



# UI / UX

*“Design isn’t finished until somebody is using it”*

– Brenda Laurel



The “UI” in UI design stands for “user interface.” A graphical layout of an application consisting 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.

“UX” stands for “user experience.” A user’s experience of the app is determined by how they interact with it.

Is the experience smooth or confusing? Does navigating the app feel logical or arbitrary?

User experience is determined by how easy or difficult it is to interact with the user interface elements that the UI designers have created.

## In design we trust

- ESPN.com revenues jumped 35% after they listened to their community and incorporated suggestions into their homepage redesign.
- Judgments on website credibility are 75% based on a website’s overall aesthetics.
- First impressions are 94% design related.

## A pinch of UI/UX can change your website outlook appreciating your business



### 1. Convenient Content Readability

Regardless of the electronic device they are using, your customers should be able to read your content. If your prospects encounter unreadable lines or blurry interfaces, you run the risk of not having them landing on your web page again. Our pillars are a well- designed UI to ensure a practical UX.

### 2. Practical User Interactions:

A captivating interface, yet simple, will encourage users to interact with you and solicit your help. To facilitate this procedure, you may also add a comment where users can share their experience.



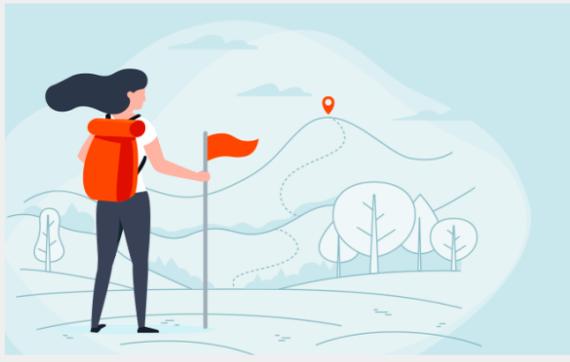
### 3. A Vision:

When you embark on developing a website, you are driven by a certain goal and vision. The motto of your project should appear in the very first page of your website with clear and precise words, you should introduce to the users what your business is about.

### 4. Handy In Navigation:

When they land on your website, your customers should have a satisfying experience. To reach this objective, users should move from one page to another without hassle.

People are bombarded with hundreds of websites developed every day hence, you should be aspiring to create an excellent website, not a good one.



### 5. Draws The Attention Of The Readers

With thousands of websites developed on a daily basis, users have the task of selecting the best which means that your site needs to be eye-catching or otherwise you will lose the visitors.

Draw the attention of the readers with an eye catching design or otherwise you will have a higher bounce rate

To achieve this, you ought to be meticulous when designing the UI and UX. Some of the parameters scrutinized include; theme color, images, videos and texts among others. Basically, the UI and UX should wow the users even before going deep into the content.



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**Our services:** Video Production / Graphic Design / Digital Marketing / Website & Software Development / Fine Art Printing

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