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RELATIONSHIPS "UI" AND "UX" FROM OBJECTIVE PARTY

Interface (UI) is a tool for user interaction with the information system, the content of which is disclosed in the method of displaying and processing information. This concept is wide enough and covers all the nuances of graphical information mapping from font size and indentation to complex animation effects. Each UI must provide the most aesthetic and comfortable conditions for productive user interaction with the system.

User Experience - The emotions and impressions that a user enters on the use of the system, product, and the like. "UI" and "UX" refer to the concepts that present the gradation from the worst indicator to better. This gradation is carried out on the basis of objective factors (relevance of the decision, readability, structuring, etc.) and subjective ones. UI: unfriendly, neutral, friendly (User-friendly Interface). UX: Negative, Neutral, Positive (Positive User Experience).

The "golden mean" mistake There is no need to find the best compromise between UI and UX, since the positive UX does not in any way prevent (because it contributes to) the creation of a friendly UI. The question is more about the time spent working with the site until it reaches the best ratio - User-Friendly Interface / Positive User Experience.

The problem of "freedom of thinking" One of the most important problems for creating effective and convenient sites is the existence of a number of stereotypes ("myths"), through which developers themselves create restrictions for themselves before the start of work. A striking example is the "three-click" rule proposed in 2001 by Jeffrey Seldman in his book "Taking Your Talent to the Web". Almost all web developers have heard it, and a lot has taken on the arms as the main one. In fact, the results of the study conducted by Joshua Porter and published on the site User Interface Engineering clearly show that with the increase in the number of clicks, there is no increase in the bounce rate from user search. When a user enters the site for a certain amount of information, and instead receives overwhelmed non-structured pages, he may refuse to search information within this page at all and will never return to this resource. This is especially true for sites with a lot of text. A study by Dr. Nielsen on his own website showed that users read no more than 28% of the text on the page and the more it is, the lower the percentage. This phenomenon is not rare, or an exception to the rules - most of us somehow fall into his influence. The most common case is the attempt to convey minimalism in design as much as possible. And although it sounds rather ironic, the reality is that, usually with minimalism, we get some kind of limitation (for example, not a complete understanding of the user interface) that we decided to donate for the sake of a better picture. Of course, nobody denies the influence of the school of minimalism in design, its value and relevance. The question is first of all to the developer, who reached the stage of optimization, but could not stop in time.