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BUSINESS, COMPUTER-SCIENCE AND RESEARCH**
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Concept of UI/UX

What is UI design? What is UX design? UI vs UX: What's the difference

UI design and UX design are two of the most often confused and conflated terms in web and app design. And understandably so. They're usually placed together in a single term, UI/UX design, and viewed from the surface they seem to be describing the same thing. It's often hard to find solid descriptions of the two that don't descend too far into jargon. But fear not!

What is UI Design?

The "UI" in UI design stands for "user interface." The user interface is the graphical layout of an application. It consists of the buttons users click on, the text they read, the images, sliders, text entry fields, and all the rest of the items the user interacts with. This includes screen layout, transitions, interface animations and every single micro-interaction. Any sort of visual element, interaction, or animation must all be designed.

This job falls to UI designers. They decide what the application is going to look like. They have to choose color schemes and button shapes — the width of lines and the fonts used for text. UI designers create the look and feel of an application's user interface.



Figure 1: UI Design Process

UI designers are graphic designers. They're concerned with aesthetics. It's up to them to make sure the application's interface is attractive, visually-stimulating and themed appropriately to match the purpose and/or personality of the app. And they need to make sure every single visual element feels united, both aesthetically, and in purpose.

What is UX Design?

“UX” stands for “user experience.” A user’s experience of the app is determined by how they interact with it. Is the experience smooth and intuitive or clunky and confusing? Does navigating the app feel logical or does it feel arbitrary? Does interacting with the app give people the sense that they’re efficiently accomplishing the tasks they set out to achieve or does it feel like a struggle? User experience is determined by how easy or difficult it is to interact with the user interface elements that the UI designers have created.



Figure 2: UX Process

So UX designers are also concerned with an application’s user interface, and this is why people get confused about the difference between the two. But whereas UI designers are tasked with deciding how the user interface will look, UX designers are in charge of determining how the user interface operates.

They determine the structure of the interface and the functionality. How it’s organized and how all the parts relate to one another. In short, they design how the interface works. If it works well and feels seamless, the user will have a good experience. But if navigation is complicated or unintuitive, then a lousy user experience is likely. [UX designers](#) work to avoid the second scenario.

There’s also a certain amount of iterative analysis involved in UX design. UX designers will create wireframe rendering of their interface interactions and get user feedback. They’ll integrate this into their designs. It’s important for UX designers to have a holistic understanding of how users prefer to interact with their applications.

How They Work Together

So a UX designer decides how the user interface works while the UI designer decides how the user interface looks. This is a very collaborative process, and the two design teams tend to work closely together. As the UX team is working out the flow of the app, how all of the buttons navigate you through your tasks, and how the interface efficiently serves up the information user's need, the UI team is working on how all of these interface elements will appear on screen.

Let's say at some point in the design process it's decided that extra buttons need to be added to a given screen. This will change how the buttons will need to be organized and could require changing their shape or size. The UX team would determine the best way to lay out the buttons while the UI teams adapt their designs to fit the new layout. Constant communication and collaboration between UI and UX designers help to assure that the final user interface looks as good as it can, while also operating efficiently and intuitively.

Research is Key

Research is vital for both UI and UX designers. It's important for both disciplines to gather as much good information as possible to assist them in crafting appropriate designs, and both follow a similar approach.

Both will research what users want. What they expect from applications of the sort being developed. This research is often iterative, involving usability sessions, where real users will interact with scaled versions of certain functionality or visual designs being tested to determine whether the designers are moving down the proper path. Feedback is integrated with each iteration.

This process involves generating low fidelity prototypes, like wireframe renderings of interface elements in order to gauge a user's response strictly to the functionality being tested. This can also involve fast visual prototypes and A/B tests of different possible versions of the look and feel of the interface to determine which one users prefer.

UI/UX tools

There are 17 best UI/UX design tools for the modern day designer.

1. Sketch
2. InVision Studio
3. Axure
4. Craft
5. Proto.io
6. Adobe XD
7. Marvel
8. Figma
9. Framer X
10. Origami Studio
11. Webflow

12. FlowMapp
13. Balsamiq
14. VisualSitemaps
15. Treejack
16. Wireframe.cc
17. Optimal Workshop

Along with the changes and trends of web design, UI and UX must accommodate these new practices and approaches.

References:

<https://uxplanet.org/what-is-ui-vs-ux-design-and-the-difference-d9113f6612de>

<https://webflow.com/blog/ui-ux-design-tools>

Dr. Ronak Panchal

TOP 10 IT COMPANIES IN INDIA – 2021

1. Tata Consultancy Services
2. Wipro Technologies
3. Tech Mahindra
4. Accenture
5. HCL Technologies
6. Mahindra & Mahindra
7. Larsen and Toubro
8. Genpact India
9. Infosys Technologies
10. Cognizant

**Miss. Janki Prasad
TYBCA**

10 Most Dangerous New Malware and Security Threats in 2021

1. Clop Ransomware
2. Fake Updates
3. Zeus Gameover
4. News Malware Attacks
5. Social Engineering
6. AI Attacks
7. Cryptojacking
8. Freeware
9. RaaS (Ransomware as a Service)
10. IoT Device Attacks

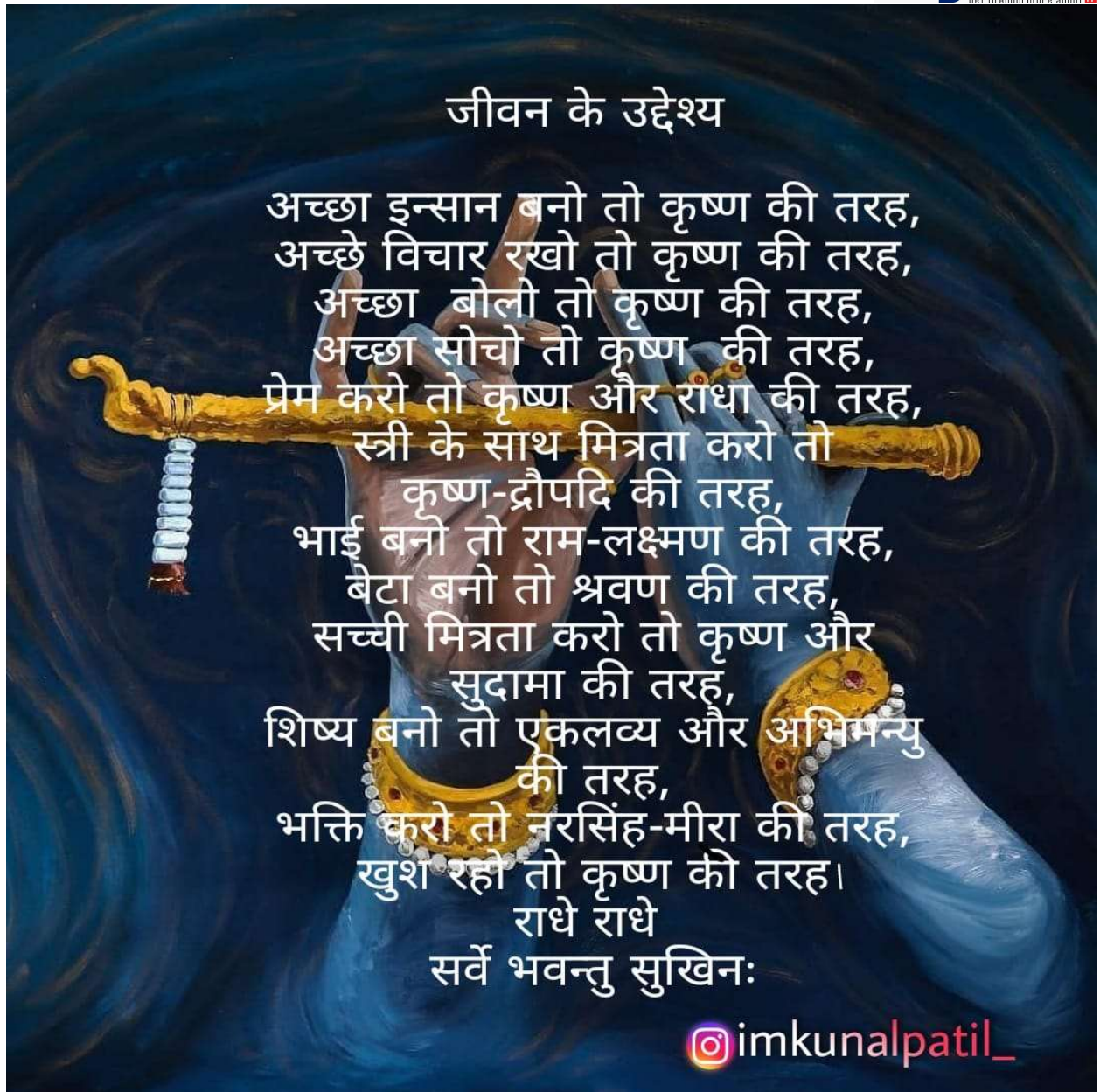
Mr. Tarun Gupta
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Mr. Sadik Rain
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VTCBB organized “FAREWELL-2021” on July, 23, 2021.

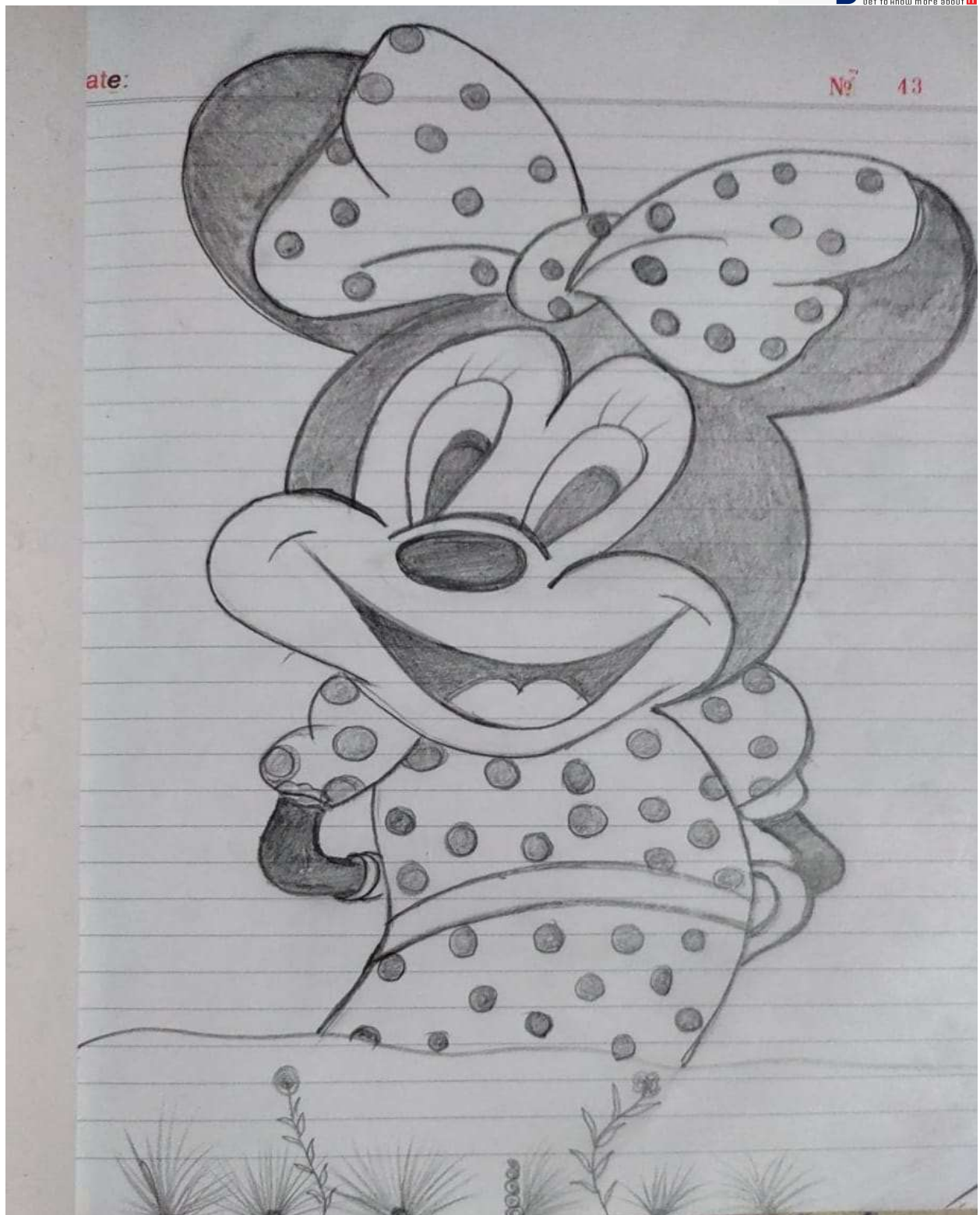




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