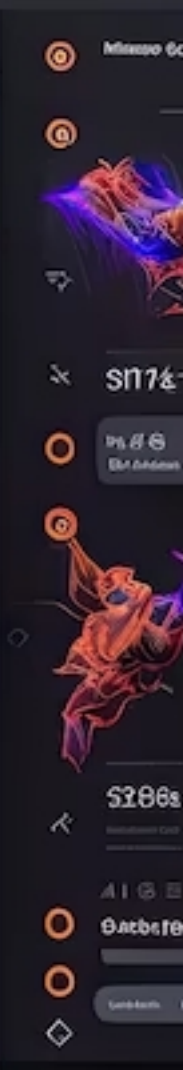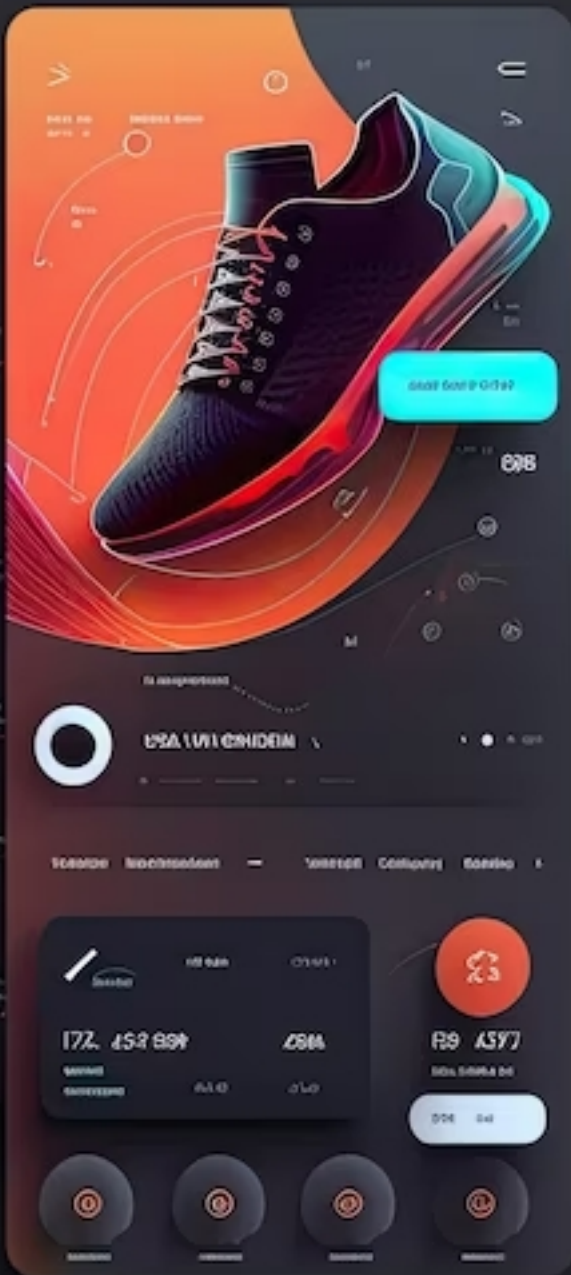# A Strong Foundation to

UX UI DESIGN

"

Embark on Building Brilliance with a powerful UX/UI Design foundation for Success!

You will build your knowledge on

Users are
# common people...

What is UX?

User experience (UX) is the relationship between a product and the person using it. UX design focuses on building products that someone can easily use and enjoy using.

A user experience (UX) designer makes sure a product is learnable and usable for the end-user. A UX designer works from the very beginning of any product process to ensure product teams are building products that are conscious of their users, their needs, and pain points.

UX designers are responsible for more than just the product experience and product lifecycle—they're key players in the **entire customer lifecycle.**

There is definitely a sweet spot between supporting the process and overcomplicating it! Research, trying, testing, iterating, and testing again. **That's UX design—your job is never done.** The story you're presenting is always developing along with your products."
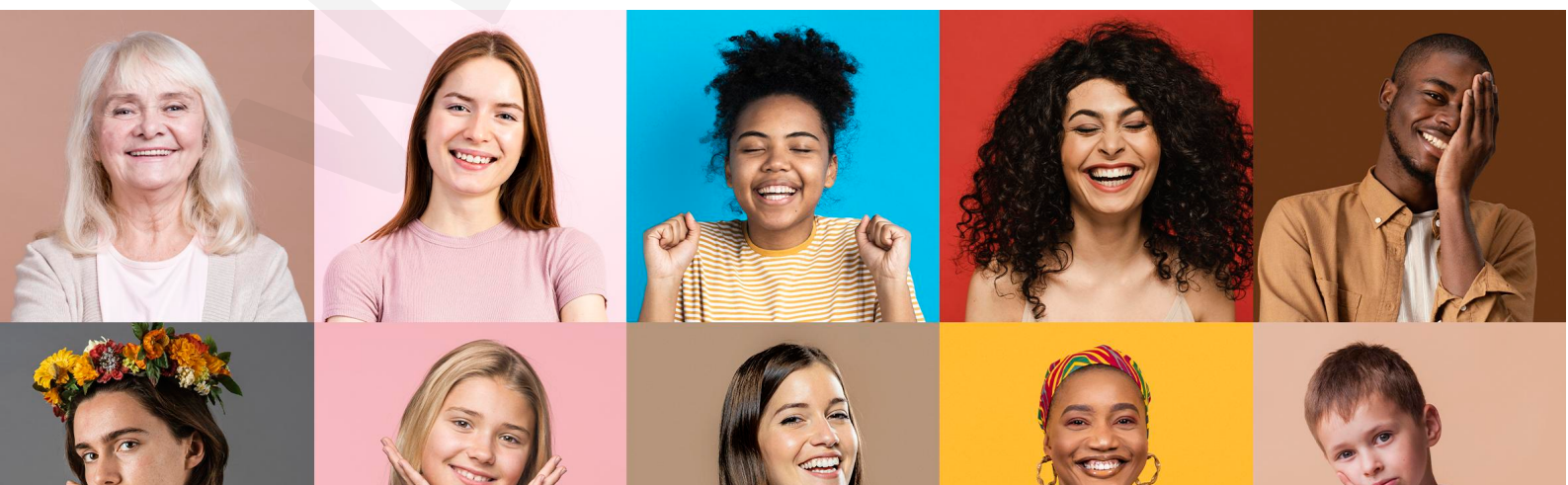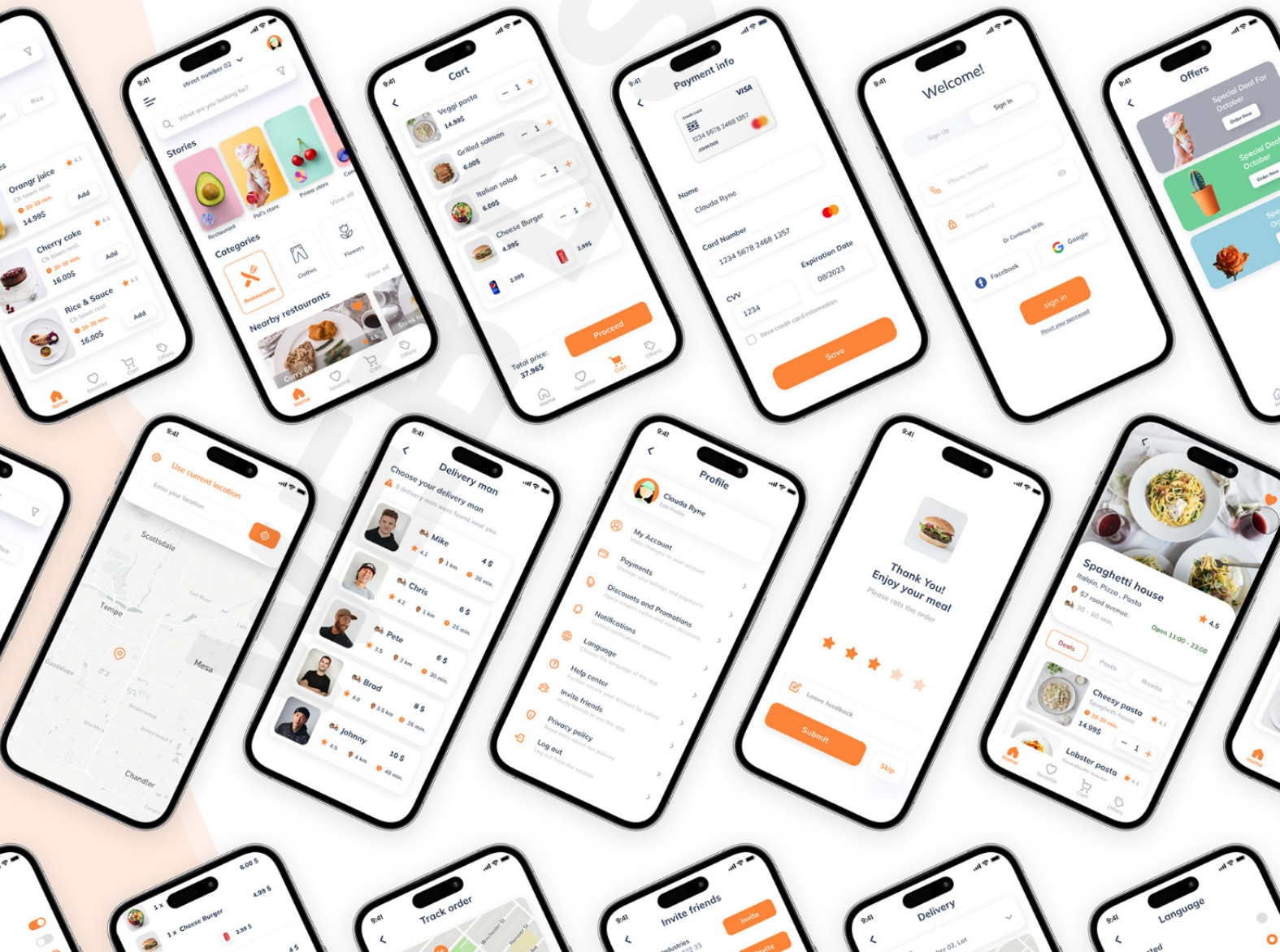
What is UI?

User interface (UI) design is about building interfaces with a focus on styling and interactivity. The UI designer's goal is to create an interface the user finds easy to use and aesthetically pleasing.

The word "interface" refers to the access point where a user interacts with a software application (e.g., Figma, Sketch), a browser-based website, or a hardware device (e.g., a smartphone touchscreen). A UI designer explores all the interactions and behaviors a user takes with a product to create an interface that best adapts to the user's needs.

When we talk about UI design, we talk about the stylistic choices a designer makes when creating a product, e.g., an image, button, menu bar, or footer. All of these elements will affect the user's interaction, and so, must be planned accordingly.
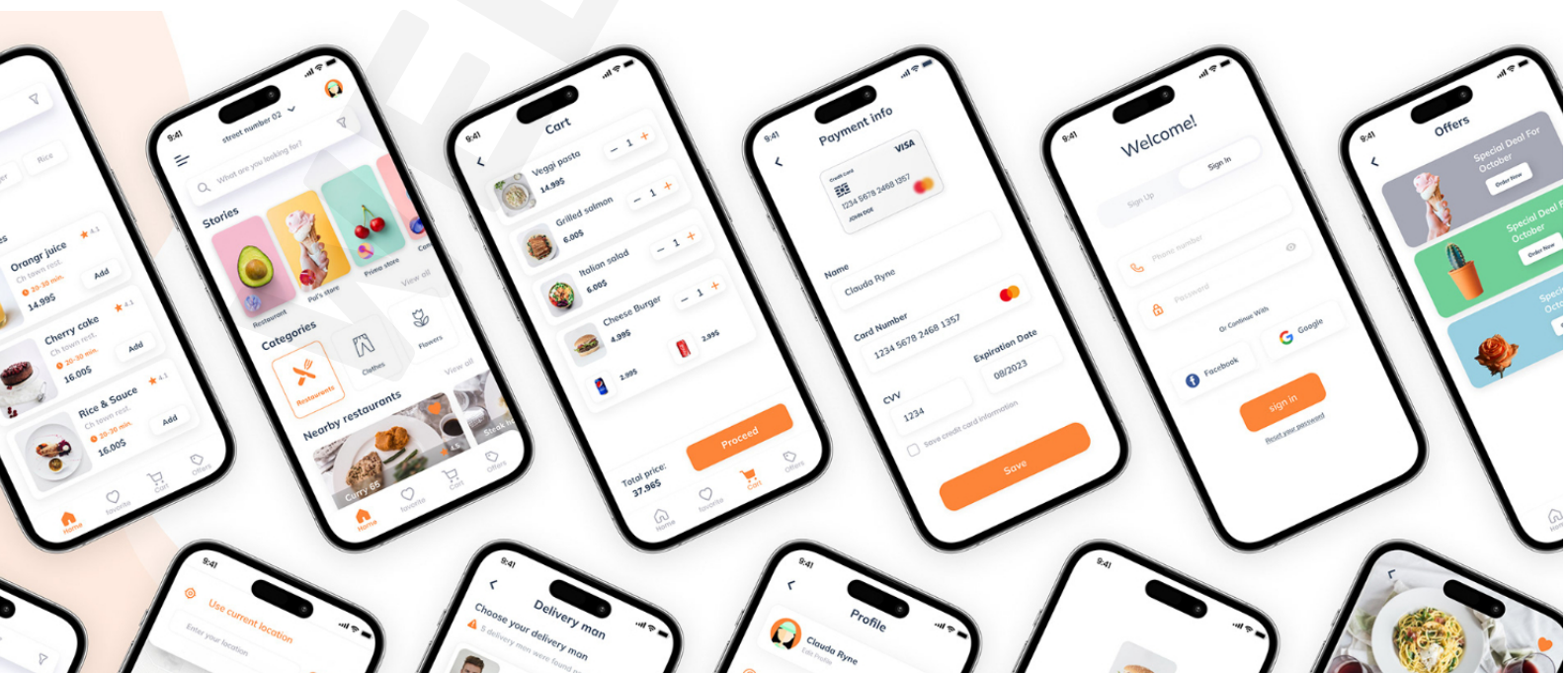
UX vs. UI
Know the difference...
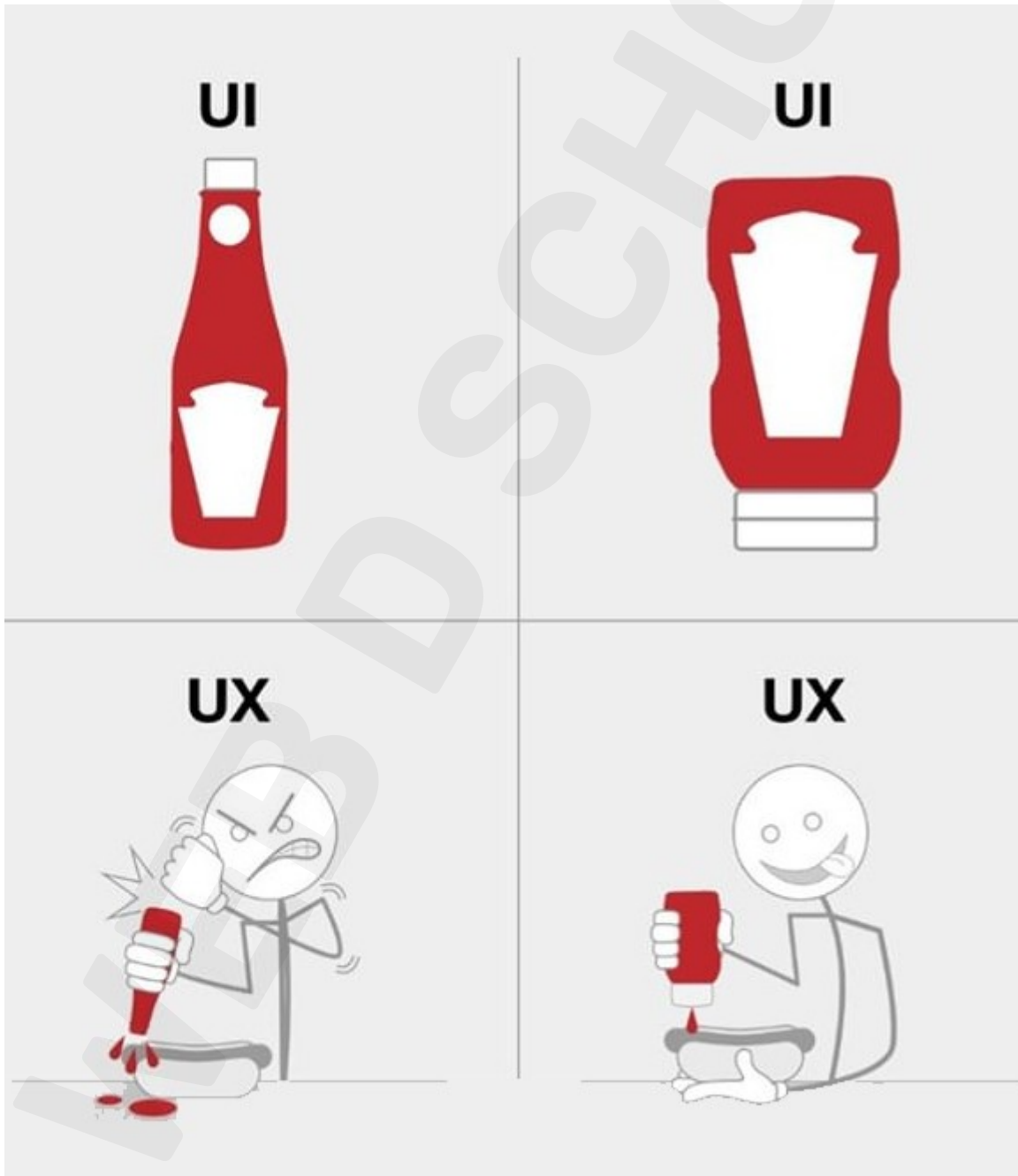
UX vs. UI: What's the difference?

UX starts with a problem and ends with a wireframe or prototype. The role of a UX designer is to understand the customer journey. That means understanding the target audience, interviewing customers, defining user flows, and conducting user testing.

UI design is about using typography, images, and other visual design elements to turn a basic interface into something digestible and usable. A UI designer focuses on how the colors, typography, and images of a design connect to the brand of a product.

Although there are key differences between UX and UI, these two processes work hand in hand for a product designer.

UX vs. UI vs. Graphic Design

When illustrating the difference between UX, UI and graphic design, lets consider the analogy of spoons. Spoons are simple. Everyone uses them. There are more than one kind of spoon, each with a different look and purpose.

A slotted spoon for fishing eggs out of boiling water or a purple plastic spoon for feeding your newborn. Wooden spoons for stirring soups and soup spoons for eating soups. All different!

UX Design

The material and shape of each spoon reflects its function. Baby spoons are made of soft plastic to be gentle on little mouths. Slotted spoons have slots for retrieving food from liquids. It'd be frustrating to feed your newborn with a slotted spoon and impractical to use a baby spoon for retrieving hard-boiled eggs. Thus, the form of the spoon (its shape and material) reflects its intended use. **This is User Experience (UX) design!**

UX designers design the "form" of digital or physical products. On websites and in mobile apps, this manifests as the site architecture and page layouts. In other words, they make sure the form of the product helps you meet your goals.
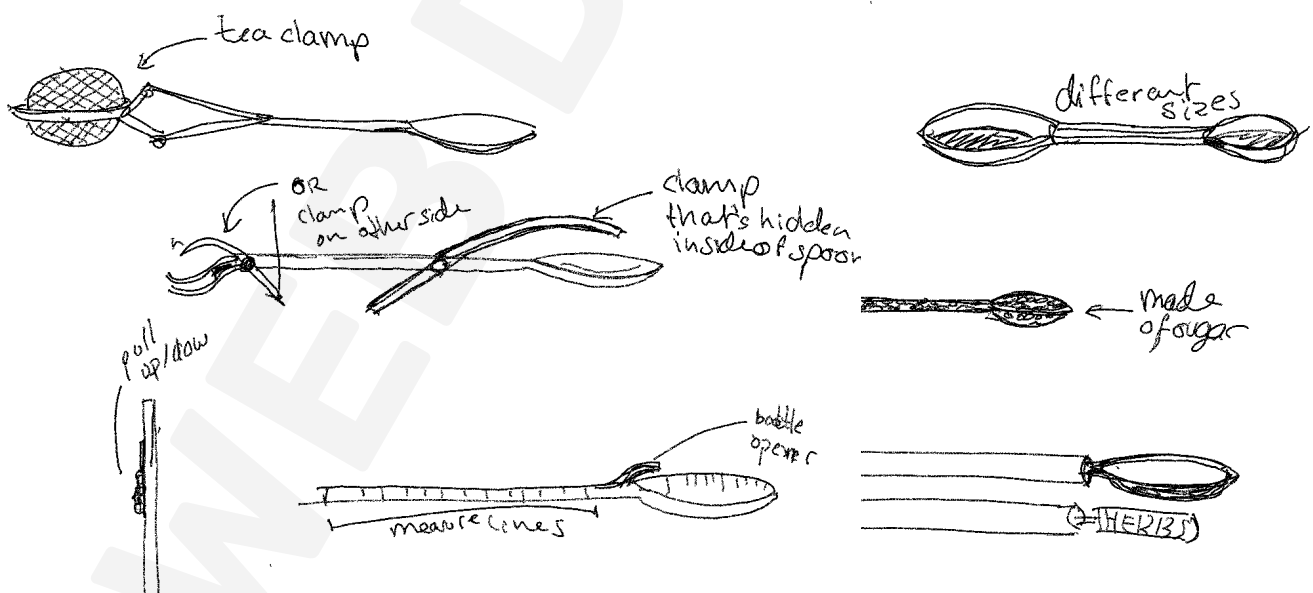
UI Design

If we asked a dozen people to show me their favorite soup spoon, we'd
get a dozen variations of the same design. Some would have wooden
handles, others metal. Among the metal ones, I'd find still more variation.
Some might have tapered handles while others featured subtle
engravings. Some would be ugly and others plain. **This is User Interface
(UI) design!**

UI designers handle the look and feel of digital interfaces. This is often
referred to as the "skin" of an application, and it's what most people think
of when they think of software design.

Graphic Design Design

If UX is akin to the form of a spoon, and UI is akin to the "skin" of a spoon, where does graphic design come in to play?
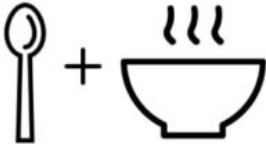
This is where we stretch the analogy.

Think of graphic design as a picture or illustration of a spoon, the thing that reminds you what the heck a spoon even is ... Graphic design provides visual interest that reinforces content, adds joy or provokes emotion.

UX + UI + Graphic Design = Great Design

UX Design

Form

(reflects function)

*"This spoon works
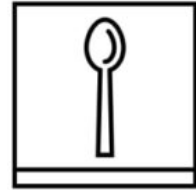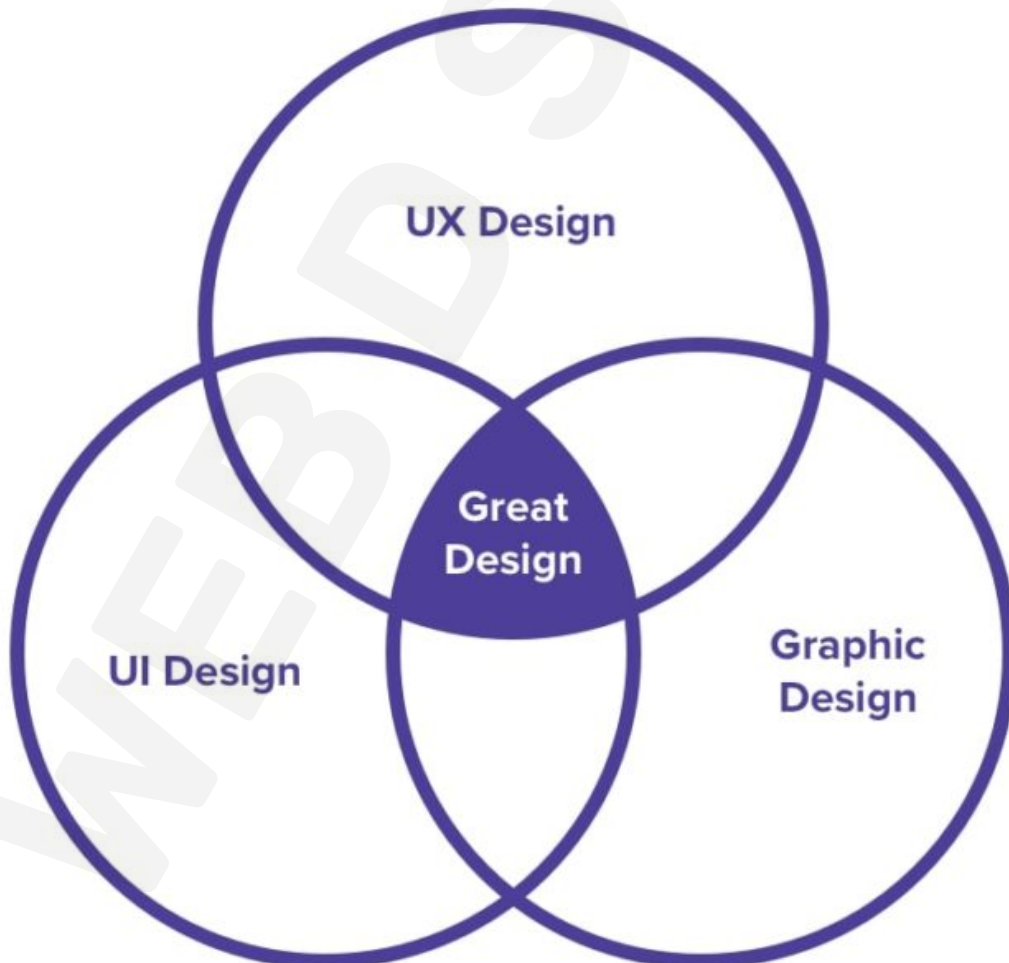well for soup"*

UI Design

Skin

(complements form)

*"I like how this
spoon looks."*

Graphic Design

Visual Interest

(reinforces content + adds joy)

*"Here's a picture of
a spoon."*

UX Design

Great Design

UI Design

Graphic Design

"

Design is not just what it looks like and feels like... Design is
How it works!

Concert venues: How UX UI can make or break the experience

When you buy tickets to a concert, you don't only hope for an amazing audio experience. You also expect to be able to see the artists in all their glory. So imagine your disappointment when you locate your spot for the evening, only to find that your view of the stage is partially blocked by a huge pillar.

Or, perhaps you have an awesome view but the acoustics are terrible. As you listen to your favorite musician play at this poorly-designed venue, you wish you'd stayed at home and continued to enjoy them through your own much more satisfactory sound system.

On the flip side, how amazing is it when all the design aspects of the venue are on point? You probably won't even notice them; you'll just be absorbed by the spectacular experience you're having. That's the thing about UX and UI: when it's bad, it sticks out like a sore thumb. When it's good, you won't notice it.

The overall design of a venue can make or break the entire concert experience. Next time you have tickets for an event, pay attention to how the overall experience has been designed and see if you can spot examples of good and bad UX UI.

Inaccessible bathrooms for wheelchair users: UX UI gone horribly wrong

This has got to be one of the worst examples of UX UI gone horribly wrong: inaccessible bathrooms for wheelchair users. Unbelievably, there are cases of so-called accessible bathrooms being placed at the top of a flight of steps, rendering them entirely inaccessible to the people they've supposedly been designed for, or located on floors that aren't accessible via lift or elevator.

OYAKATA instant noodles: Excellent UX for ultimate convenience

If you're eating instant noodles, it's clear that you're after a quick, convenient and low-effort dining experience. And it doesn't get more user-friendly than the OYAKATA instant Japanese noodles.

The packaging is one of the best examples of good UX when it comes to a ready-made meal. You literally open the lid, pour boiling water into the pot, replace the lid for a few minutes, then turn the pot upside down to drain the water through the conveniently-placed holes in the lid — no sieve or other utensils needed. It's genius!

Future of UX/UI Design

Motion design and gesture interfaces should place more emphasis on usability:

Making user experiences seamless and engaging is possible with motion design. Filling empty spaces with pertinent animations and interesting transitions is a beautiful approach. It helps engage users, appeal to their emotions, and create a seamless experience. Using movements like swiping, tapping, or tilting the screen is crucial. Storing more content in an app without packing the screen or overpowering the user using simple gestural interfaces is possible.

Designing of 3D interface and AR/VR

The online shopping experiences of companies like IKEA, Target, and Home Depot already use augmented reality. Not to mention how the world changed when Pokemon Go's augmented reality technology did. Many businesses are preparing to use these simulated environment technologies, whether partial, complete, or mixed reality.

Voice commands

Siri, Alexa, and Google Home are voice user interfaces we've already used. However, in the coming years, the significance of voice command will rise in everyday and public locations. The locations can be ATMs, ticket machines for the subway, payphones, elevators, etc. Therefore, UX designers must master the art of developing proper and helpful visual instructions, confirmations, and animations. The reason is that the world is growing more dependent on voice-activated technology.

The UX/UI future is quite promising.

"

In the world of
digital education,
UX is the curriculum,
while UI is the
textbook—both
essential for a
successful learning
experience.