

## What is UX/UI?

According to [usertesting.com](http://usertesting.com) user interface (UI) design “is a series of screens, pages, and visual elements (like buttons and icons) that enable a person to interact with a product or service.” User experience (UX) design is the internal experience that a person must interact with regarding every aspect of a companies product or service. [InVision App](#) also states that there are three categories that make up UX which are research, experience and interaction design, and visual design. Research revolves around understanding the people who will ultimately use the product, why the business is needed, as well as how the product will operate. Experience and interaction design includes the work that is gathered from people, businesses, and even processes into product design and experience. This not only includes what happens on a website but also what can occur during email or in person. Lastly, visual design is the all the work that brings your product to life and the customers hands. Including a visual description of the product is important but one must also remember to include other roles which may include voice design or UX writing.

For the particular project I am working on, the following key ideas I would like to bring focus to are selection of craft beer companies, details about each craft beer including taste profile and price, customer reviews, and events. In addition to this I would also like to bring attention to what changes or improvements I have made to the app. When I was looking at other competitors apps like [Untappd- Discover Beer](#) I noticed that it had features like ‘trending beers’, ‘top rated breweries’, or suggestions to similar beers. It also had images of each beer and a chat feature within the app that would allow you to message your friends regarding the beer, breweries, or venue. My ultimate goal for this app is that it is easy to use, offers quick and easy information, and allows users to ultimately indulge in the many different varieties of beer!

My interest for UX/UI design began in my Junior and Senior year of college. As a graphic designer I not only strive to showcase my skills and abilities but I am also determined to show how I put my creativity to use as well as my attention to detail. I feel like this current project highlights there areas well. This is because I not only have to use graphic design skills and software but I also have to research and use information that will guide me in terms of how I am redesigning the app. The quality of the research will be important when it comes to the final version of the new redesigned app which is why it is essential to take good notes and document work.

My hopes is that this blog posts draws in a variety of readers such as fellow graphic designers, beer drinkers, companies, and even customers who use the competitors apps! Basically one does not need to be strictly limited or interested in one area in order to read this blog post.