

Are UX and UI the same thing?

What is UX?



The official definition of User Experience (according to the ISO) is:

“A person’s perceptions and responses resulting from the use and/or anticipated use of a product, system or service.”

What is UI?

The user interface (UI) is the point at which human users interact with a product, computer, website or application. The goal of effective UI is to make the user's experience easy and intuitive, requiring minimum effort on the user's part to receive maximum desired outcome.

What are the differences between UX and UI?

UX

HUMAN-FIRST APPROACH TO PRODUCT DESIGN

APPLICATION:

Physical and digital products

FOCUS:

The full experience from a user's first contact to the last

CREATES:

Structural design solutions for pain points that users encounter anywhere along their journey with the product

RESULTS IN:

Products that delight users with their effectiveness

UX

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HUMAN-FIRST APPROACH TO DESIGNING THE AESTHETIC EXPERIENCE OF A PRODUCT

APPLICATION:

Digital products only

FOCUS:

Visual touchpoints that allow users to interact with a product

CREATES:

Combinations of typography, color palettes, buttons, animations, and imagery

RESULTS IN:

Products that delight users aesthetically



The user interface (UI) versus user experience (UX) of the Heinz ketchup

Activity

You have 30 seconds to design a doorbell (hold it up in the air when you have finished).

You have 60 seconds to design a way to know someone is at the door.

So in summary: As UX Designers, it's your job to understand the real problem and come up with creative ideas.

UX Design – To plan how something looks and works to make the activity of using it easy, enjoyable and ultimately rewarding.

There are three factors that lead to good UX design:

It must meet the user's needs.

Whatever the user came to do using your product or service, you must ensure that they are able to achieve that outcome.

It must be easy to use and easy to learn.

The user journey must be as easy, painless and enjoyable as it can possibly be.

It must give the user control and freedom.

As an added bonus it should also surprise and delight the user.

UX design is the process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product:

Was it easy to navigate?

Did you ever feel lost or confused?

How did you know what to do (or digitally, where to click) to get to where you needed to go?

The core of good UX design is that it is **all about the user**; products or services that don't have good UX design aren't taking the user's needs into consideration.

Taking into account the user's needs and motivation and giving them a great user experience leads to more exciting and valuable products and services.

When you give your users a good experience they are far more likely to come back and use your products/services again and again.

WE ALL EXPERIENCE USER INTERFACES



**Does UX and UI Design only
apply to digital technology?**

User experience design is a process describing lots of different activities. And it can be applied to digital technology.

But ultimately it applies to the design of any sort of product or real life service with the user at the other end of it.

Now, it's called UX for short, but it's often also referred to as **UCD**, which is **User Centred Design**.

And what is really at the core of it is that you're keeping your user at the heart of everything that you're designing.

**So who coined the term
UX Design?**

Donald Norman
arguably deserves the
most credit as a
pioneer in UX, as he is
the one who coined the
term “User Experience.”



His most famous book, The Design of Everyday Things, popularized the term and shed light on UX Design as a discipline.



Activity

Can you think of examples of good and bad, real world, UX design (not digital)?

Try to think of 5 examples of good, and 5 examples of bad, UX design in the world around you.

GOOD

Good old box of tissues



Accessibility – essential for good UX design



Simple but very effective



Ergonomic work space to ease back pain



Restaurants (N.B. can also be bad)

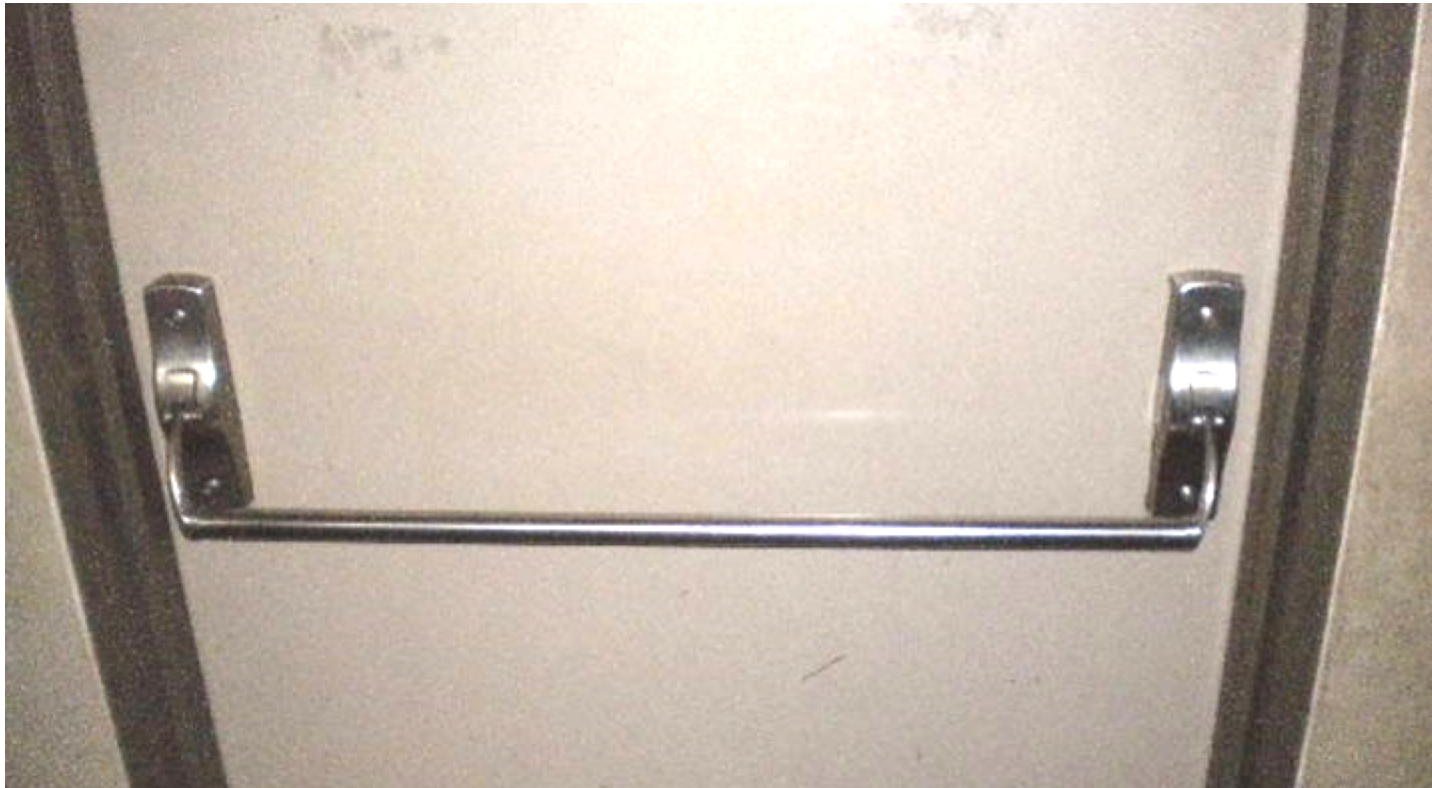


BAD

ATM's that spit out your card after the cash



Doors that don't indicate which side to push



Pull handles on doors you need to push open



Urinal for two, please



Watch your step



It is crucial to adopt a user-centred mind-set during the design process.

User Centred Design is an iterative design process where we involve users and their needs within each phase of the design process to create usable and accessible products and services.

There are five steps in the UX process, and it is important to keep your user in mind when designing a product, service or website.

Discover (understand) Understand the user's needs, motivations and goals. The UX designer will conduct research and interviews to really dig in and understand the frustrations and motivations in a user's behaviour.

Describe (analyse) Interpreting data and research into a clear direction. The UX designer will formulate data, derive insights and assess patterns and trends.

Design (ideate) Generating ideas and finding ways to solve users problems. Start turning the insights of the previous stage into concepts and may bring other people in with them to generate ideas – the more the better at this stage.

Develop (validate) Test new ideas with real people. Create prototypes to quickly test those ideas and run experiments with real users and customers.

Release (iterate) Goes back through these stages continuously improving and developing the product or service over time. This stage is more of a mindset where the designer will go back and repeat these stages in a cycle in order to have continuous improvement.

So what have we learnt?

What is User Experience? (Select one answer)

A digital screen a customer uses to interact with your business

A measurement scale for how good a website is

The experience of a customer

A description for all the interactions between a customer and your business, online and offline, at any time.

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**A good UX is important for business because
(Select all the answers you think are correct)**

It increases customer satisfaction and engagement

It can lead to increased profits

It can reduce the cost of redevelopment

It captures data about the product/service being sold

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**What are the most important things to understand throughout a UX Design process?
(Select all the answers you think are correct)**

The problem you are trying to solve

The expected number of customers on your website

Your customers' needs

The number of User Interfaces you will build

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What is the correct order of the stages in the UX Design process? (Select one answer)

Develop, describe, design, release, discover

Discover, describe, design, develop, release

Describe, design, discover, develop, release

Discover, release, design, develop, describe

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Which of the following are good design principles you should try to include?

(Select all the answers you think are correct)

Intuitive

Meets users' needs

Bold colour scheme

Consistent

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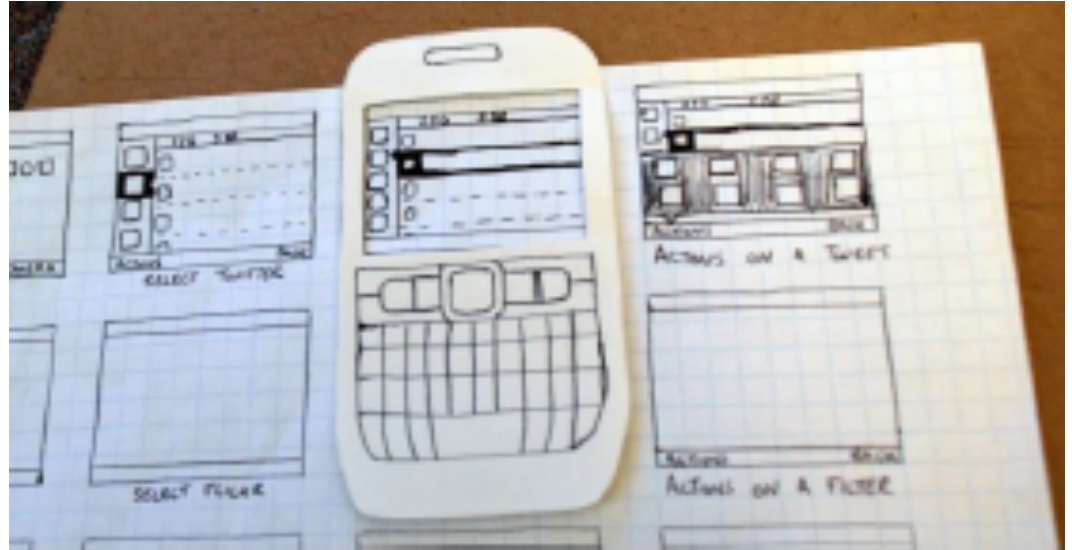
Why do you think continual improvement is important for a product/website?

Can you think of any products or services you have used which are continuously improved and updated? Share your thoughts and examples.

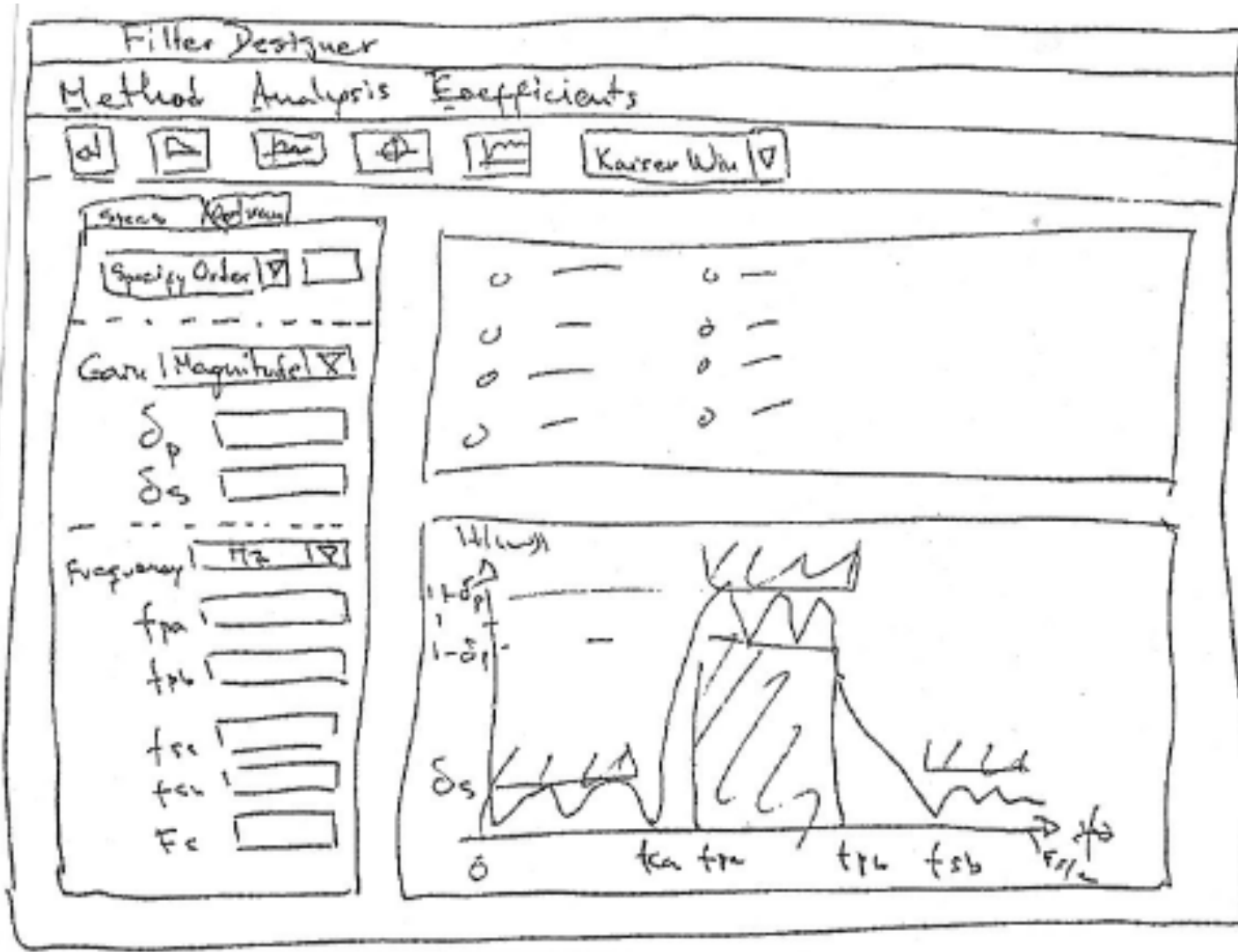
How do we express designs?

Start with paper prototypes

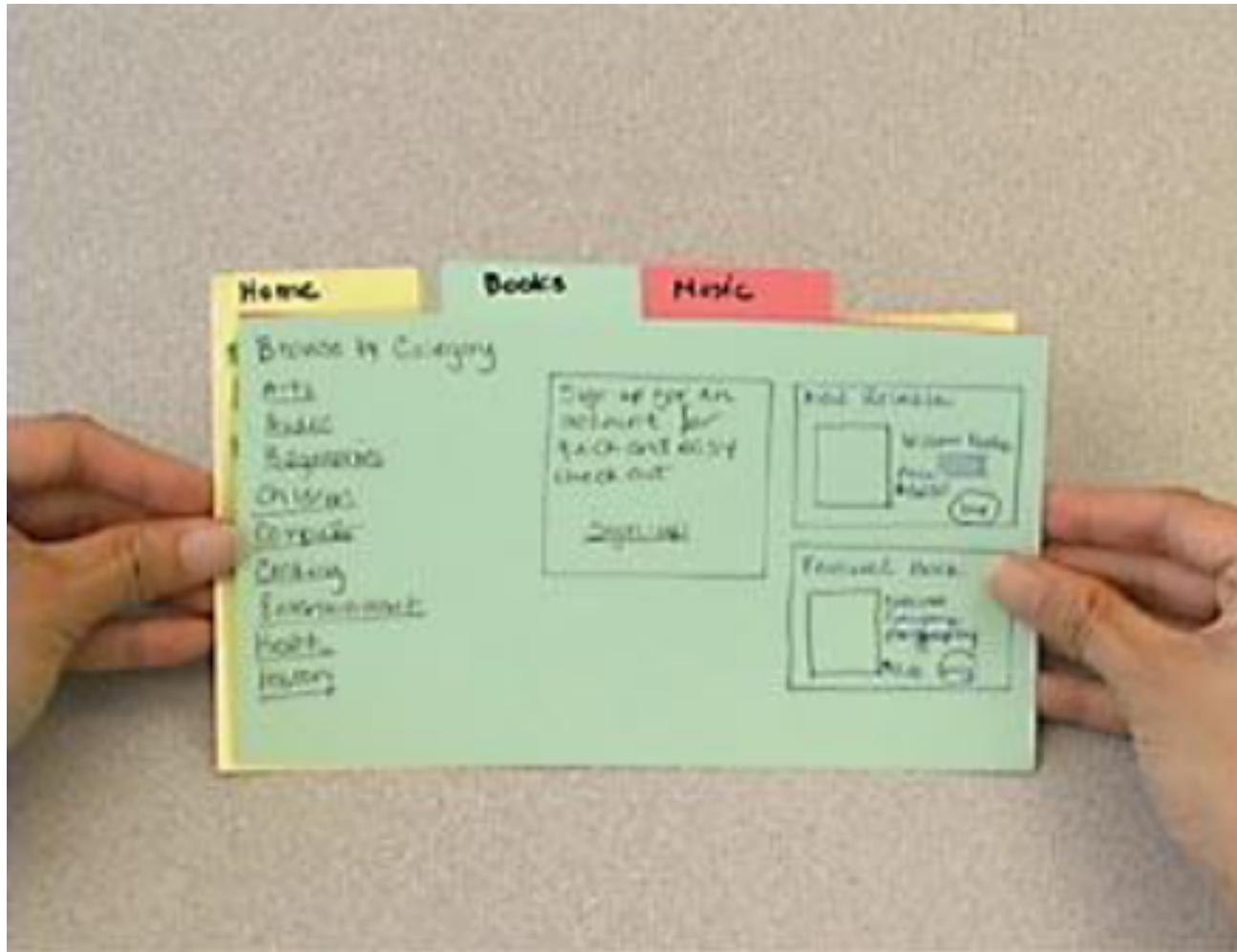
You can get the same design information from easier and cheap to make low fidelity prototypes (paper) as from higher fidelity ones (computer)



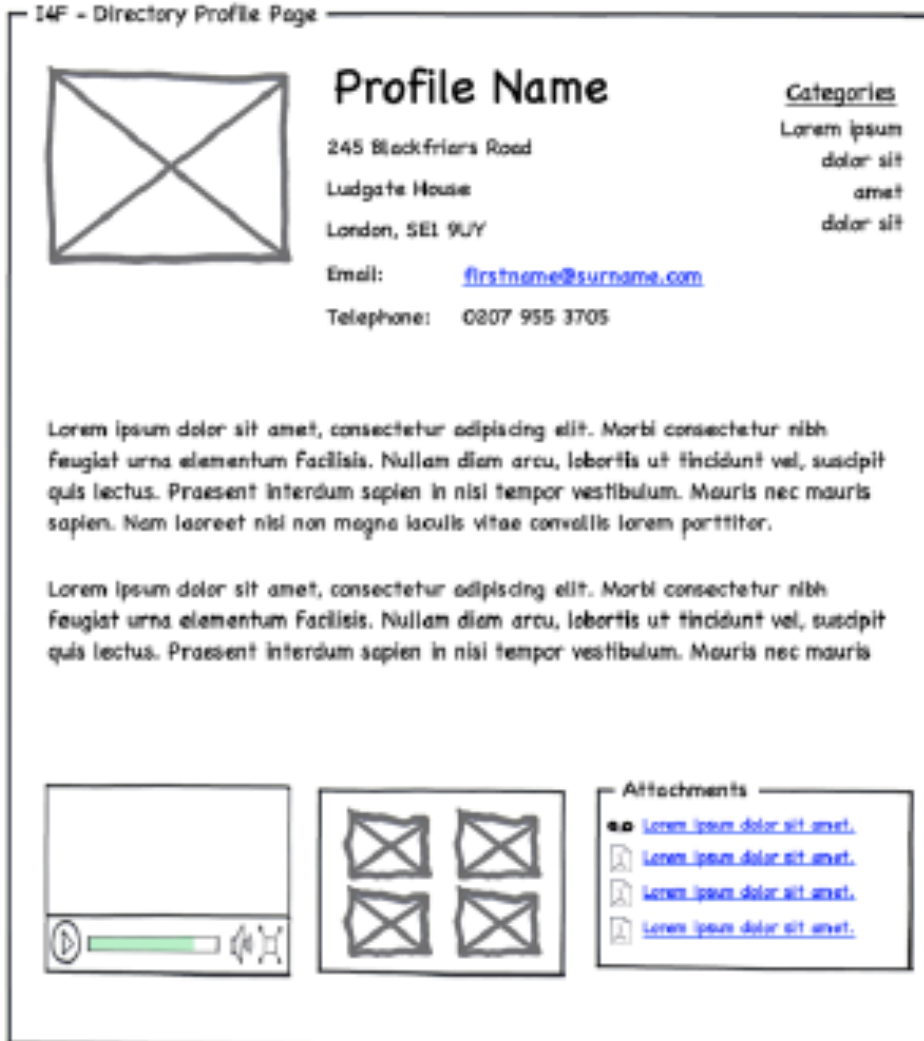
Start with paper prototypes



Fancier example



After initial paper, progress to wireframes



You can also compose parts of these on a computer, of course (at various levels of detail, up to a full-fledged mockup).

Advantages of wireframing?

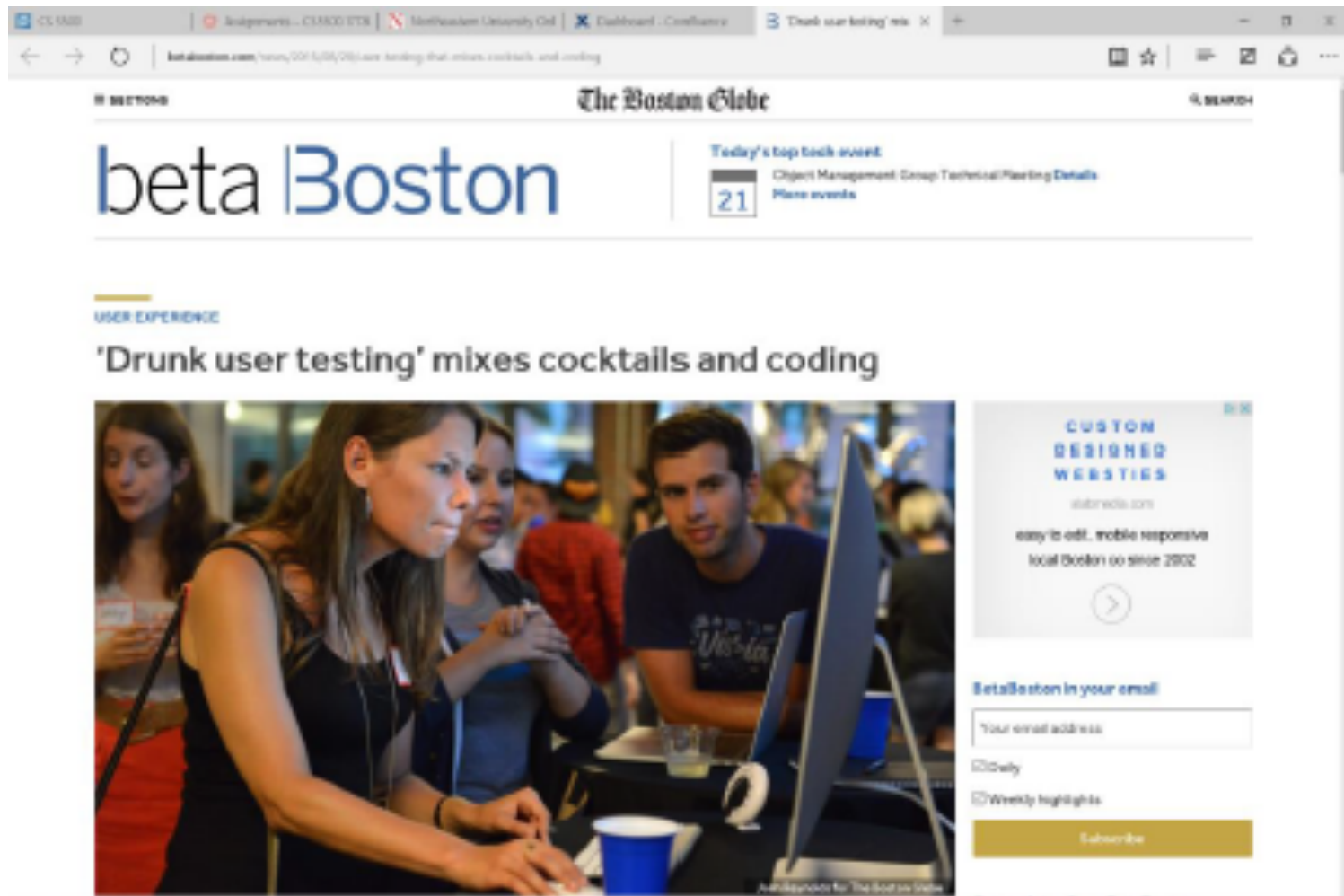
Fast way to mock up an interface - no coding required.

Finds a variety of problems with the interface.

Allows an interface to be refined based on user feedback before implementation begins.

A multidisciplinary team can participate.

**Your interface should be so simple that
A drunk person could use it**



Activity

Design an app you wish existed but currently doesn't. Think about problems you encounter in your everyday life and how a simple app product could solve those problems.