a single app.

WIREFRAME & PROTOTYPING



Sursa: canva.com

BENEFITS OF GOOD UI/UX DESIGN

Good UI/UX design is critical for increasing user satisfaction. Users who can easily navigate a product are more likely to have a positive experience and return. By making thoughtful design decisions, time and money can be saved during development.



INCREASED USER SATISFACTION

IMPROVED ACCESSIBILITY

ENHANCED CONVERSION RATES

REDUCED DEVELOPMENT COSTS



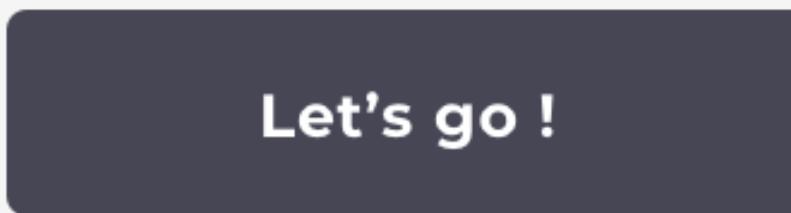
**LET'S SEE SOME
EXAMPLES**

CTA — IF YOU WANT MORE RATE OF CLICK



Let's go !

Let's go !



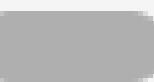
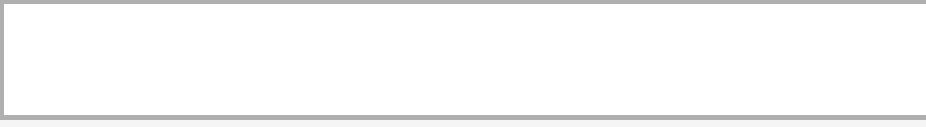
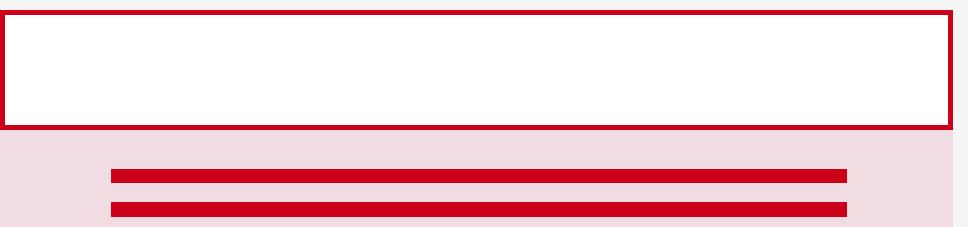
Do

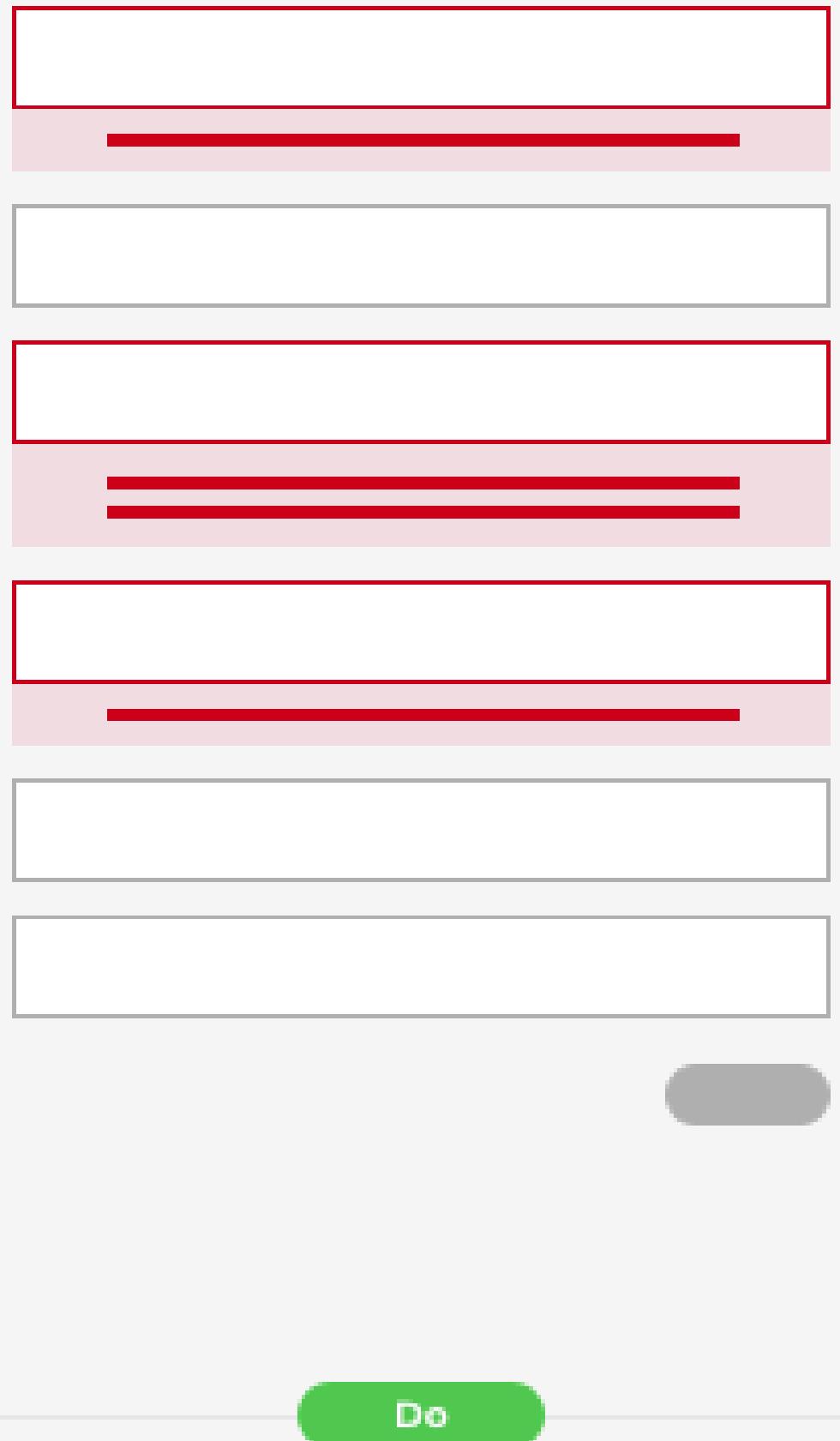
- ✓ Strong visual cue
- ✓ Quicker recognize
- ✓ Attracts the user's attention
- ✓ rate of click + 7 % than 🤖 btn

Don't

- ✗ Lack visual cue
- ✗ Low click through rate -7% than solid btn

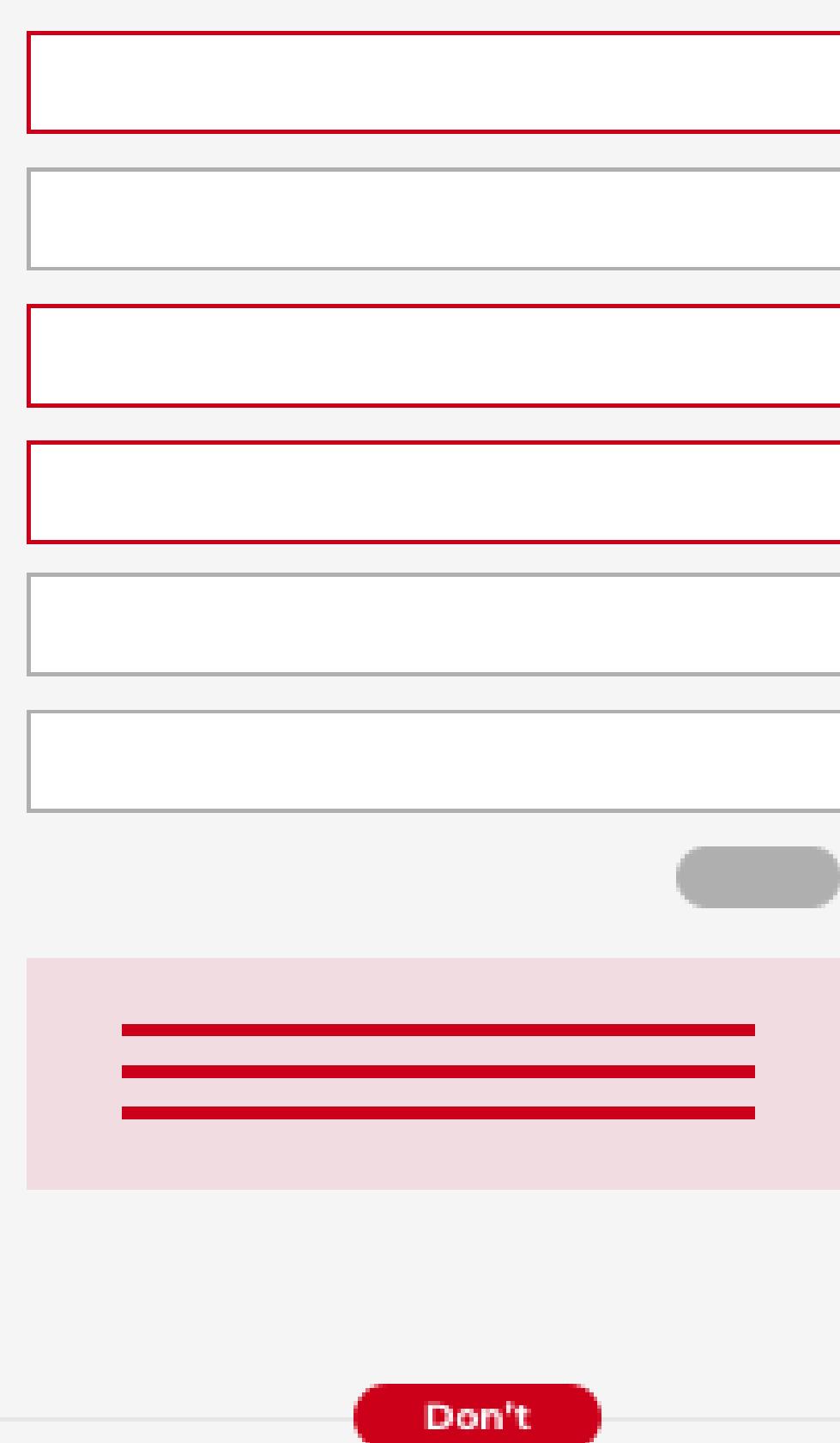
ERROR MESSAGES ON FORMS





Do

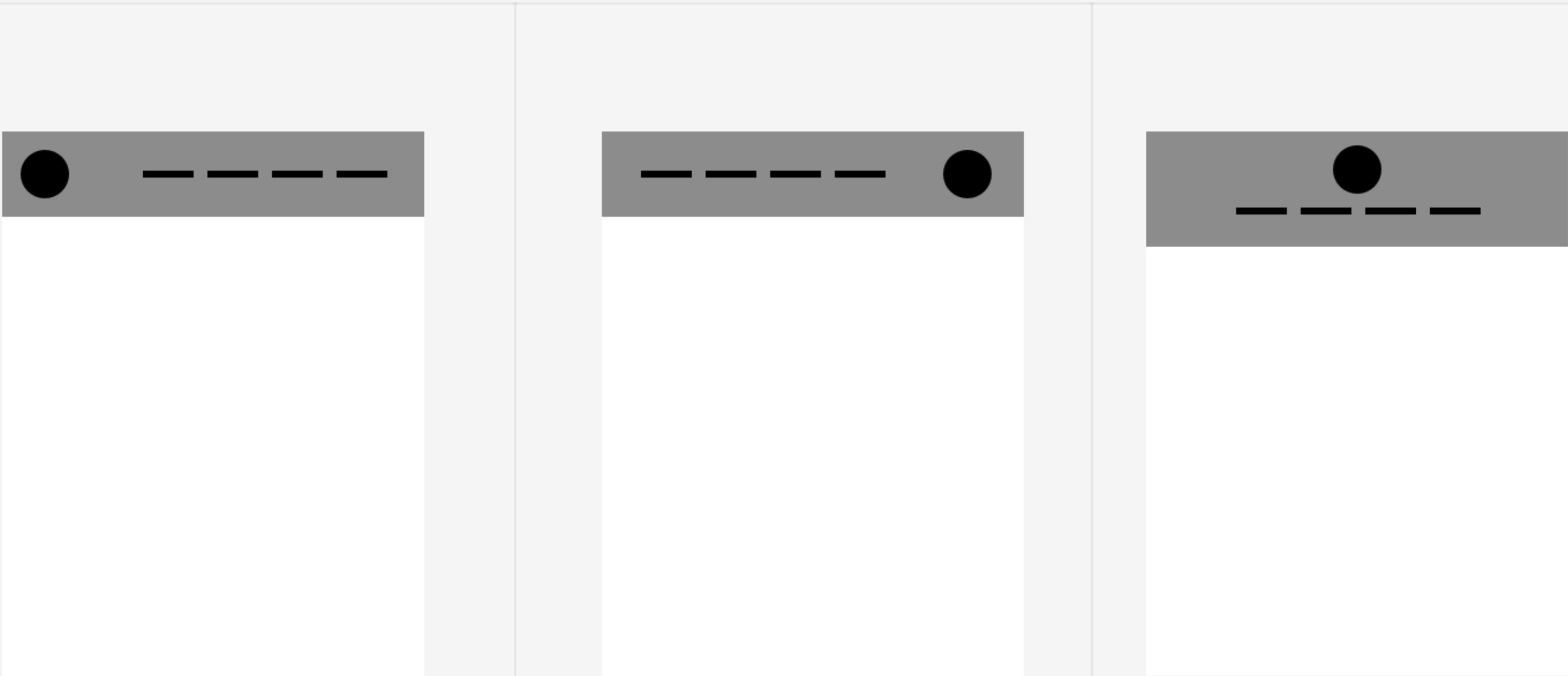
- Low cognitive load on memory
- Find errors step by step
- Shorter time to correct errors

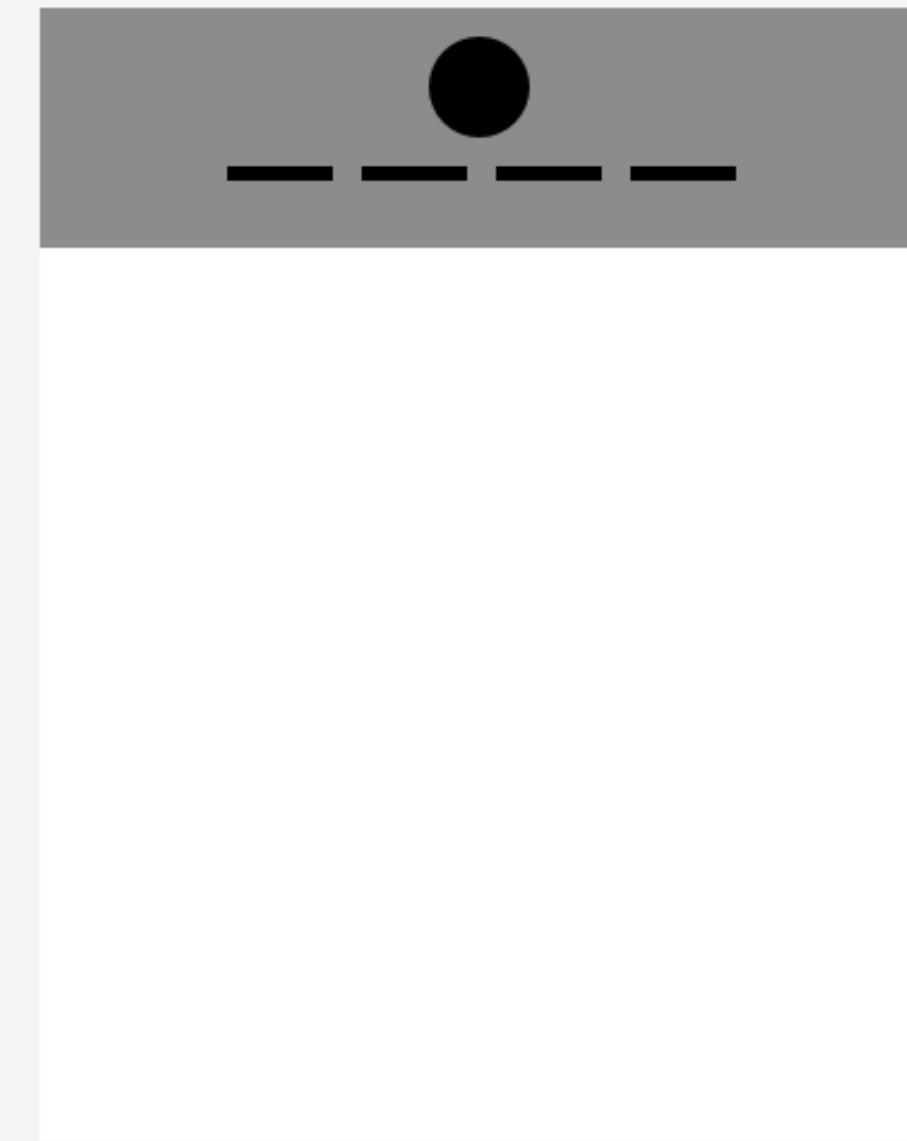
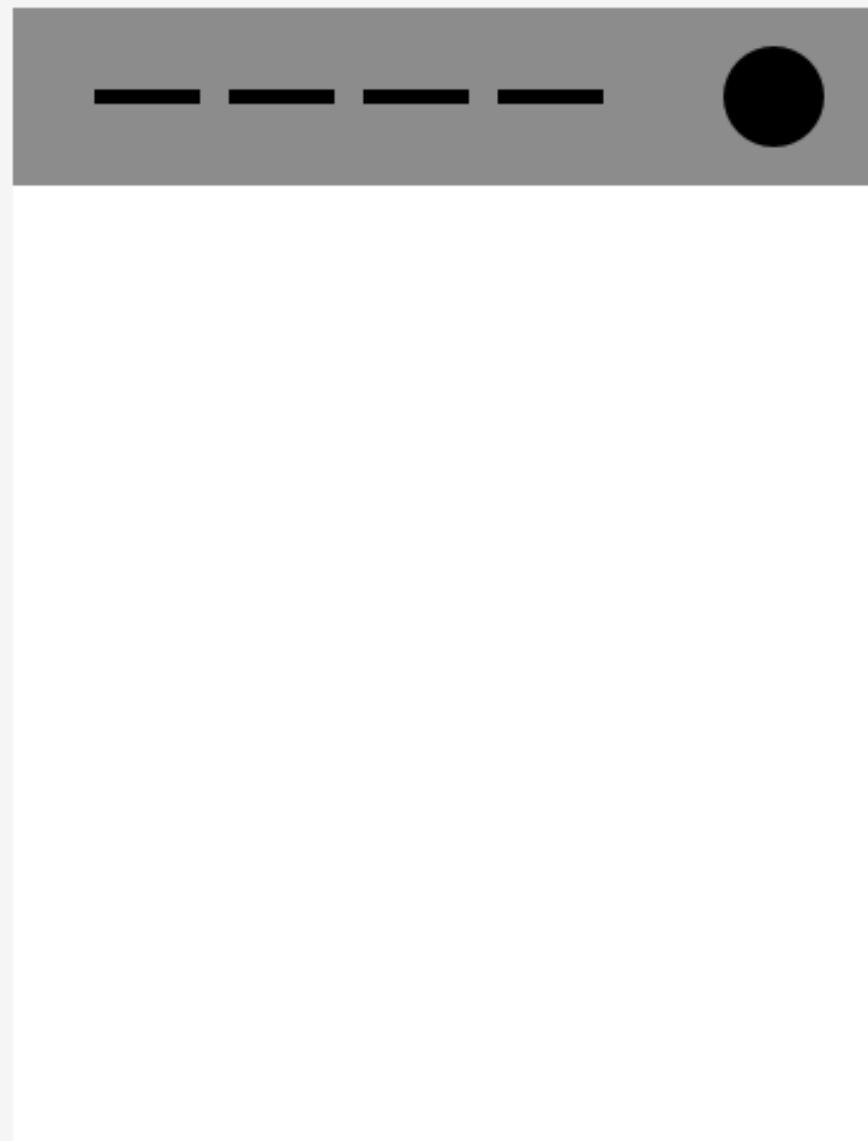
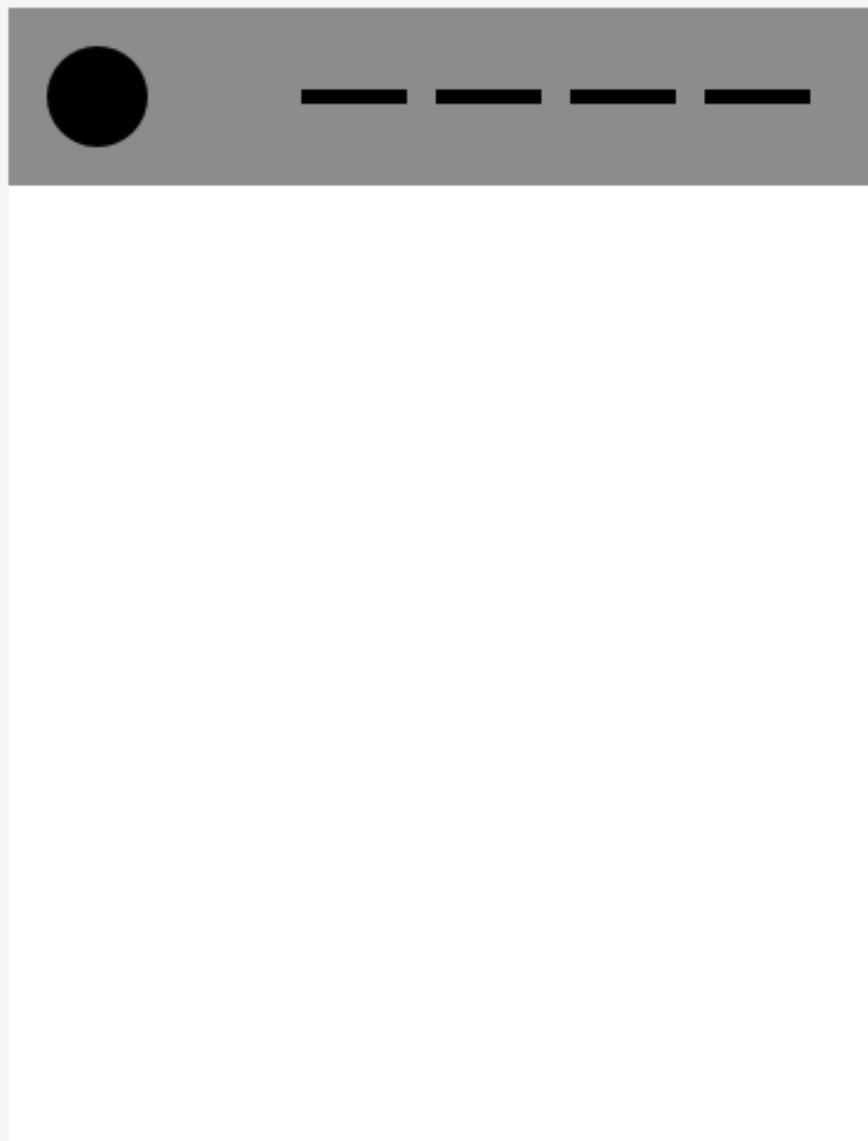


Don't

- High cognitive load on memory
- Scroll generator
- Longer time to find the errors

BEST LOGO LOCATION





Do

- ✓ Stronger brand recall
- ✓ Navigate home menu easy

Don't

- ✗ Weaker brand recall

Don't

- ✗ Less scalable
- ✗ Menu take more visual space

HOW TO SELECT OPTIONS IF < 10

Ongoing events :



Ongoing events :

Choose an option

Australia

China

France

Singapore

Sweden

USA

Ongoing events :

Australia China France
Singapore Sweden USA

Ongoing events :

Choose an option

Australia

China

France

Singapore

Sweden

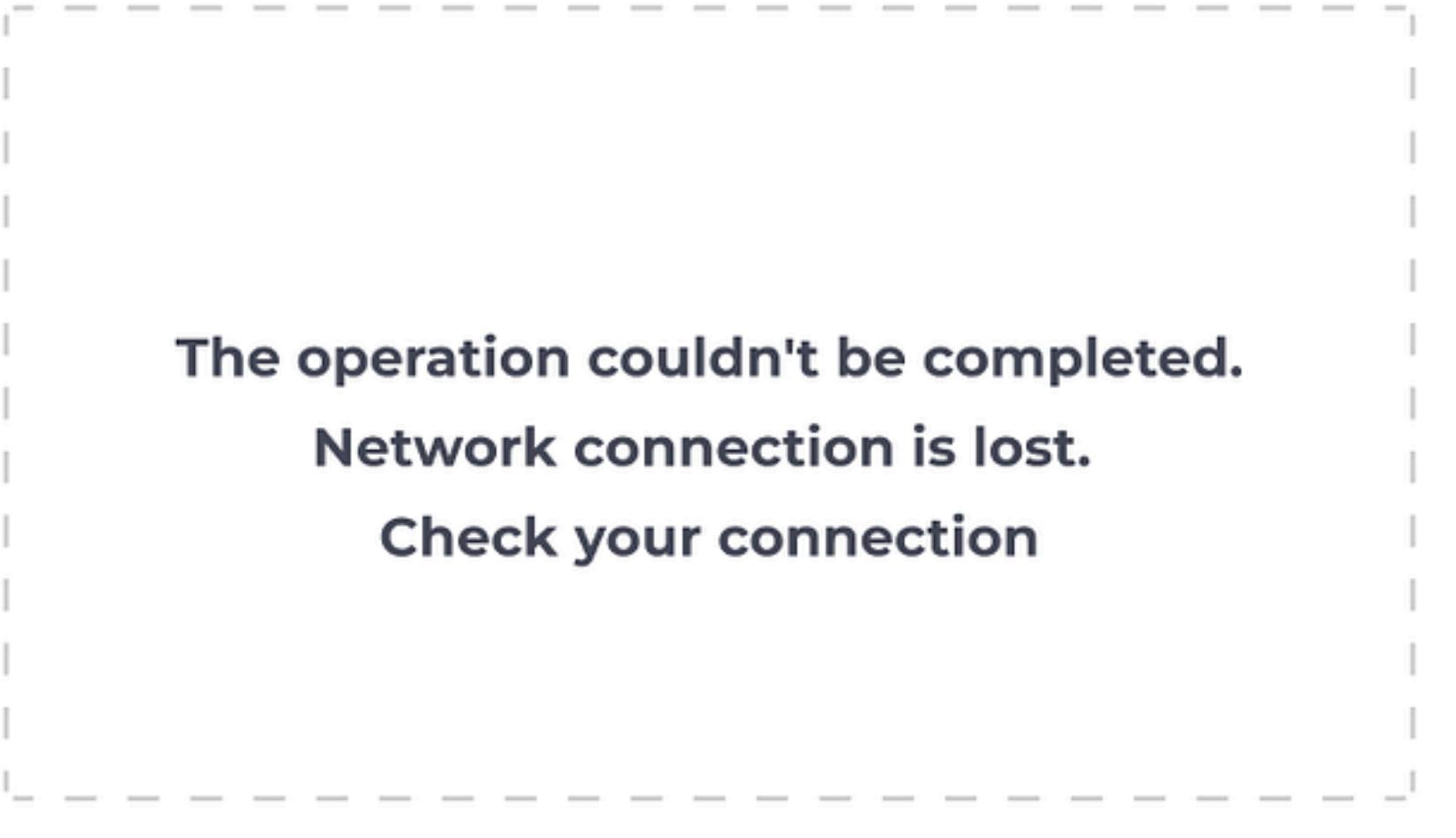
USA

Do

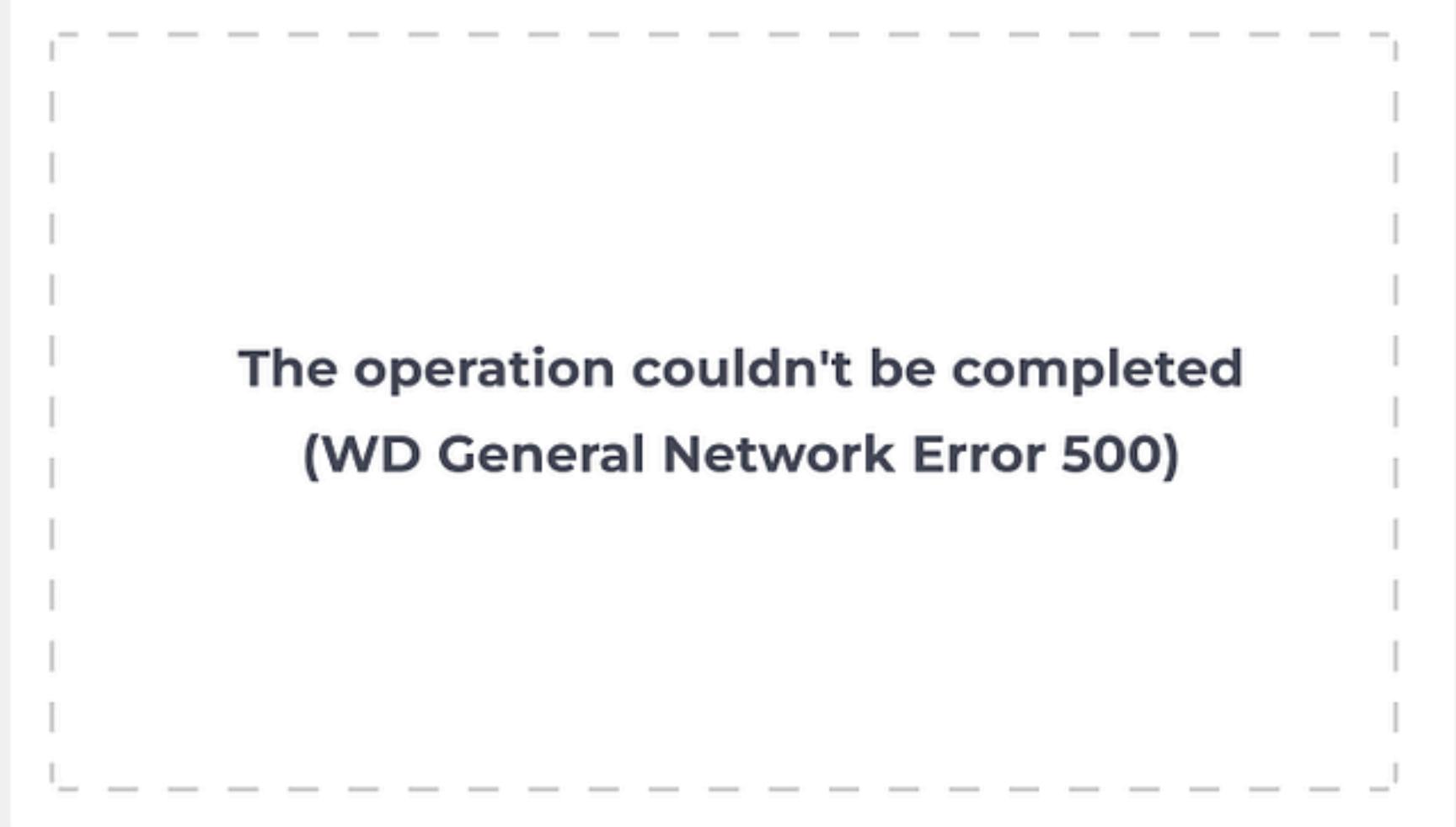
- ✓ Global view
- ✓ No effort - Direct click
- ✓ Faster to select

Don't

- ✗ The options are hidden
- ✗ Require effort
- ✗ Waste of time



**The operation couldn't be completed.
Network connection is lost.
Check your connection**



**The operation couldn't be completed
(WD General Network Error 500)**

**The operation couldn't be completed.
Network connection is lost.
Check your connection**

Do

- ✓ Provide context or clue when an error appears
- ✓ Provide clues on how to fix the issue

**The operation couldn't be completed
(WD General Network Error 500)**

Don't

- ✗ No context
- ✗ No clue

Sursa: dribbble.com

BEST PRACTICES IN UI/UX DESIGN

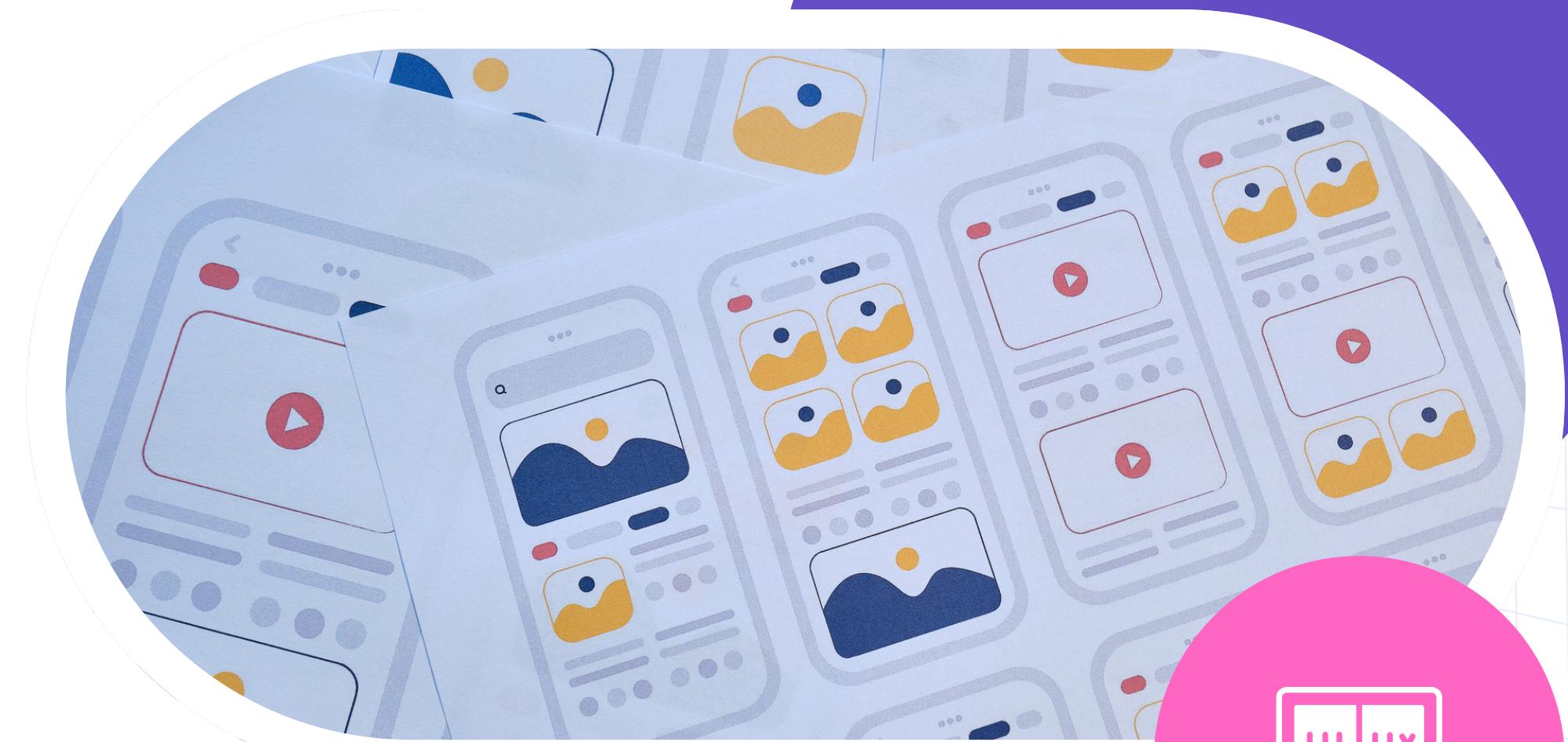
Simplicity is key to a great user experience. A clean and intuitive interface allows users to navigate with ease, while consistency in design patterns helps build familiarity. Designing with a mobile-first approach is critical in today's world, where the majority of users access websites and apps on their phones.

➤ **SIMPLICITY**

➤ **CONSISTENCY**

➤ **FEEDBACK**

➤ **MOBILE-FIRST DESIGN**

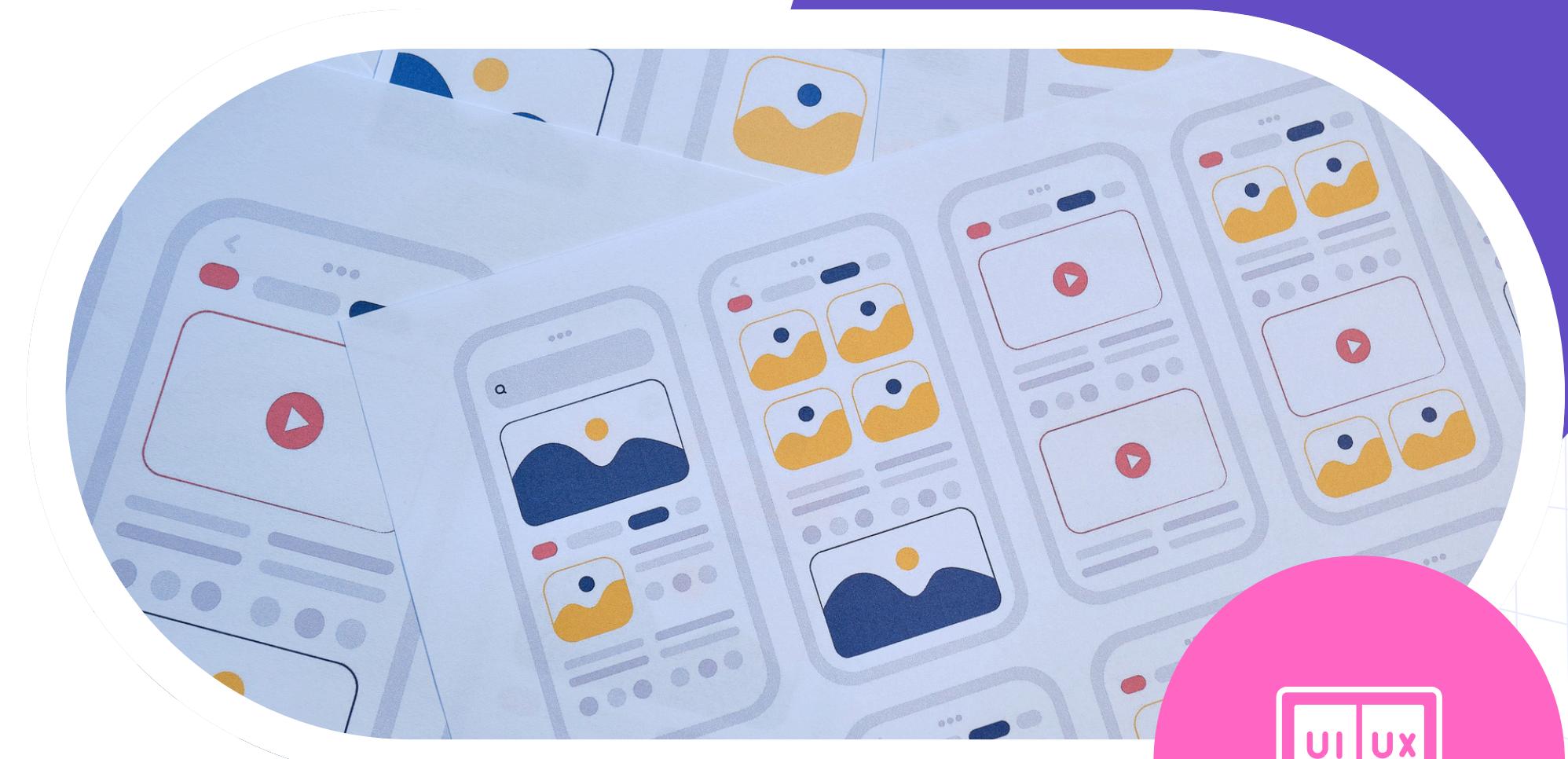


WORST PRACTICES IN UI/UX DESIGN

<https://userinyerface.com/>

<https://blinkee.com/>

<https://www.zara.com/ro/en/>



ACTIVITY

Food Delivery App Prototype

Design Challenge (10 minutes)

Each team will design the main screen of the food delivery app. The screen should include the following elements:

- **Restaurant Listings**
- **Search Bar and Filters**
- **Special Offers or Featured Restaurants**
- **Cart Icon**

ACTIVITY

Food Delivery App Prototype

- **Restaurant Listings:** Display a list of restaurants with essential details like name, rating, and a thumbnail image.
- **Search Bar and Filters:** A search function and filtering options (e.g., cuisine, distance, ratings) to help users find specific restaurants.
- **Special Offers or Featured Restaurants:** Highlight certain restaurants or deals (optional).
- **Cart Icon:** An easy-to-locate cart button, showing the number of items in the user's cart.

THANK YOU