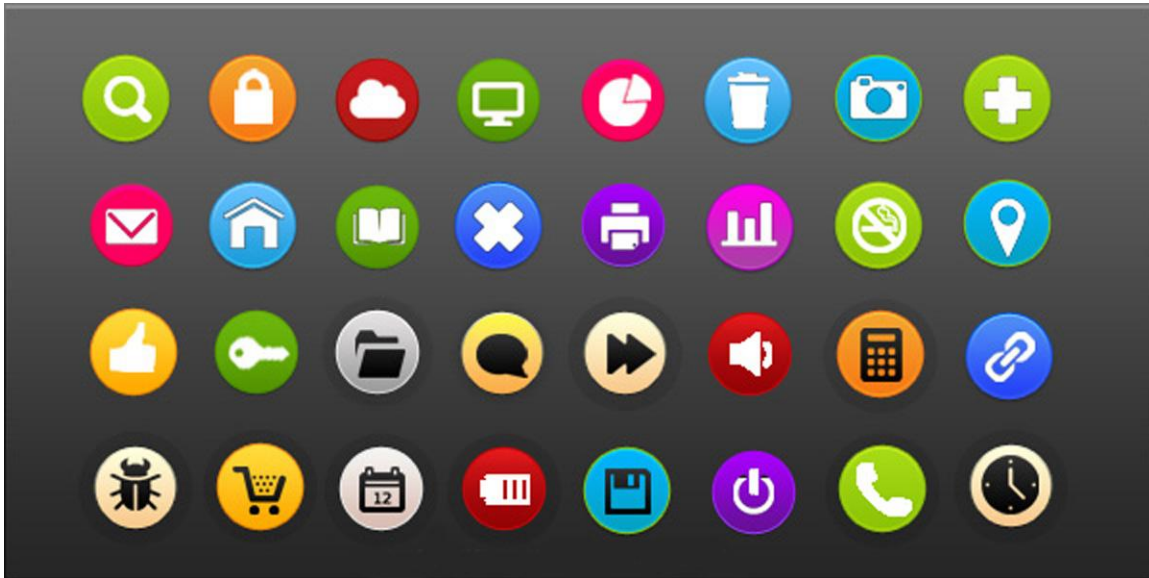


UI and YOU...PERFECT TOGETHER!



One could reasonably assume that when most people research and purchase any kind of tech device: Smartphone, tablet, laptop or tower – they are influenced and cajoled by the brand name (*Asus, Acer, Dell, HP, Apple, Toshiba, etc.*), the operating system (*Windows, iOS, Android, Linux*), the size, shape and color of the device, screen size, its weight, its RAM, memory size, number of USB ports, and all the other “toots and whistles” the manufacturers offer. Last but not least, the **price** is a major criteria for many.

Yes, these aspects are important for the purchaser but what really matters when you get the device home is something called **UI: User Interface**. By definition, **UI** is everything designed in the device with which a human can interact: display screen, mouse or trackpad, keyboard or touch screen, appearance of desktop, illuminated characters, how Apps, programs and websites interact and respond to the user. **UI** is what makes us say “Yeah, it’s a great machine...I love it! Or, “I hate the way things work...give me something else.” All hardware and software makers are going after the total “user experience” – which includes aesthetic appearance, response time and content. **UI** designers focus their work on anticipating what users might need to do and ensure that the interface they are creating has elements that are simple to access, understand and use so all the things we users want to do come together effortlessly. **UI** blends the concepts of interaction design, visual design and information architecture.....a tall job indeed when you

consider the millions of people all over the world who operate all these different devices whether for personal or business use...not to mention the competitive business environment in which all these companies operate.

For the common user, input controls (dropdown lists, text fields, buttons), navigational controls (search fields, pagination, icons), informational controls (progress bars, notifications, message boxes) and containers are rarely paid much attention but have an effect on our tech experience. So how do we know what works best for us? Look for these aspects when you use the device:

Simple interface – there should not be unnecessary elements to confuse the user and language is kept clear; the better the interface, the less is visible.

Consistency in common elements – language, layout and design should be similar across all parts of the device

Color and texture are used strategically and to enhance the user's experience.

System communication should help reduce user frustration by always being informed.

It is advisable to do your research, read customer reviews, seek technical advice from reputable and objective people and try the device out before you purchase. It will be time well-spent.