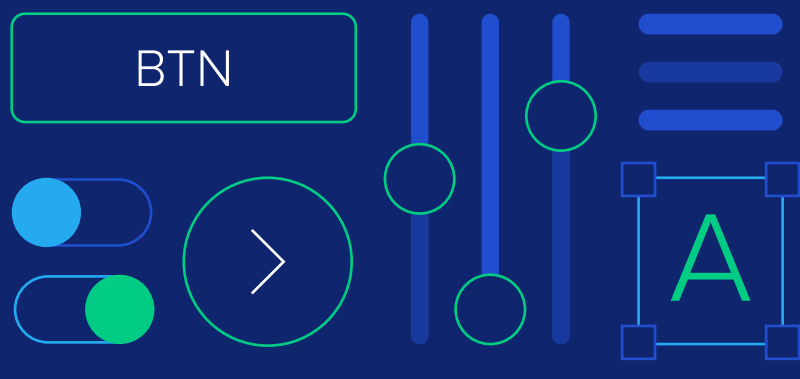


What's the Difference Between UI and UX?

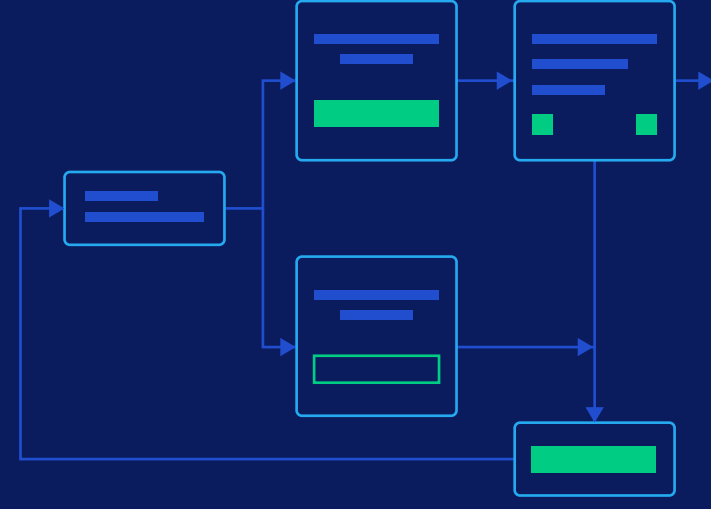
UI

UX

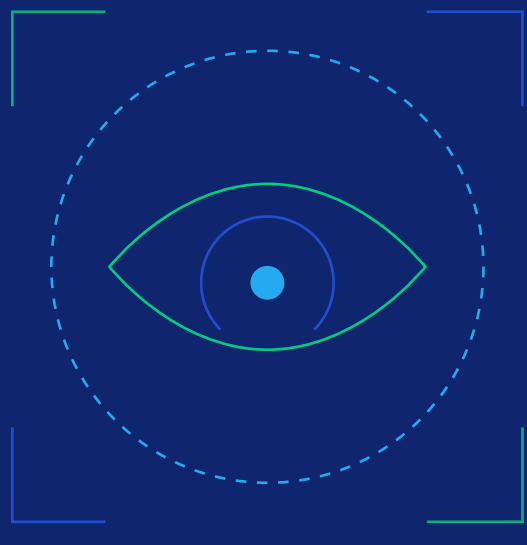
While there is a lot of overlap between UI design and UX design, there are also some key differences.



UI includes all of the buttons, controls, and design elements of a website or app



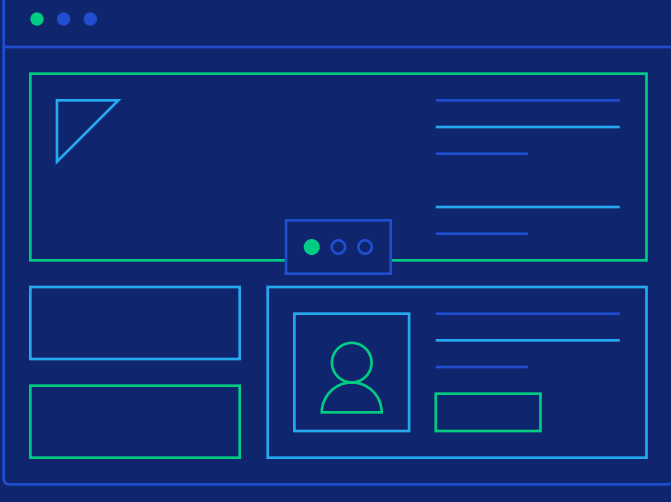
UX includes the way a user interacts with the design, the user flow, and the overall functionality of the website or app



UI designers focus on the look and feel of the design



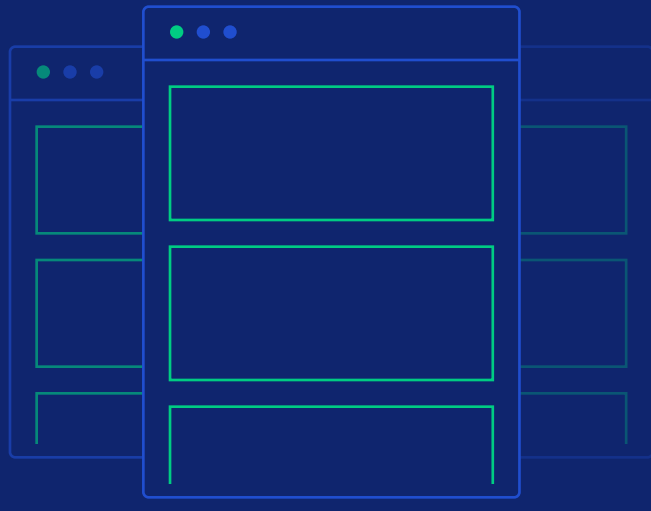
UX designers focus on the people who will actually be using the design



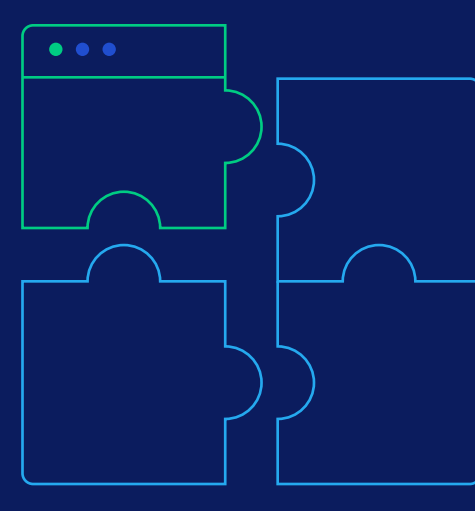
UI designers create finished, polished designs



UX designers create wireframes and testable prototypes



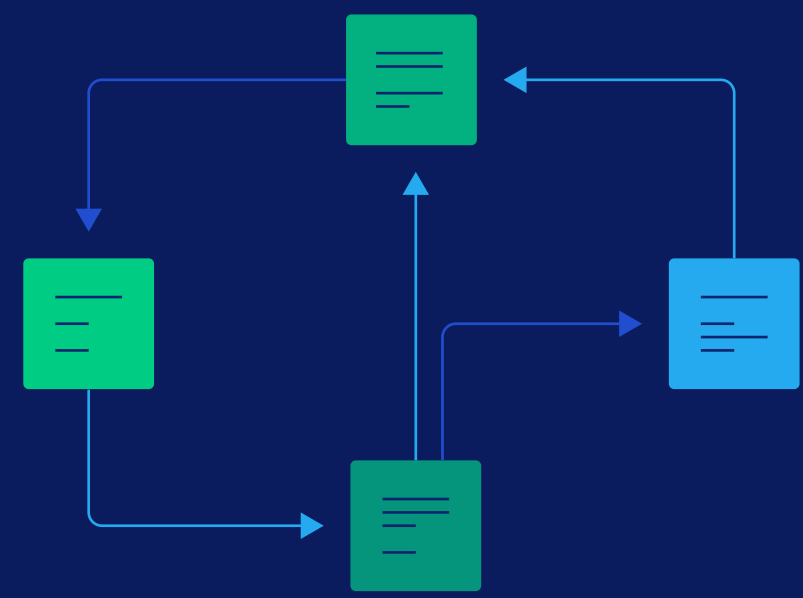
UI designers work on individual pages and interactions



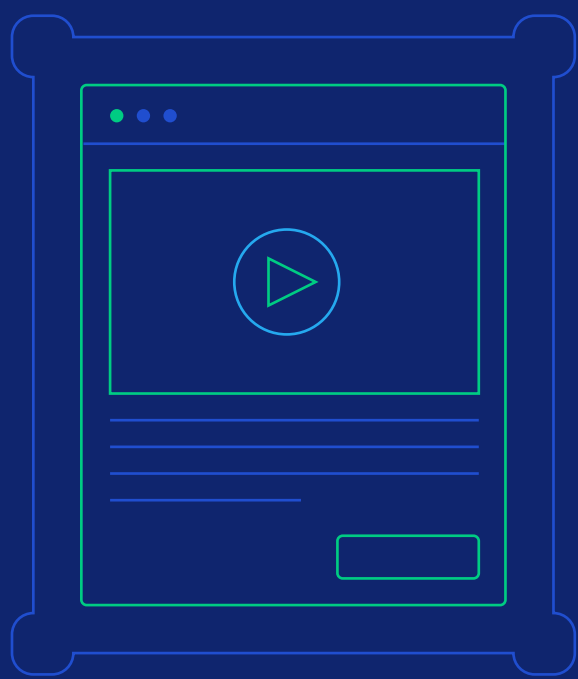
UX designers work on the overall user flow of a site or app and how parts fit together



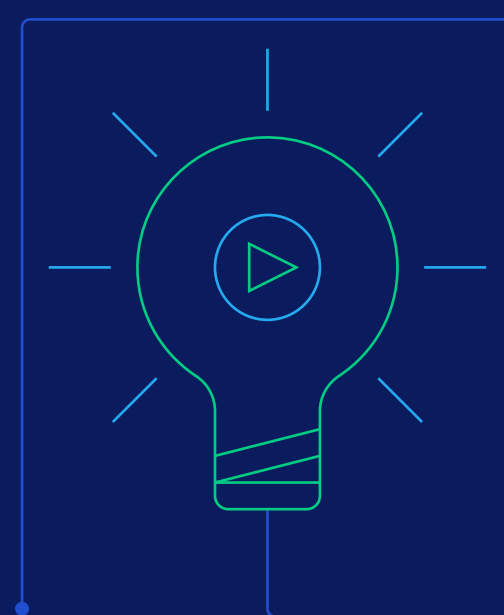
UI includes an artistic component



UX focuses more on the functionality and purpose of the design



UI designers focus on creating a design that is attractive



UX designers focus on solving a problem



UI design is often based on patterns, established best practices, and personal preferences



UX design is mostly data-driven