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THE DIFFERENCE BETWEEN UI AND UX DESIGN

Introduction Do you press the buttons on the calculator, twist the meat grinder handle or by pressing the smartphone screen — all these are the interfaces with which people interact with the mechanisms. The word "interface" was borrowed from English and most recently came to us. But interfaces do not have to be digital.

The main task of the UI / UX designer is to bring the user to some logical point in the interface. So that he could perform the action or find the information he wanted.

Very often, designers and employers do not share the concept of UI and UX, which leads to not proper organization of work, and later to poor results.

The purpose of this work is to help novice designers understand the values of UI and UX design; show the main differences between them and some features; to analyze what is UX / UI.

UX is a User Experience. That is, this is a certain experience that the user gets from working with your interface. Is he able to find what he was looking for and how quickly and easily he could do it and the UI is the User Interface - this is the appearance of the interface and what physical characteristics it acquires [1]. Determines what color will be the color gamut, whether the visual range will be convenient, whether the text will be readable, and the like ...

A common misconception is when these two concepts are considered to be inadvertently interchangeable as combined. In many cases, the expectation that the default interface designer understands or focuses on UX, just because its work is directly related to users, is false. The fact is that the user interface (UI) is not an interaction experience (UX). In theory, confusion may arise from the letter "U" in both abbreviations. But most likely, this is due to the coincidence of the set of skills

required for both disciplines. In some aspects, they are similar to each other, and, in fact, many designers are well acquainted with both [2].

However, despite the coincidences, both regions differ significantly in their nature, and, more importantly, in their common goals and objectives. UX is more than just the end result of user interaction. It is better to consider it as the core of the brand. Brand, in fact, is a combination of experience that a person owns in relation to a company or organization. Interaction Experience (UX) is the goal. Not only for the interface, but also for the product, the company. When you reach a high level in UX, every desired or positive effect imaginable will come from there. UX is focused on success in general. In fact, it is not the product that is the sum of the components of the UX, but experience.

The user interface (UI) is focused on the actual elements of user interaction — mainly physical and technical input and output methods. UI refers to the accumulation of approaches and elements that allow the user to interact with the system. He is not responsible, for example, for the user's reaction to the system.

The main task of the user is memorization. Human memory is considered very advanced, but not perfect. Any little thing contributes to the development of interaction experience, but in the end the user will remember everything a bit distorted. The UX has many more elements than the UI, but it also builds on many parts. Understanding this is the most powerful tool imaginable in product development.

We found out that in many companies employers do not know about the division of design into UI and UX specialties, therefore, they give all to one specialist, knowingly choosing the wrong version of the project, which leads to a very long and not very productive work of the designer. In other, very rare cases, in offices they share these notions, and this is paying off, the designer can concentrate on his particular task, not rush and successfully pass the project. The annual turnover of design studios that use this tactic, usually several times higher than those that ignore this moment.

It is rather difficult to solve a problem that you cannot afford, due to lack of knowledge. A UI designer can create color, icons, color, interactive text projects and influence a number of other elements that are related to user and system interaction. Such elements are good tools that affect user experience, but they are only part of the example. UX is influenced by the following factors: marketing, speed, colors, performance, individuality, customer support, established expectations, visualization, financial approach, and so on [3].

It would be rather strange give all the responsibility for all this to the designer UI. The same goes for UX. In order for a developer to competently approach a problem, he must be able to make changes and recommend, control the process and implement solutions to the problem. How the process goes depends on the concentration and capabilities of the designer. The point is not that one designer cannot cope with both areas. It is about tools and the ability to solve problems. In fact, a builder without any materials and tools will not be able to build, as a person without certain skills and knowledge.

Conclusion The first step to storming any task is to define it. Understanding the differences between UI and UX will help you more competently approach design projects, distribute work and correctly lead the process of creating a design.

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