

1.1 INTRODUCTION TO UI/UX DESIGN

What is user interface (UI)?

The user interface (UI) is the point of human-computer interaction and communication in a device. This can include display screens, keyboards, a mouse and the appearance of a desktop. It is also the way through which a user interacts with an application or a website.

The growing dependence of many businesses on web applications and mobile applications has led many companies to place increased priority on UI in an effort to improve the user's overall experience.

Types of user interfaces

The various types of user interfaces include:

- graphical user interface (GUI)
- command line interface (CLI)
- menu-driven user interface
- touch user interface
- voice user interface (VUI)
- form-based user interface
- natural language user interface

Examples of user interfaces

Some examples of user interfaces include:









- computer mouse
- remote control
- virtual reality
- ATMs
- speedometer
- the old iPod click wheel

User Experience Design:

It's the process of creating a product that is easy to use, easy to interact with, and accessible for the users while putting their feelings first, based on a long- term and short-term scale. UX design is so much more than just designing for a screen.

User Interface Design: It is the design of user interfaces for machines and software, such as computers, home appliances, mobile devices, and other electronic devices, with the focus on maximizing usability and the user experience. UI design is its complement; the look and feel, the presentation, and the interactivity of a product.

Difference between UX/UI:**UX vs. UI designers**

UX designer	UI designer
 Interaction designer	 Visual designer
 Charts the user pathway	 Chooses color and typography
 Plans information architecture	 Plans visual aesthetic
 Expert in wireframes, prototypes, and research	 Expert in mockups, graphics, and layouts

Aspect	UI Design	UX Design
Focus	Visual design and interactive elements.	Overall experience, usability, and satisfaction.
Scope	Deals with aesthetics, layout, and elements like buttons, colors, fonts.	Deals with user behavior, navigation flow, and user research.
Objective	To create visually engaging and easy-to-	To solve user problems and create enjoyable

Aspect	UI Design	UX Design
	use interfaces.	user experiences.
Tools Used	Sketch, Figma, Adobe XD, InVision (for designing interfaces).	User testing, wireframes, prototypes, personas, journey mapping.
Outcome	A well-crafted, visually appealing interface.	A product that meets user needs and is easy to use.
Nature of Work	Focused on design elements, layout, and graphics.	Focused on research, usability, testing, and ensuring a positive user journey.