

# Takin' Care of Business



Mr. Breitsprecher's Edition

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## The Difference Between UX and UI Design

UX Design refers to the term *User Experience Design*, while UI Design stands for *User Interface Design*. Both are important when designing webs. They work hand-in-hand, but they are each a different skill-set.

### User Experience Design

User experience design is a *human-first* way of designing products. This process looks at how humans see and use a website. User Experience Design (UX) is about enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product.

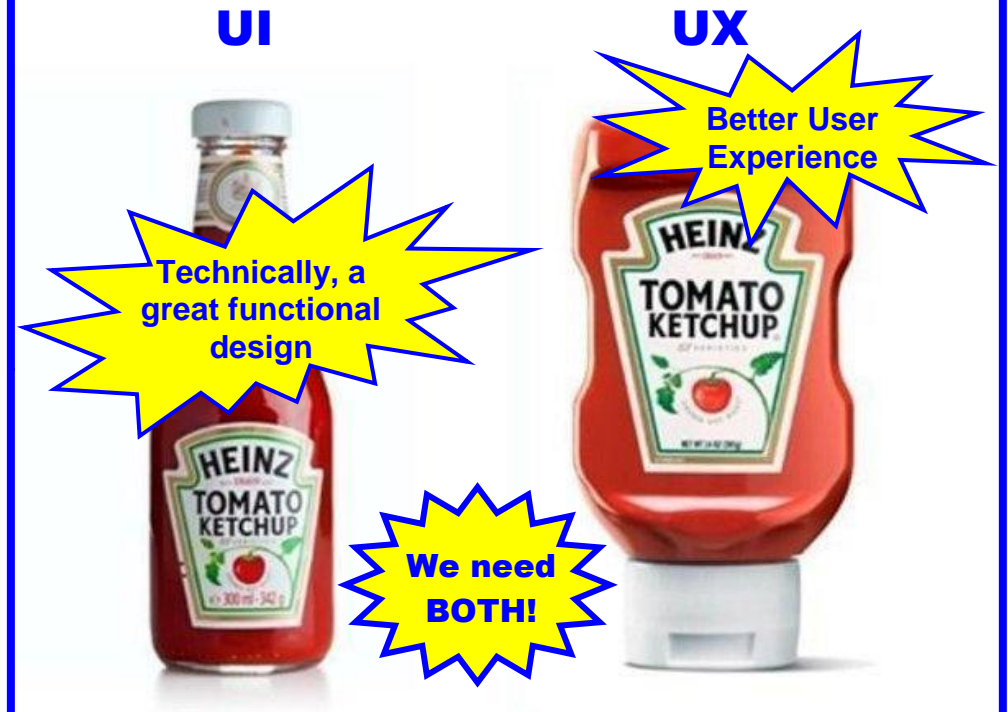
UX Design encompasses any and all interactions between a potential or active customer and a company. As a scientific process it could be applied to anything, street lamps, cars, car seats, kitchens, and so on.

### User Interface Design

User interface design (UI) 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. The goal of user interface design is to make the user's interaction as simple and efficient as possible.

UI complements UX. We need to focus on the users experience to understand how well a design work (UX). We also need to focus on the interface itself so that our design is efficient and our users can comfortably and intuitively understand and use it.

### Comparing & Contrasting User Experience and User Interface Design



### UX versus UI

Because UX web design is a human-first perspective, it is not about computer technology and coding. It is about what people want, expect, and appreciate in a design. UX is about what the technology should let humans do.

UI, on the other hand, is specifically about the technology that creates an interface. It is about computer and web programming. UX tells us what works best in our design. UI is about how the components of an interactive design work together to create a web.

### UX Focus

User Experience (UX) design analyzes:

- Customer Analysis
- Competitor Analysis

- Product Structure/Strategy
- Content Development

### UI Focus

User Interface (UI) design analyzes:

- Competitor Analysis
- Customer Analysis
- Product Structure/Strategy
- Content Development

A traditional glass ketchup bottle is a valid design focused on the technical aspects that this product. It works, but is clumsy to use. The upside-down plastic squeeze bottle is a design focused on putting ketchup on your hamburger.

UX and UI are a bit different from each other, but are tightly wound together. Each perspective is incomplete without each other.