

UI vs UX

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Definitions

Where does the humble interface fit inside the trendy industry terminology? It's often looked down upon by "real user experience specialists" as "painting with crayons." We believe this is the wrong approach. What we see is just as important as information architecture and business goals.

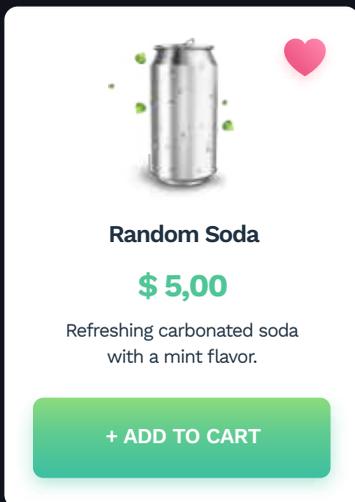
Customer experience is a high-level category with UX being a part of it, while UI being a part of the UX process. The diagram below shows the relation between these elements. To build a great product, you need to take care of every little detail with great precision.



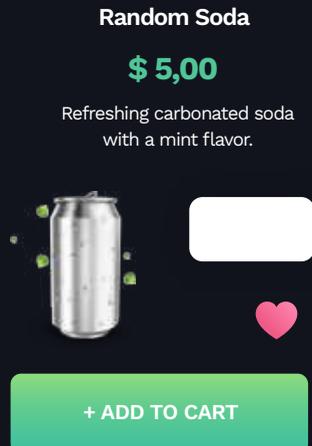
UI or User Interface Its obvious use cases are apps and websites. UI is the link between the user and the functionality of a product. It helps to achieve the desired outcome through a series of human-machine interactions. It's a series of text, shapes, graphics, and photographs combined in a way that allows for a fluid, natural interaction.

An interface is a mix of grid, layout, typography, colors, animations, and microinteractions. In other words, UI is all that we experience - mostly with our eyes. UX defined information architecture is a blueprint for UI's refined final look.

UI designer is responsible for the final look & feel of the product. The job is to define its unique style and make it fit the target market. That visual representation should be readable, usable, and devoid of any unnecessary, distracting elements.



Product Card



Component set

“

“An interface is like a joke. If you have to explain it, it’s not that good.”

UX or User Experience defines and studies how easy it is to use the product. With digital products, that means the interface, navigation patterns, and communications. The goal of UX is to allow the largest possible group of users the ability to understand and use a product. If the role of a UI designer is the look & feel, the role of a UX designer is defining how it will work.

Aside from information architecture planning, UX also covers various kinds of research (surveys, A/B tests, focus groups, interviews, workshops, and more).

UI is a part of User Experience because readability and looks are also influencing the ease of use and shape our feelings towards a product. This book covers the most basic UX principles but focuses heavily on the UI perspective of design.

The image shows a wireframe of a product card for 'Random Soda'. The card includes a placeholder for a photo, the product name, price (\$5.00), a short description, and an 'ADD TO CART' button. Three user comments are overlaid on the right side of the card, each with a small profile picture:

- Comment 1:** A user suggests adding a 'Favorite' option to the product card.
- Comment 2:** A user suggests adding a short description to the product miniature.
- Comment 3:** A user reports that the buttons were too small, leading to accidental presses.

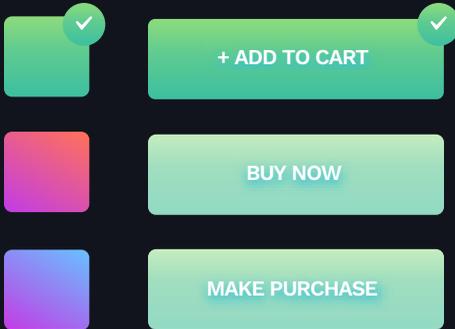
A basic information architecture (wireframe) and user comments to implement.

CX or Customer Experience is often confused as being another name for UX. The truth is that CX is a top-level process that defines not only how your product works, but how your entire company operates. The CX process is the UX of your product, but also your branding, marketing, or friendly customer support on the hotline.

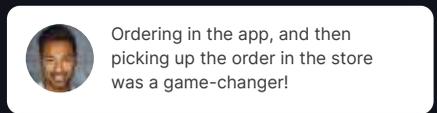
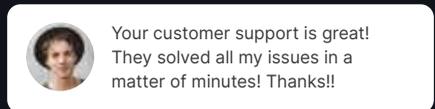
You can design Customer Experience by defining clear, consistent rules for your entire brand. Those rules apply to all the real-world experiences, as well as UX and UI. They even influence the way you write your copy.

A good example is one of the popular fitness apps. They changed the boring "save your workout" message to an "I'm awesome" button. Customer engagement went up.

All of those elements combine for a consistent, coherent vision with which our potential customer can quickly identify.



Changing the brand colors to a more positive, green gradient yielded an improvement in user perception of our brand. We also tested various types of label text to see what works best.



Merging the digital world ideas with the real world.

In the last few years, many of the UX designers started calling themselves **Product Designers** instead. The term merges most UX competences with UI and basic research, allowing you to solve a wide range of potential problems.

This new naming convention comes from the fact that UX designer, as a title, doesn't show which skills the person has. UX designers are often product owners, researchers, wireframe makers, or all of those combined.

A product designer can help with both the business processes, choosing the right building approach, and final interface designs. It's often the most versatile person in the company that can guide the rest of the team, including the developers.

Some say Product Design is User Experience design 2.0.

