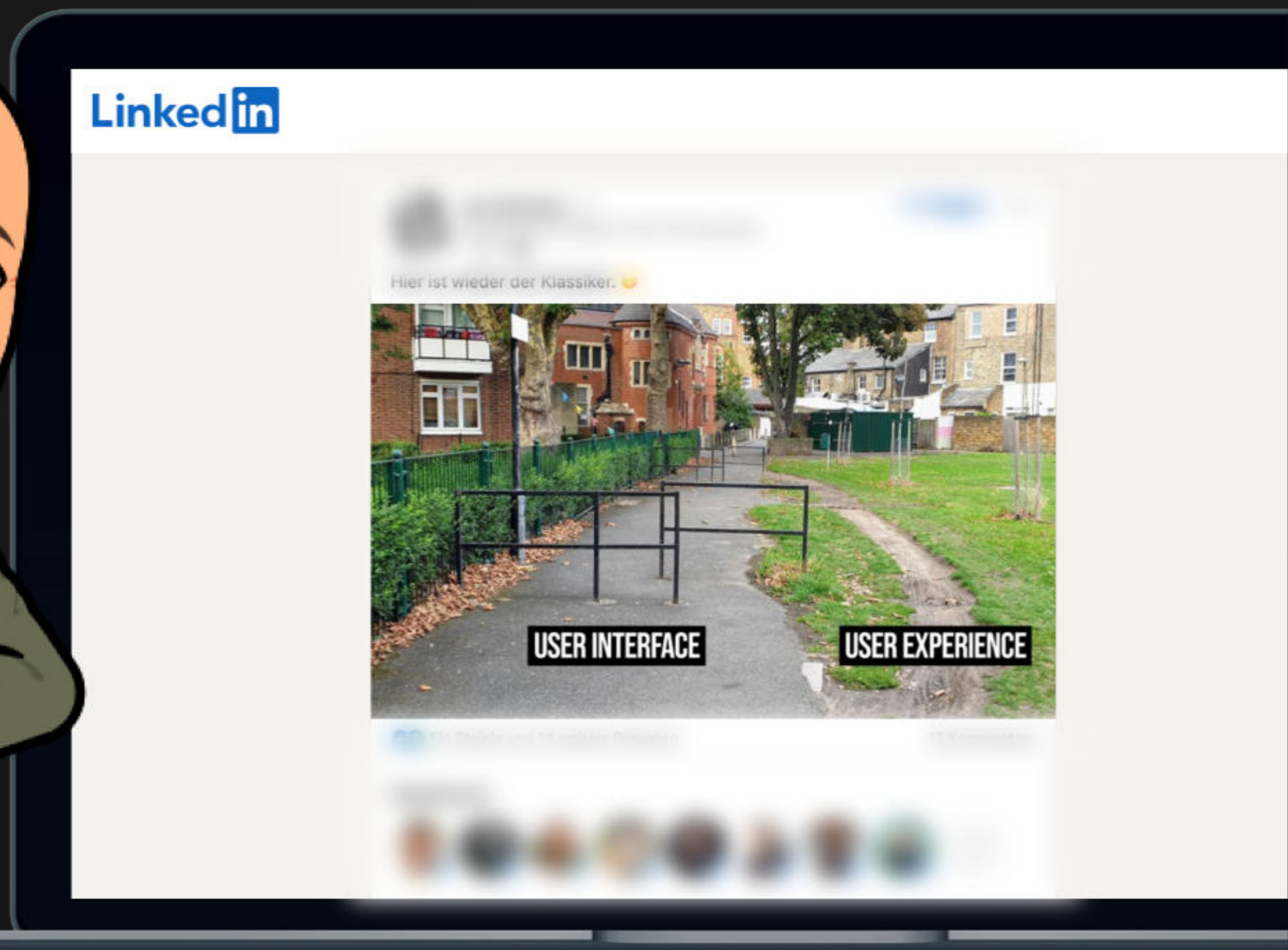


– Why the Ketchup Bottle is a **bad** example...



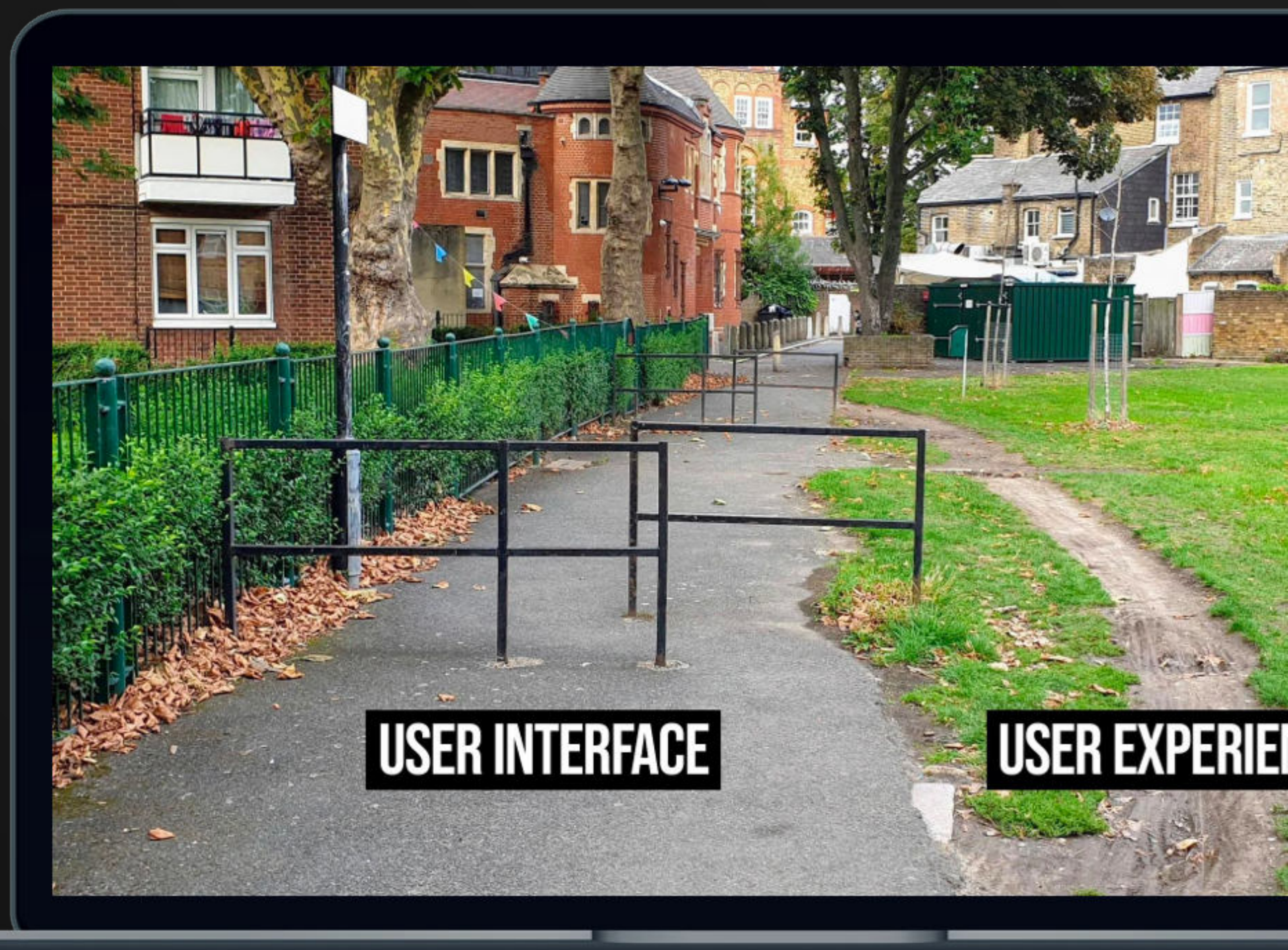
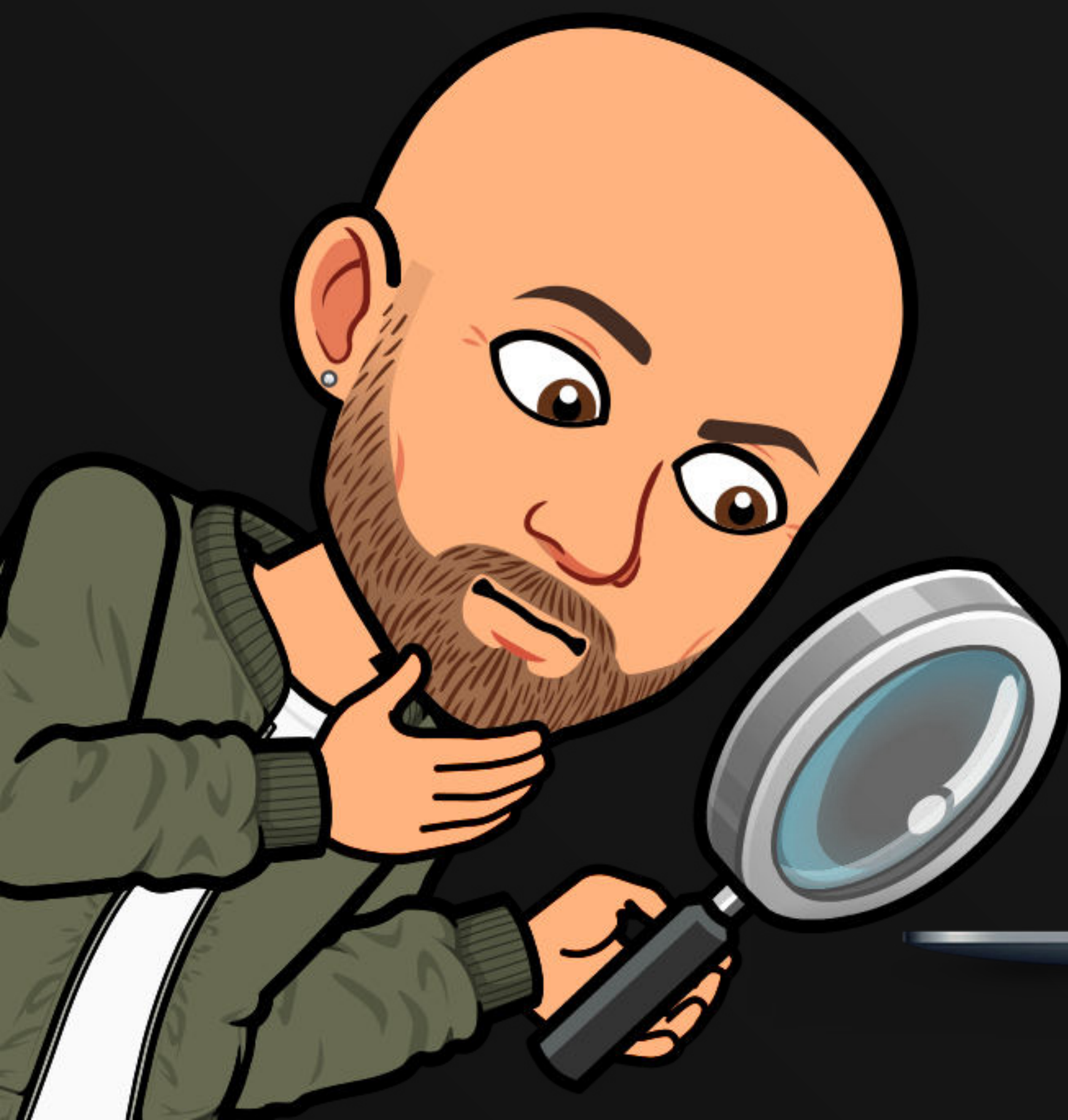
— Recently...

I was surfing through my LinkedIn feed when suddenly...



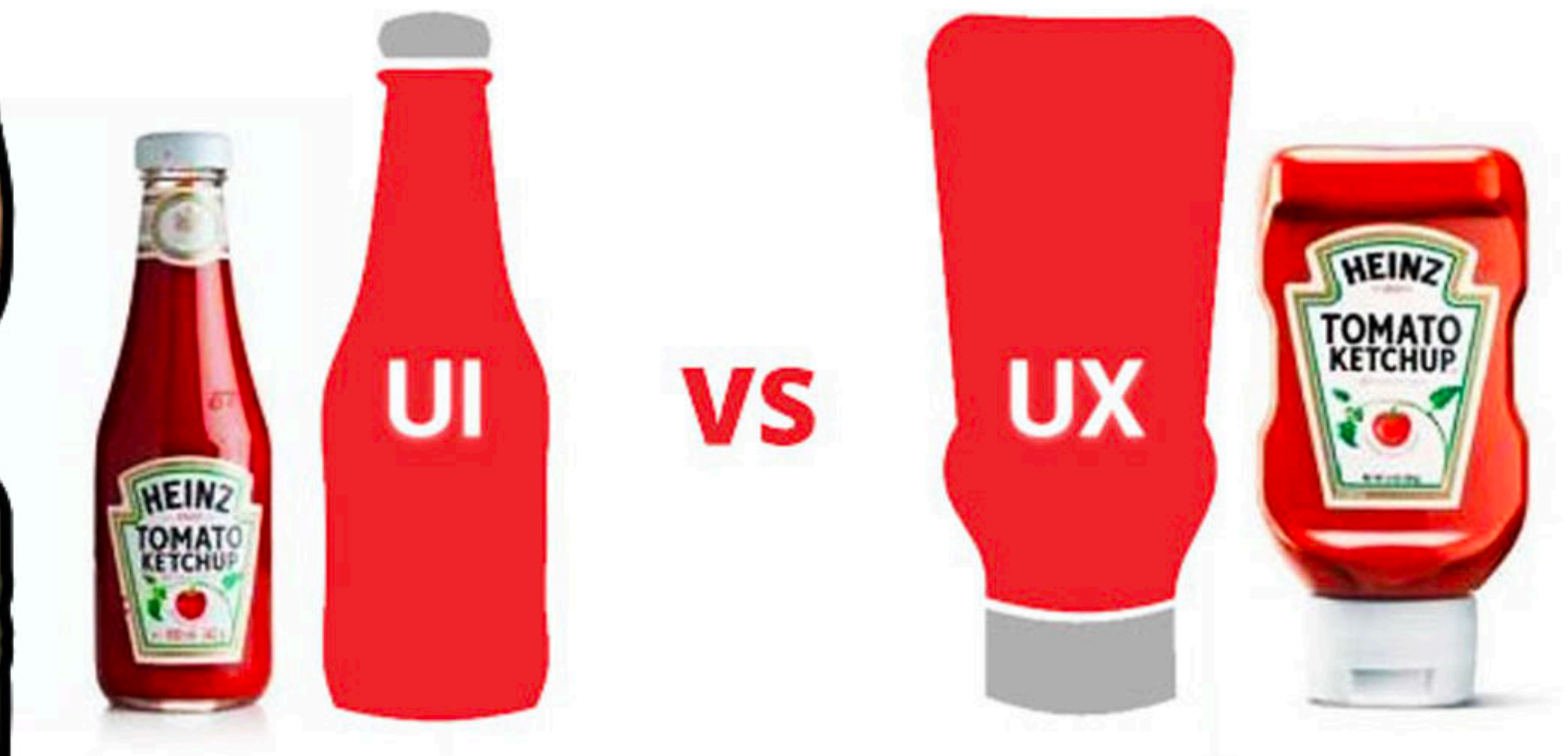
– I've noticed...

An image that supposed to explain the difference between UX & UI in a single picture.



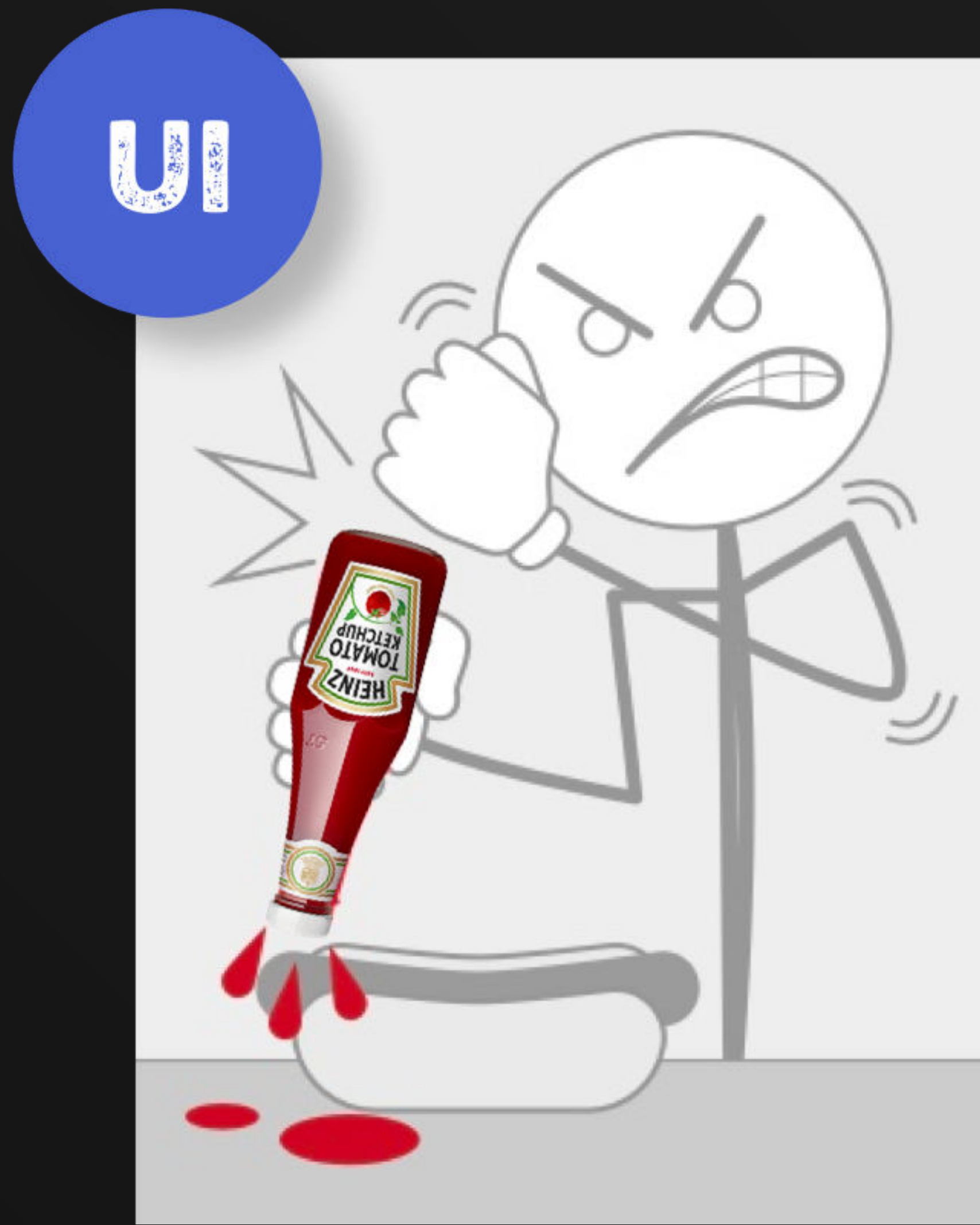
– This reminded me...

Of this iconic meme showing two ketchup bottles...



— The inted was...

To show that the glass bottle is bad UI, because it is hard to get the ketchup out...

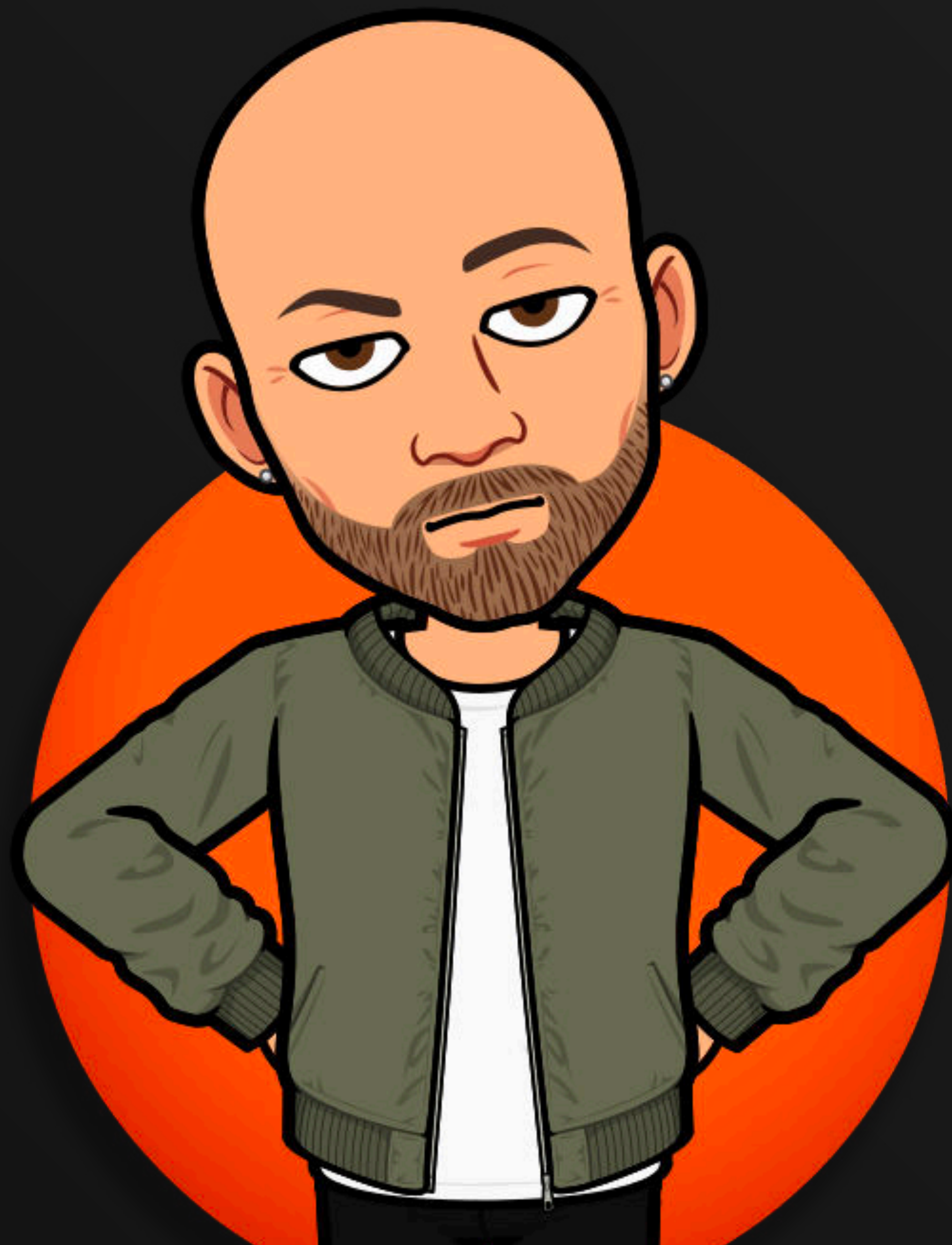


— While...

The plastic bottle represents good UX, because you can gently squeeze the amount of ketchup that you need.



— But unfortunately
this is **Wrong!**



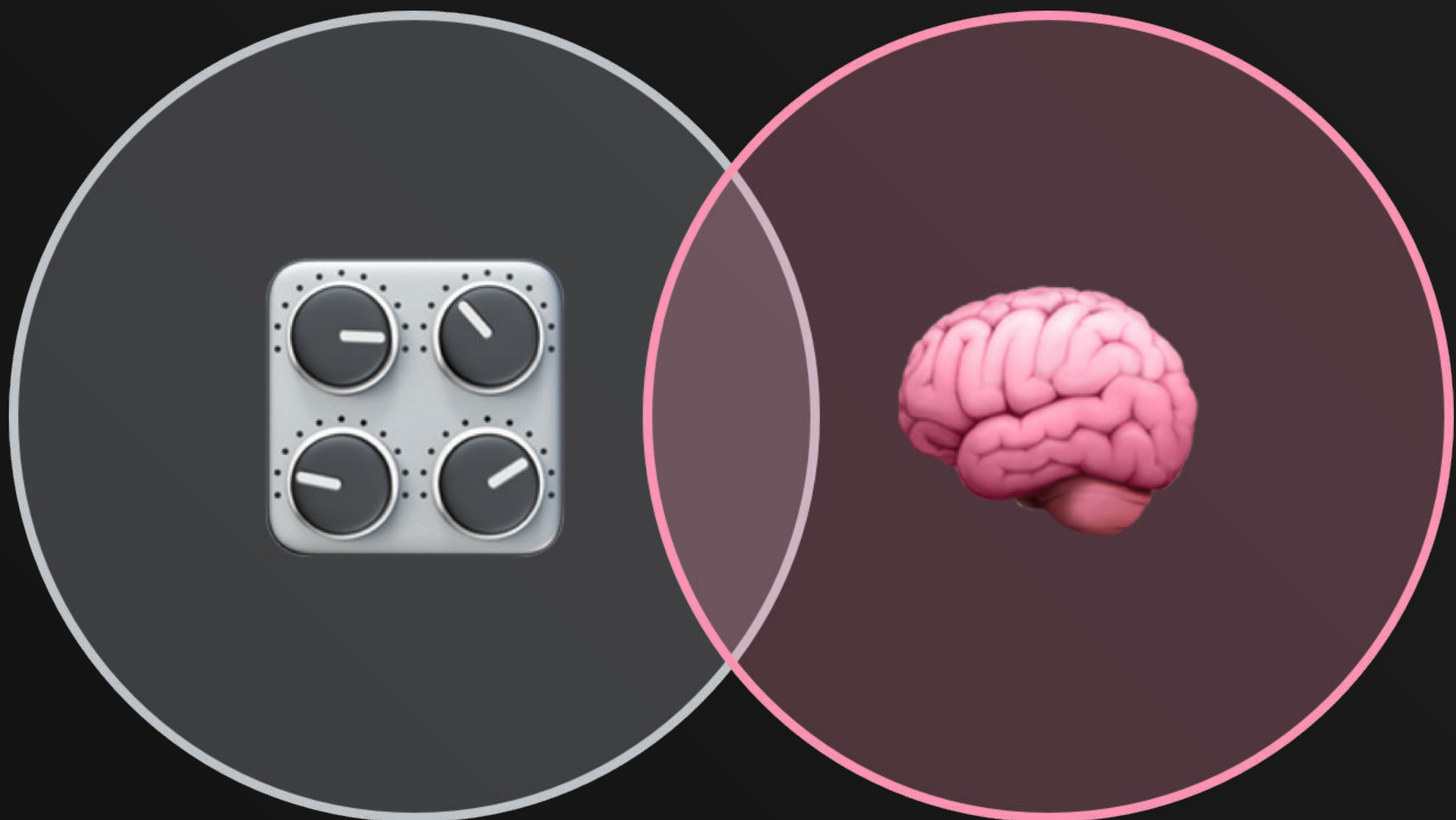
— The analogy has its merits, but...

- ❌ **The oversimplification fails** in capturing the nuanced relationship between UI and UX.
- ❌ **Both bottles**, in fact, represent UI and UX, as they provide interfaces for users and deliver experiences.



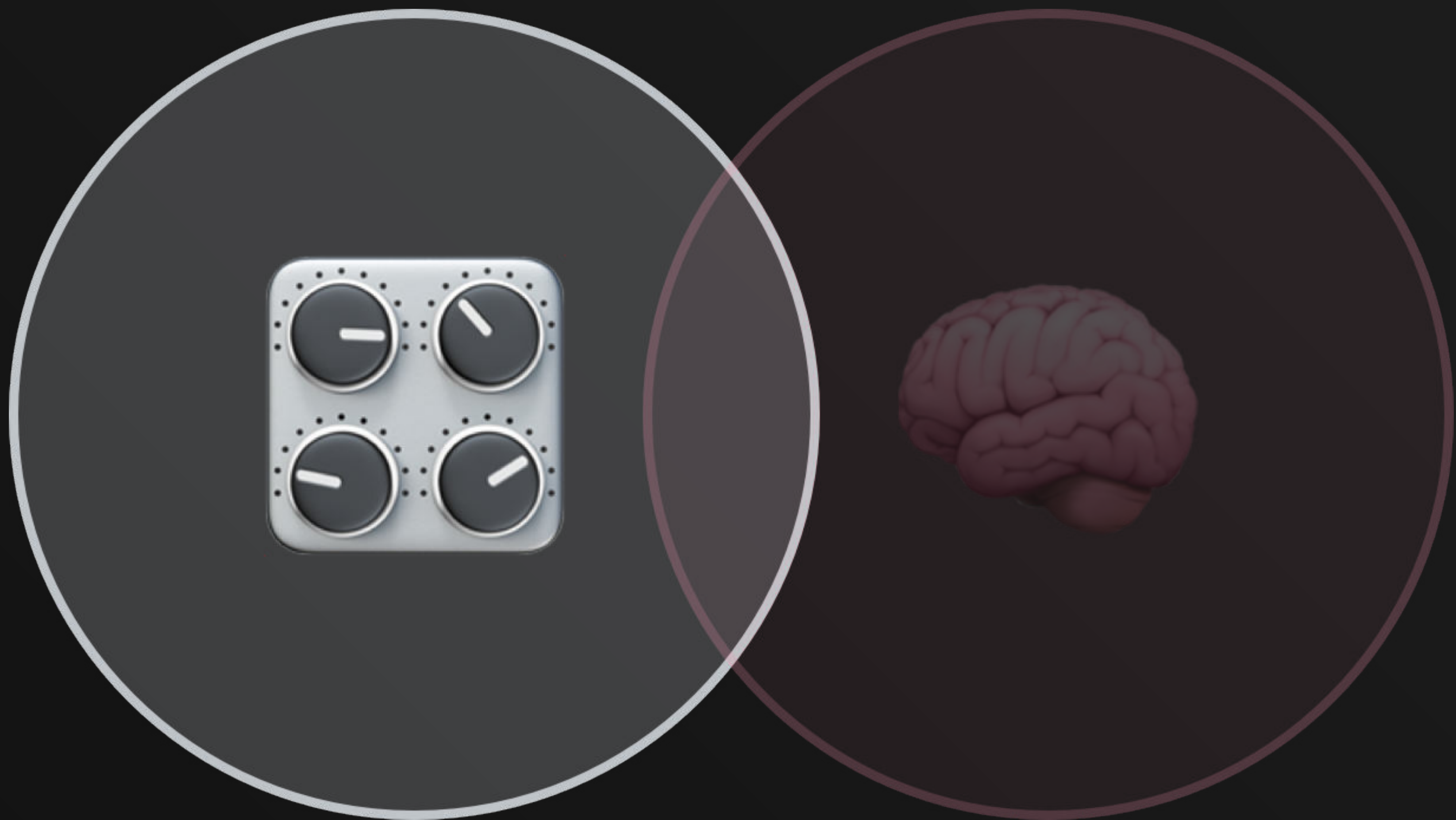
— A better Perspective...

🕒 UI (User Interface) and 🧠 UX (User Experience) are interconnected aspects of design.



— UI...

Encompasses the visual and interactive elements
that users engage with...

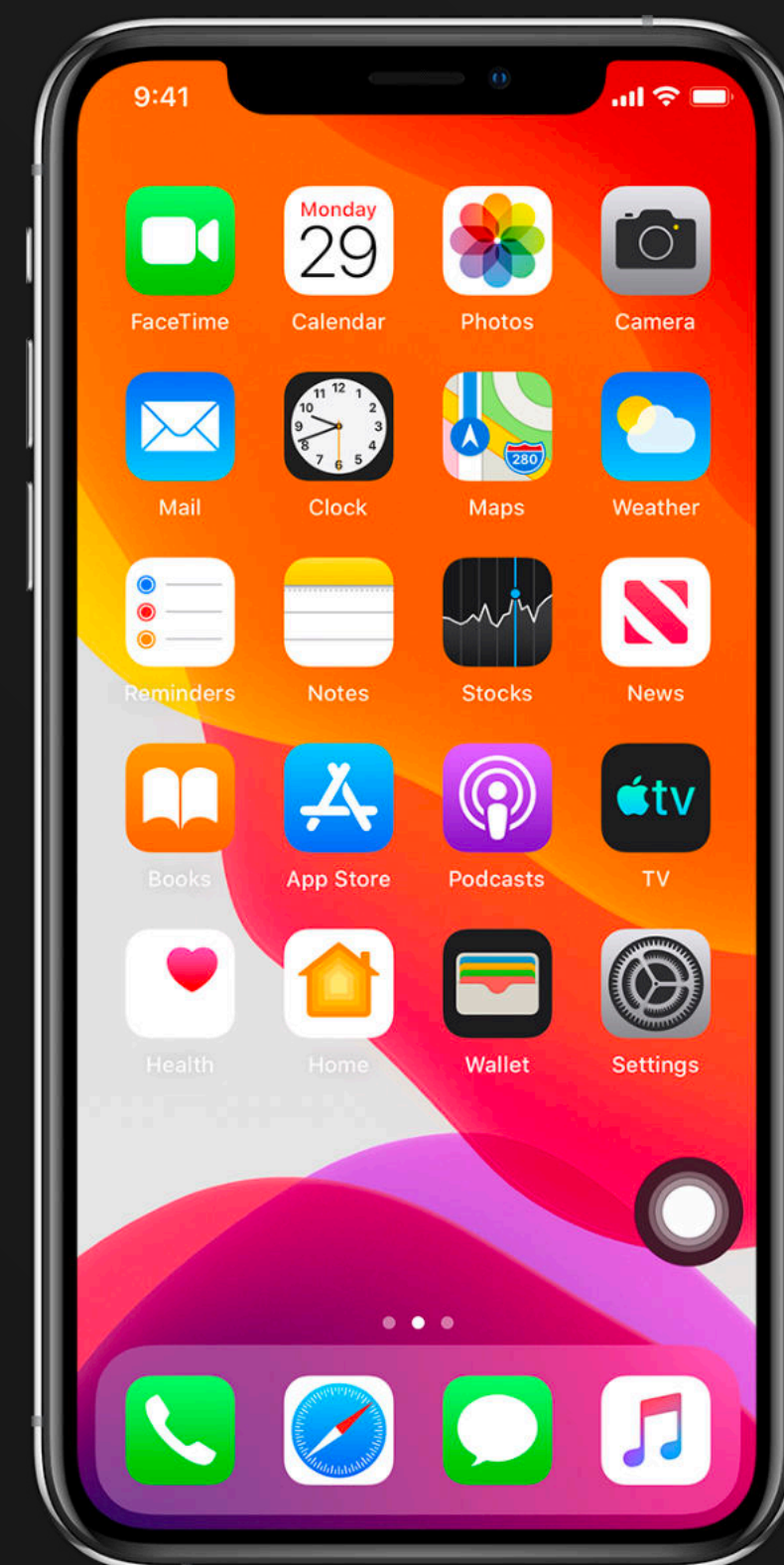


— Such as...

The **design**, **shape**, and **usability**. The primary goal is to enable users to interact with the product or system effectively.



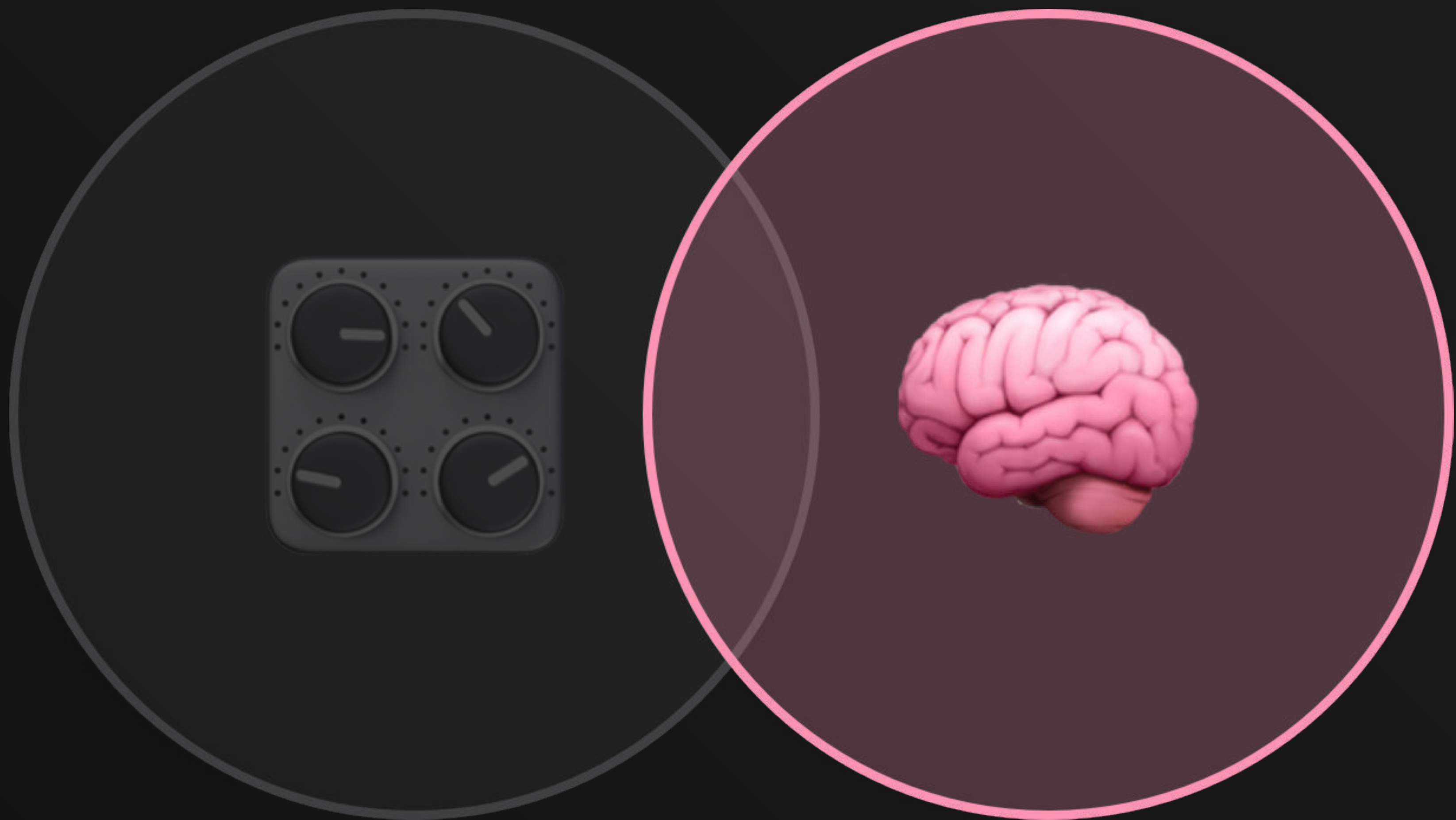
Physical Interface



Digital Interface

— UX...

On the other hand, encompasses the overall experience users have while interacting...

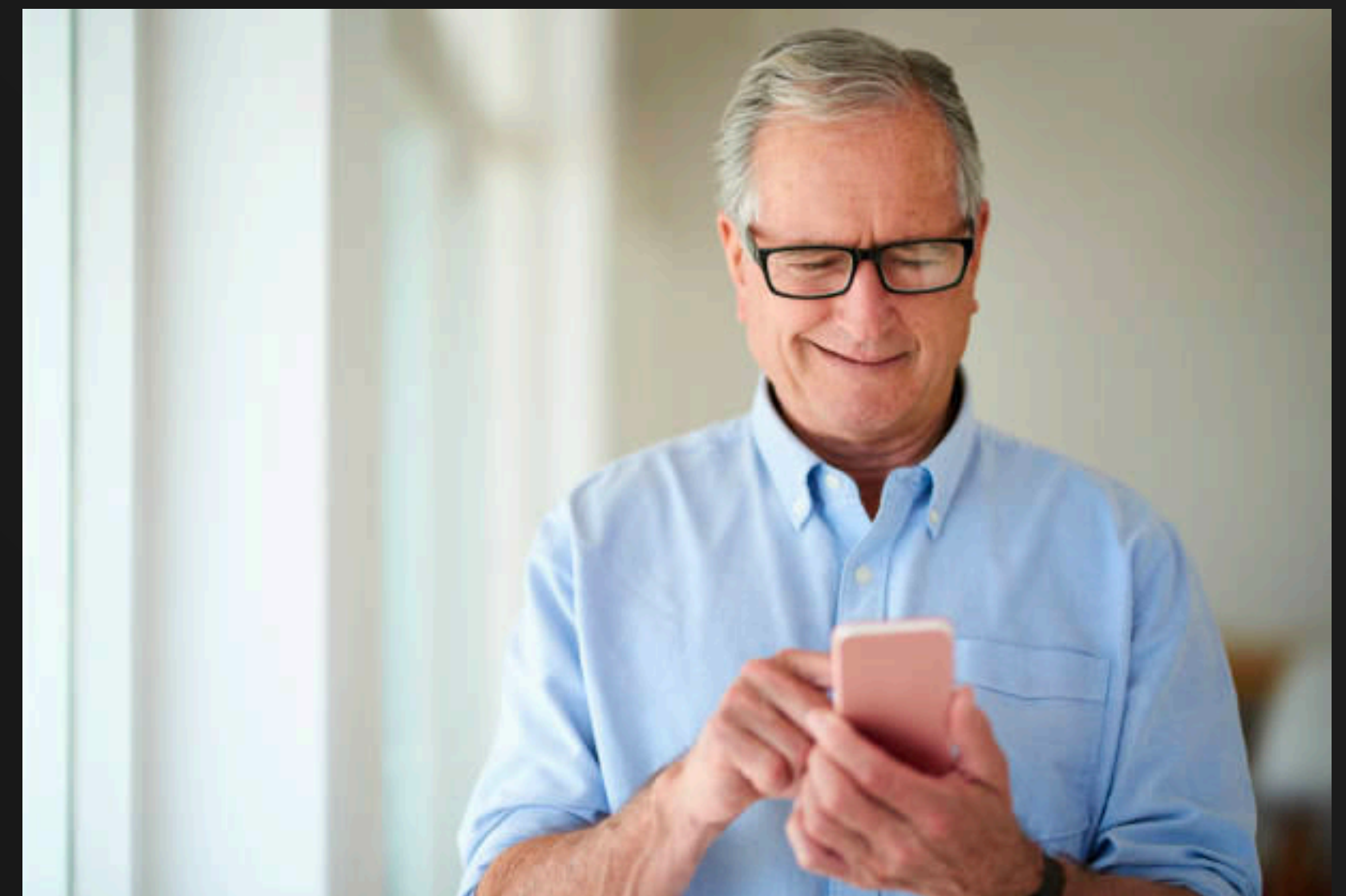


— It includes factors...

Such as like **ease of use**, **efficiency**, **accessibility**, and **emotional** aspects of the user's journey.



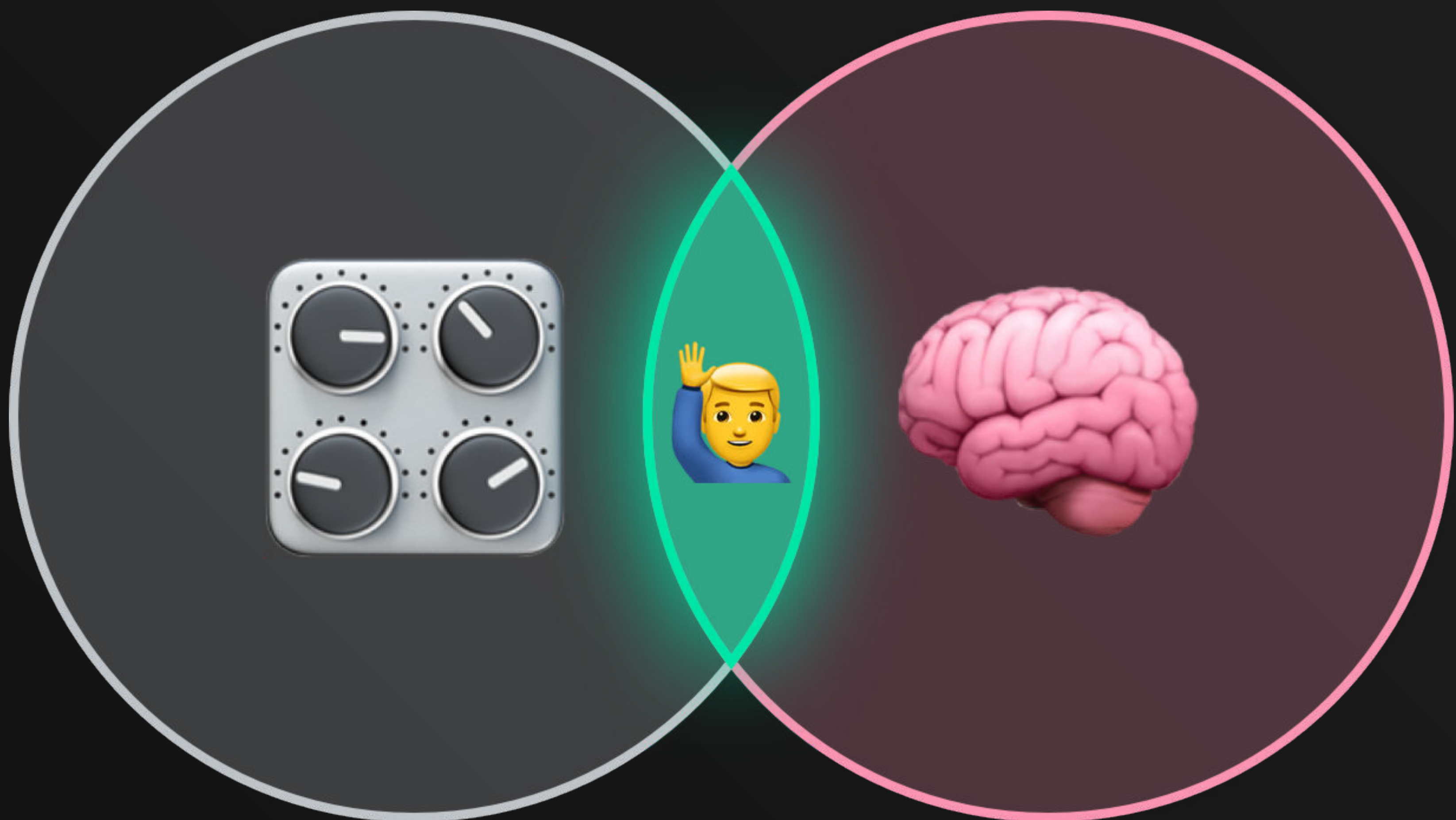
Confused/Overwhelmed



Happy

— UX & UI depends...

On the right user, using the right product at the right time!

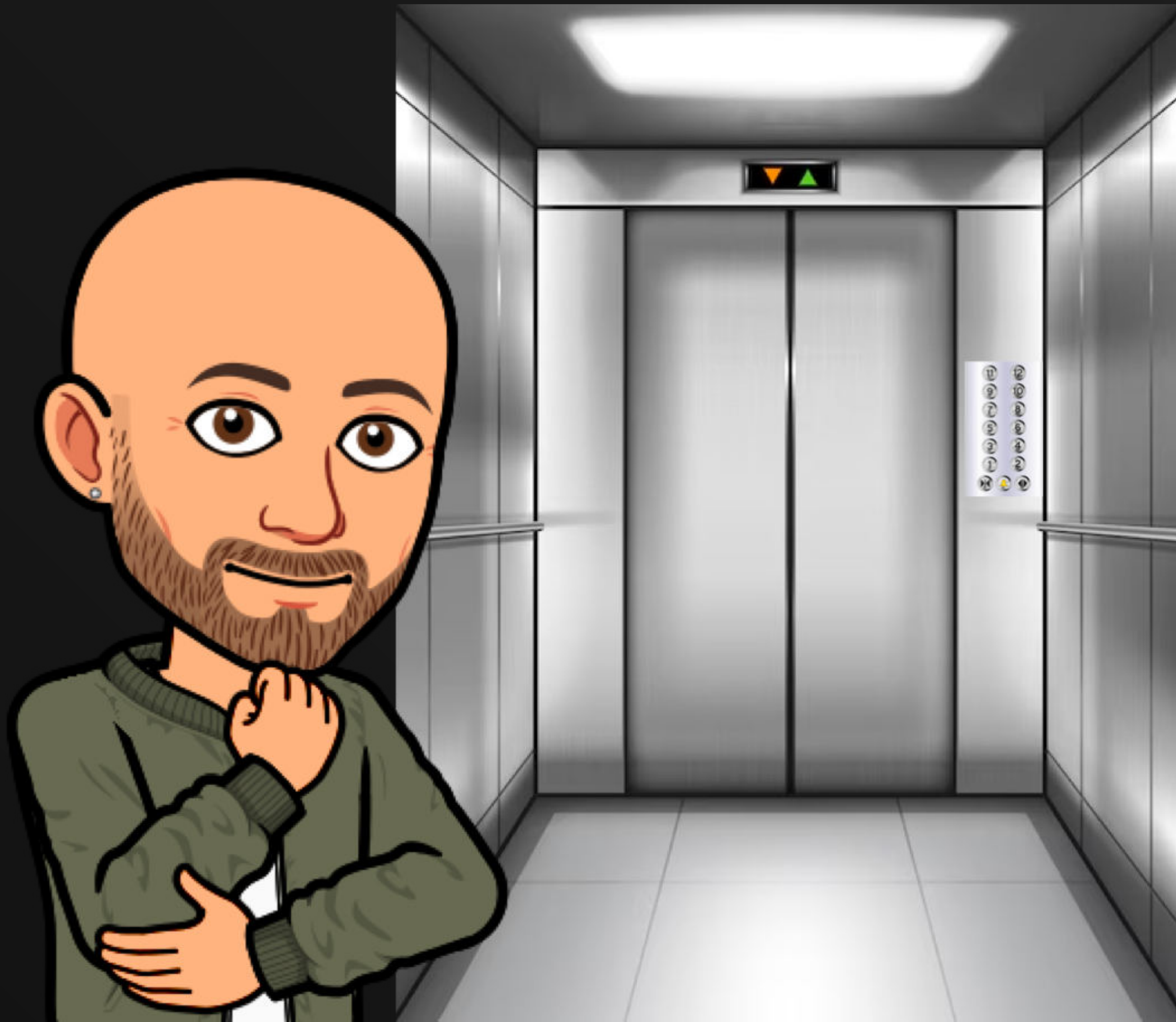


— In order to understand,
let me give you an
Example!



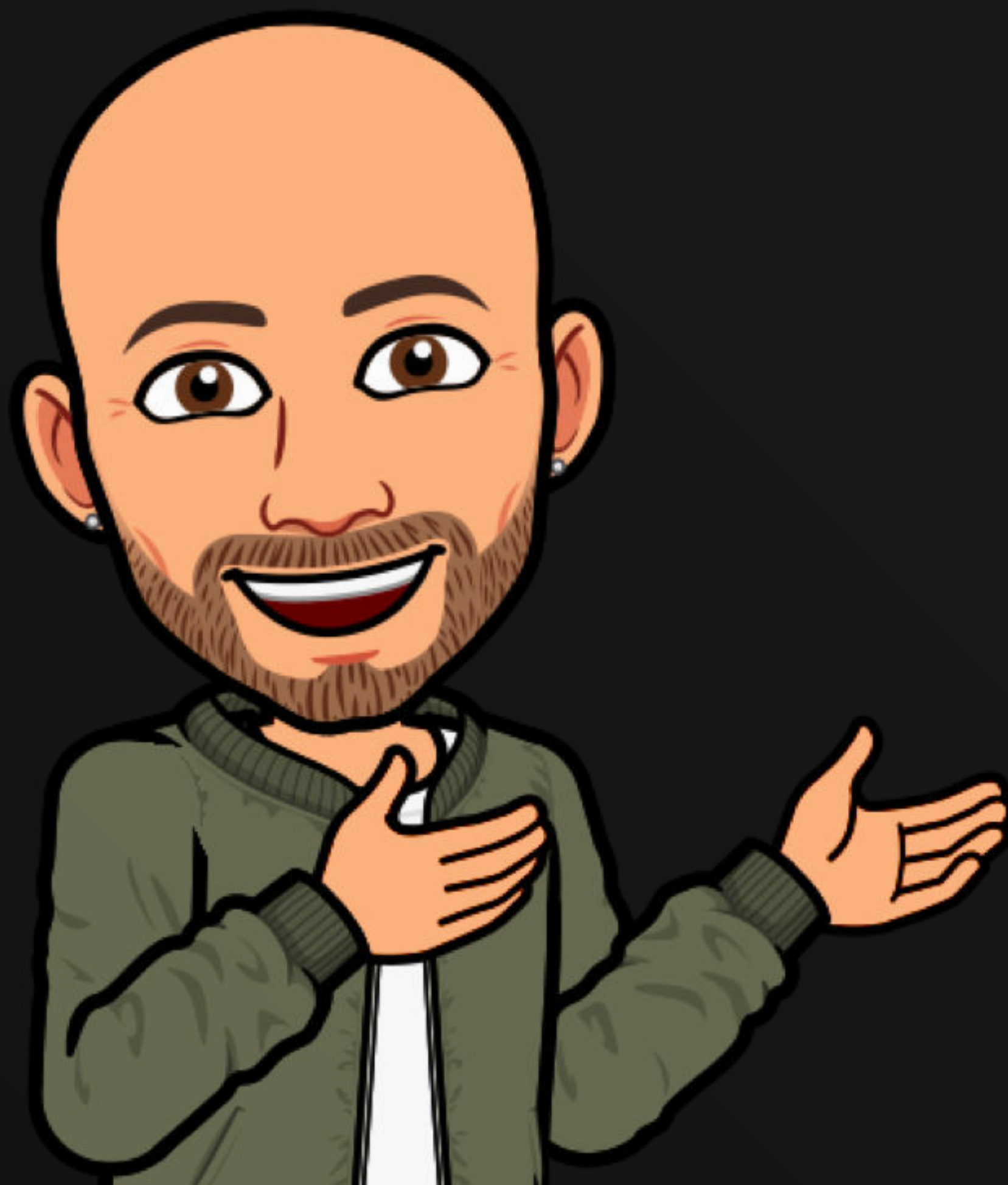
— Let us look at...

The button panel inside an elevator.



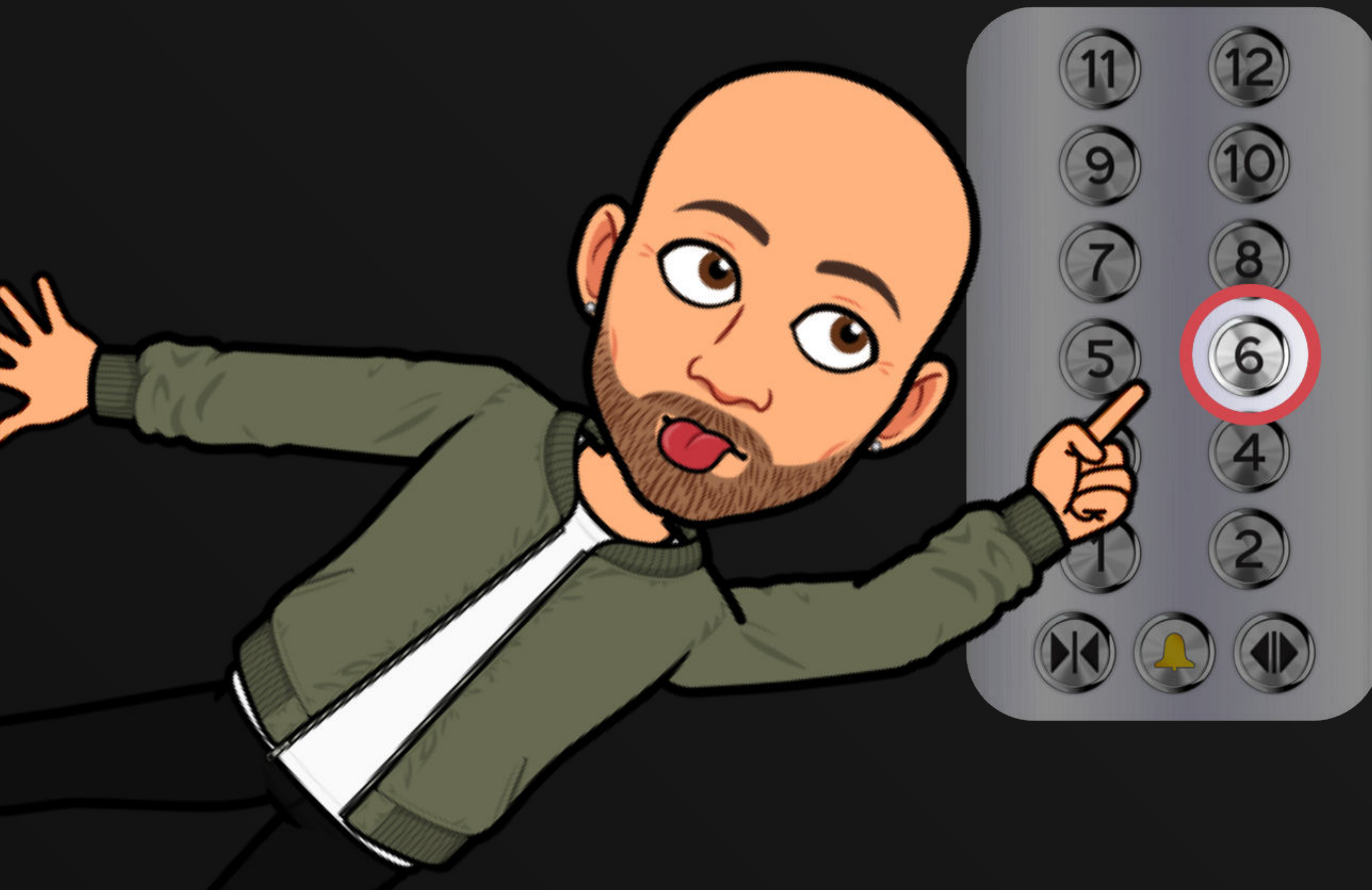
— It's an intuitive UI...

That gives most people a clear idea of how to use it and what it does, right?



— If I want to...

Go to the **6th floor**... I simply click on the number 6 and wait for the elevator to move.



— It's good UI!

This UI results in a good User Experience bringing me effortless to my floor, right?



— Now Imagine...

The elevator is crowded...



— This situation...

Can result in bad user experience depending on how crowded the elevator is and how long the wait is.



Physical Interface

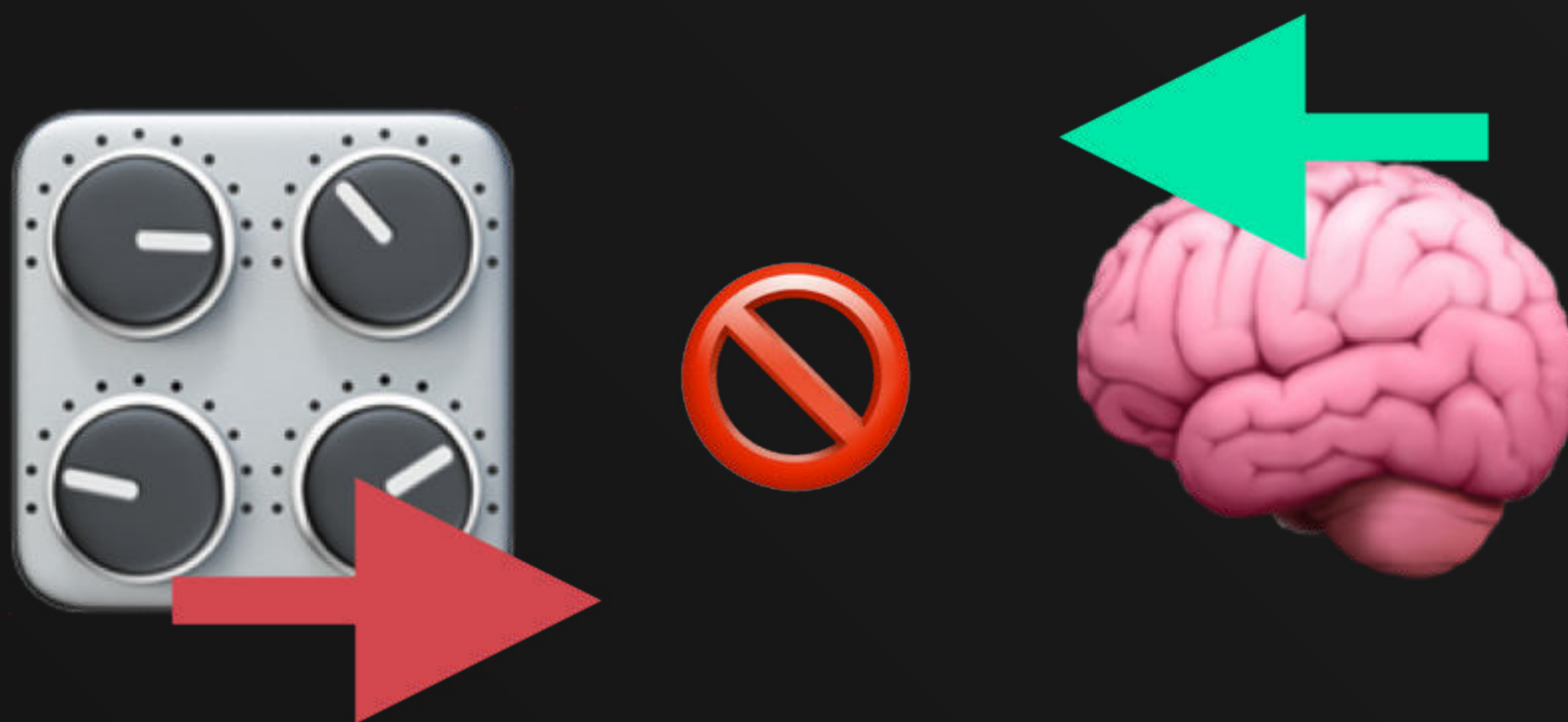
— A good UI...

Does not guarantee a good UX!



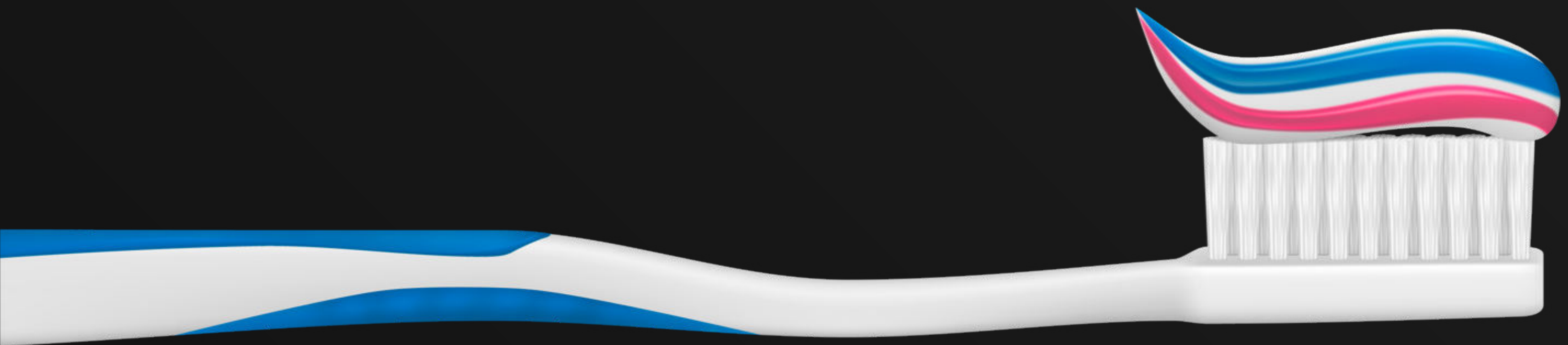
— But...

A bad or misused UI does not automatically result in a bad User Experience.



— A toothbrush...

For example has a clear and obvious purpose,
right?



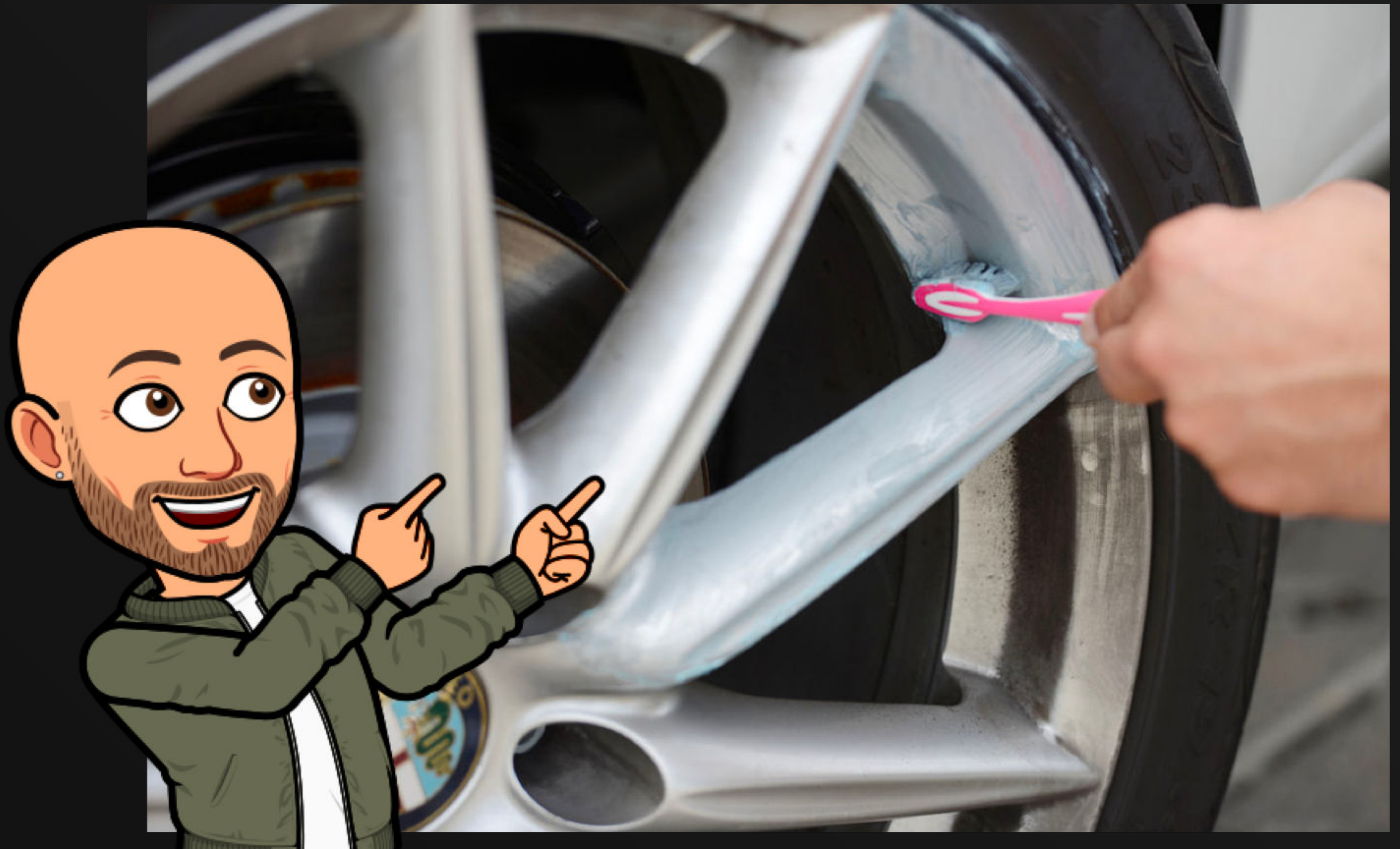
— It's UI...

Indicates that this tool is supposed to be used to clean your teeth, right?



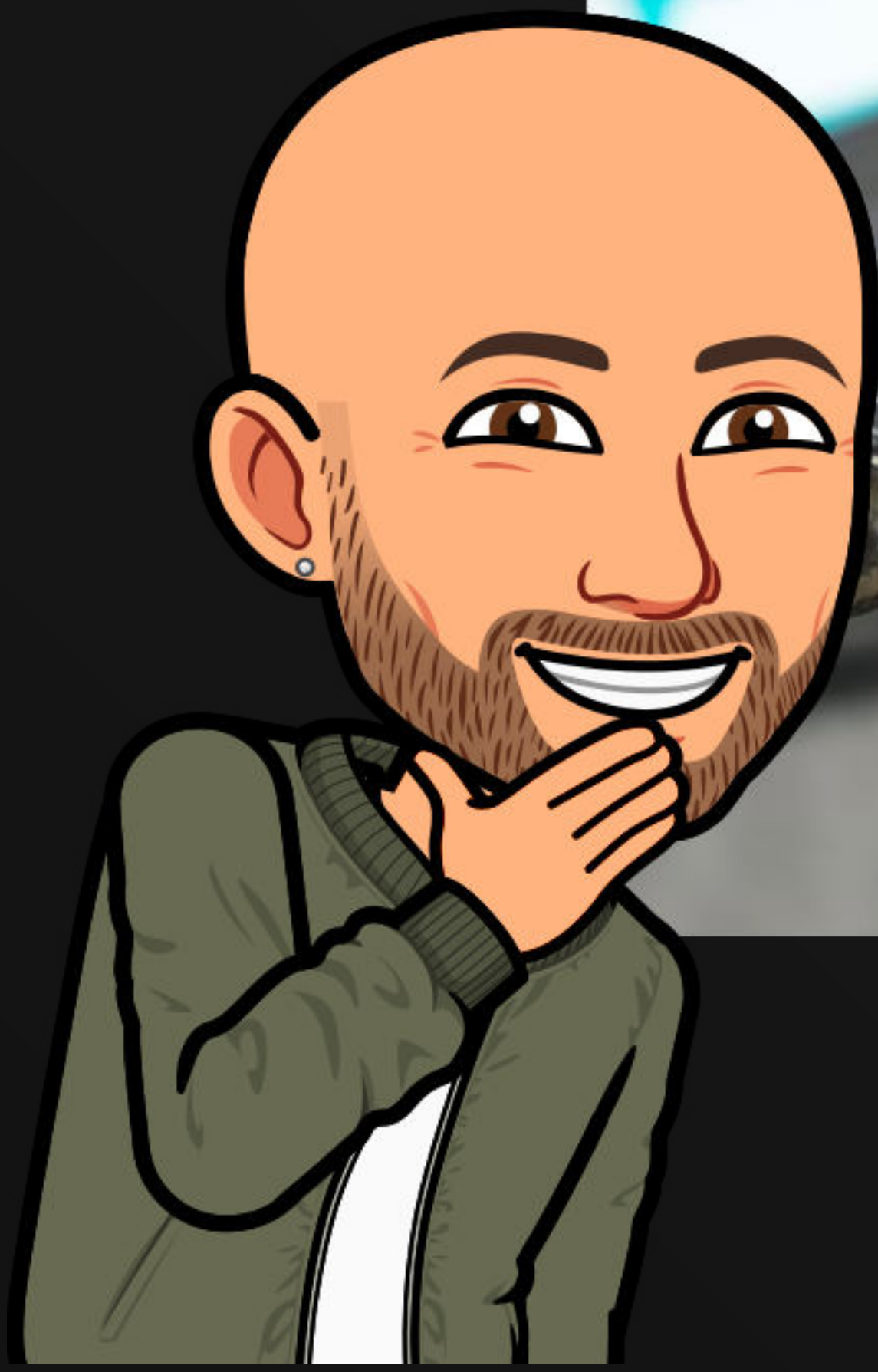
— But...

Some people might use it to clean the rims of their car for example...



— Or...

Whatever needs to be cleaned.



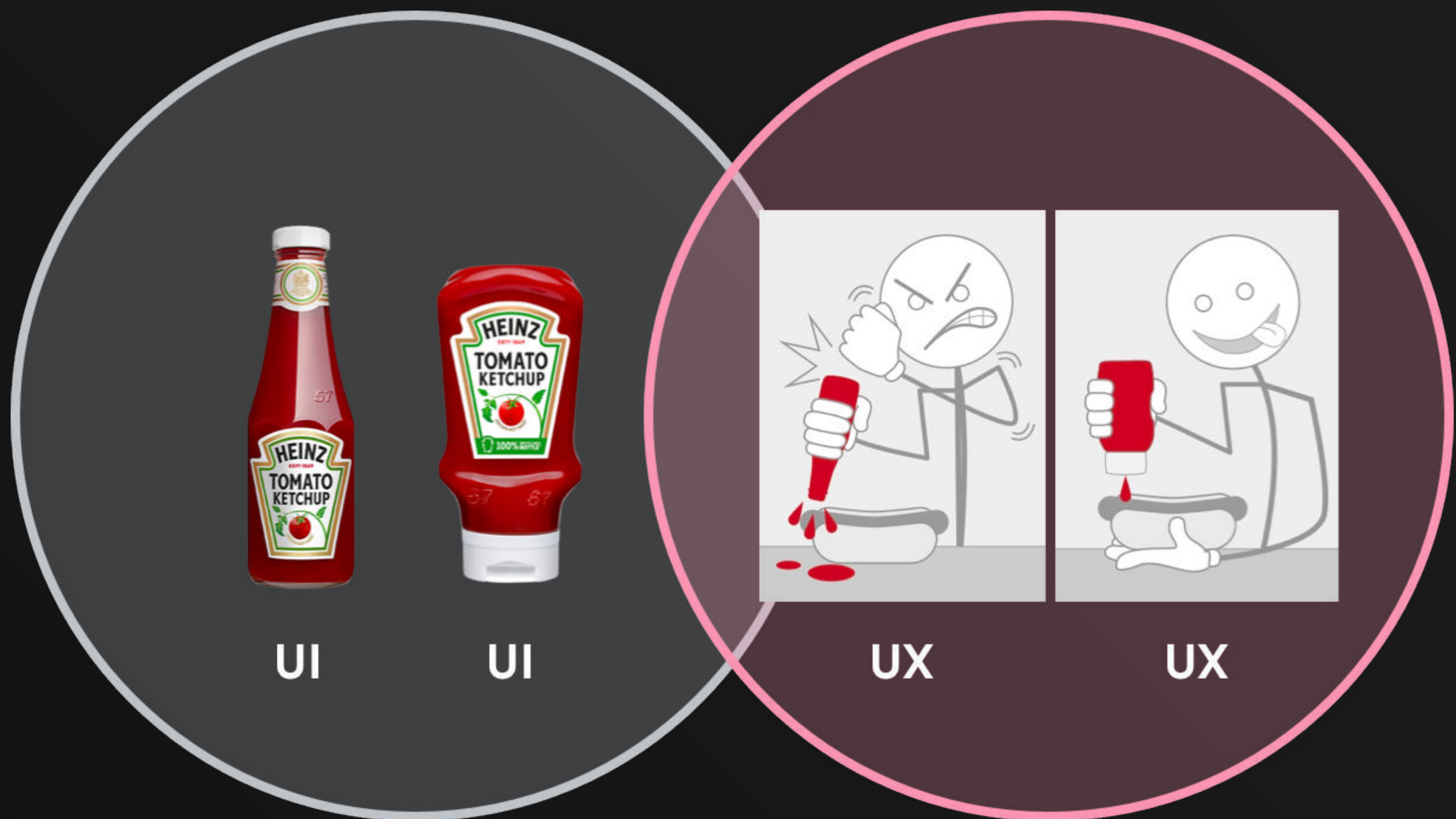
— As you can see...

UX and UI are interconnected. But the final user experience is still influenced by other factors.



— In Conclusion 💡

Both bottles represent UI and UX in different ways!



— Takeaways...

- ✓ UI and UX are interconnected.
- ✓ A good UI can enhance the UX by providing a clear user-friendly interface.
- ✓ Strive for a balance between a visually appealing UI and a positive UX to create successful designs.





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