User Interface

You know what to build
You build a nice and clear interface

User Experience

You don’t know what to build
You explore & build (new) functionalities

UI vs UX

CS349

CS449
What is **User eXperience**?

**User Experience** is not about good industrial design, multi-touch, or fancy interfaces. It is about transcending the material. It is about creating an experience through a device.

- Marc Hassenzahl (2013): *User Experience and Experience Design*

I invented the term because I thought **human interface** and **usability** were too narrow.

- Don Norman
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Group project:

- Groups of 3-4 students
- Designing a digital solution
**Mobile first design:**

- Progressive enhancement
- Content-focused approach for UI
- Translates to other devices

See: [What is Mobile First Design? Why It's Important & How To Make It?](#)

“Phones are so much more personal and satisfying. The phone is no longer just a phone, it’s your alter ego – it’s fundamental to everything you do.”

**Eric Schmidt**, Google’s then-CEO at The Mobile World Congress in 2010

[The Telegraph](#)
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https://www.student.cs.uwaterloo.ca/~cs449/s19/
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**Related deliverables:**

- Assignments & Final Report
- Two project presentations
- Video demo of the high-fidelity prototype