

VIDYABHARTI TRUST COLLEGE OF BUSINESS, COMPUTER-SCIENCE AND RESEARCH Department of Computer Application's Newsletter

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Get to know more about II

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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. <u>UX</u> <u>designers</u> 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

digital+



Top Technology Blogs in 2021

1. Mashable

Now we're onto the popular ones. Mashable is one of the most popular blogs with millions of followers on social media. It covers topics related to technology, digital culture, and entertainment which targets its dedicated and influential audience around the globe. It was founded by Pete Cashmore in 2005, who smartly played the first-to-market move (Mashable was one of the first media platforms, NOT the first).

2. TechCrunch

TechCrunch is also considered as one of the biggest tech blogs. It focuses on startups, internet products, and breaking tech news. It was founded in June 2005 and now it attracts 12 million unique visitors every month with more than 37 million page views for the same period. If you're interested in knowing about the latest gadgets, apps, gaming, and startups, you need to check TechCrunch out.

3. Read Dive

Why not start with a wild card entry? Now I know what you're thinking, you probably haven't heard about this blog. That is why I put it on top of the list. Read Dive is an emerging tech blog that focuses on topics related to software development, testing, and fintech. It provides high-quality content that never fails to grasp my attention. With its rapidly growing readership, I think I might have to put it on the number one spot for other reasons in a couple of years.

4. The Verge

The Verge is one of my personal favorites because it also focuses on digital content, including podcasts and entertainment shows, along with news items and product reviews. The blog was launched in 2011 with a huge emphasis on the future (something that can be judged from the website aesthetics as well).

5. Kualitatem

Kualitatem is a well-renowned Software Quality Assurance company in the IT sector. The expertise of their QA skills can be learned through their blogs on software testing, QA best practices, and practical techniques related to QA. Through these blogs, Kualitatem provides actionable tips on QA, Technology Consulting, Advisory, and Auditing. These blogs range from beginner to advanced topics which include, but are not limited to Performed Security, Performance, Usability, Cross-Platform Compatibility, Automation, and Functional Testing. Take full advantage of these technical blogs and improve your QA testing processes.

Mr. Dev Solanki



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 **TYBCA**





Mr. Sadik Rain TYBCA



VTCBB organized "FAREWELL-2021" on July, 23, 2021.



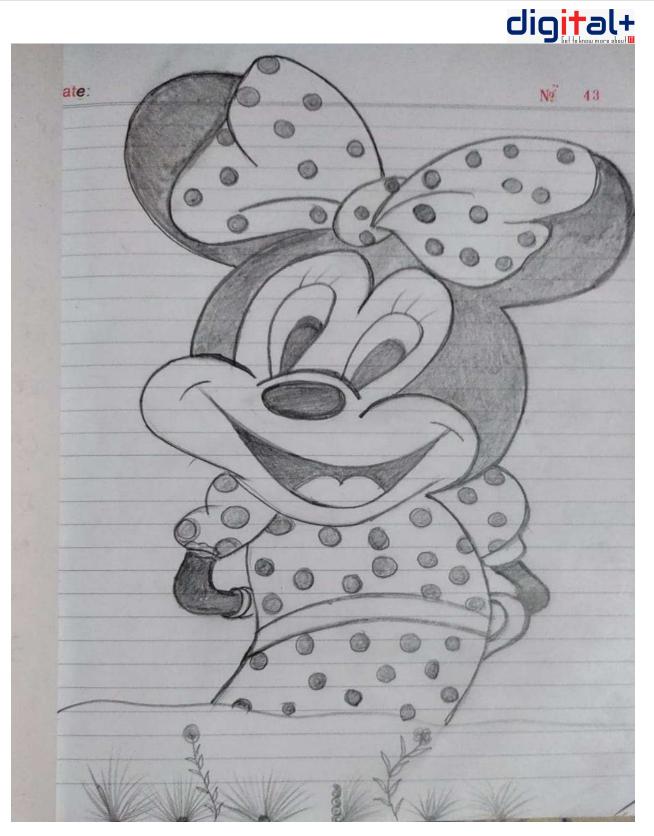
जीवन के उद्देश्य

अच्छा इन्सान बनो तो कृष्ण की तरह, अच्छे विचार रखो तो कृष्ण की तरह, अच्छा बोलो तो कृष्ण की तरह, अच्छा सोचो तो कृष्ण की तरह, प्रेम करो तो कृष्ण और रोधा की तरह, 1 11 स्त्री के साथ मित्रता करो तो कृष्ण-द्रौपदि की तरह, भाई बनो तो राम-लक्ष्मण की तरह, बेटा बनो तो श्रवण की तरह, सच्ची मित्रता करो तो कृष्ण और सुदामा की तरह, शिष्य बनो तो एकलव्य और अभिमन्य की तरह, भक्ति करो तो नरसिंह-मीरा की तरह, खुश रही तो कृष्ण की तरह। राधे राधे सर्वे भवन्तु सुखिनः imkunalpatil_

> MR. Kunal Patil SYBCA



Miss. Mohini Patel Teaching Assistant



Miss. Vrushangi Patel TYBCA



Miss. Sarita Yadav SYBCA