

The Left and Right of UX/UI

Similar to the sides of the Human Brain, **User Experience** and **User Interface** are very different—but working together they can produce incredible results!

UX

- Analytical approach to understanding the end User
- Considers Business needs and objectives
- Creation of User Work flows
- Defines User expectations
- Wire frame development



UI

- Visual representation of the User Experience
- Design the layouts of screens and pages
- Creation of icons, buttons, and artwork
- Development of look/feel and style guide

Let's look at a practical example—we will build a shirt!

The logo should go in the center so it is most visible

Based on Users' surveys, the crew neck is most popular

Logo should be placed center for maximum exposure

The shirt will be Green, which is the brand color



Short Sleeves are more versatile for the climate

We will use cotton because it breathes better

Users will not tuck the shirt in



Shirt length will be 42"