



SNS COLLEGE OF TECHNOLOGY



Coimbatore-36.

An Autonomous Institution

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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

COURSE NAME : 19CSE315 UI/UX DESIGN

III YEAR/ VI SEMESTER

UNIT – III UX & ITS ELEMENTS OF DESIGN

Topic: User Interaction

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User Interaction

User Interaction (UI) and User Experience (UX) design play crucial roles in creating effective and engaging digital experiences. UI focuses on visual elements and interactivity, encompassing aspects like typography, color schemes, and navigation design. It ensures that buttons and interactive elements are intuitive, providing feedback through micro interactions. UX, on the other hand, delves into the overall user journey, incorporating user research, persona development, and information architecture. It involves wireframing and prototyping to visualize designs, usability testing for real user feedback, and accessibility considerations for inclusivity.



User Interaction

Typography: Choosing and styling fonts to enhance readability and convey the brand's personality.

Color Scheme: Designing a cohesive color palette that aligns with the brand and guides users through the interface.

Layout and Grids: Structuring content with a well-defined grid system to create a visually appealing and organized interface.



User Interaction

Buttons and Interactive Elements: Ensuring buttons and interactive elements are intuitively designed for easy navigation and clear calls to action.

Navigation Design: Creating a logical and user-friendly navigation system to help users find information effortlessly.

Feedback and Notifications: Providing timely and clear feedback to users about their actions or system status.

Microinteractions: Incorporating subtle animations or transitions to enhance user experience and make interactions more delightful.



User Interaction

Intuitive Navigation: Designing an intuitive navigation system ensures users can effortlessly explore the interface. Clear and logically organized menus contribute to a positive user experience.

Responsive Design: A responsive UI adapts to different devices and screen sizes, providing a consistent experience. This adaptability is crucial for accommodating diverse user preferences and ensuring accessibility.



User Interaction

Feedback Mechanisms: Instant feedback, such as visual cues or subtle animations, informs users about the outcome of their actions. This helps users understand the system's response and enhances the overall responsiveness of the interface.

Consistency in Design: Consistent visual elements, such as color schemes, typography, and button styles, create a cohesive interface. Consistency contributes to familiarity, making it easier for users to navigate and understand the UI.



Thank
you