ELEMENTS OF UI/UX DESIGN

**UI - USER INTERFACE**

- The user interface is the graphical layout of an application.
- It is a process of visually guiding the user through a product’s interface via interactive elements and across all sizes/platforms.
- UI Design is a part of UX Design.
- UI is Colour, Typography & layout.

**UX - USER EXPERIENCE**

- User experience design is a human-first way of designing products.
- Enhancing customer satisfaction and loyalty by improving the quality of interaction.
- UX Design is User-Centered.
- UX is Wireframes, Site Map & Personas.

**ELEMENTS**

1. **Information Architecture**
   - Designing the layout of the information flow in the system.

2. **Prototyping**
   - It increases the appearance and interaction with the use by developing wireframes in the form of paper prototype or interactive screen.

3. **Usability Testing**
   - Solely focus on the user feedback and based on think-aloud protocols.

4. **Graphical Design**
   - It deals with fixing usability issues that can be based on the testing result and involves some programming to perform desired actions.

5. **Information Architecture**
   - It is structuring and well-organizing the information in order to enhance usability and accessibility of a product or a service.

6. **Visual Design**
   - It is the look and feel of the front end of any user interface with the help of colours and images.

7. **User Research**
   - It uses task analysis and feedback methodology to understand user needs, behaviors and motivations.

8. **Interactions Design**
   - It helps to design and user interaction in a more efficient and effective way by understanding user’s needs and product demand.

**Sources**

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