UI/UX Design Fundamentals

UI/UX Design Guide · Module 1 of 7 · CHERIEDU Dev Series

1. UI vs UX — What is the Difference?

Aspect	UI (User Interface)	UX (User Experience)
Focus	How it looks	How it works and feels
Elements	Colours, fonts, buttons, icons	User flow, ease of use, emotions
Goal	Visual appeal	User satisfaction & task completion
Question	"Is it beautiful?"	"Is it easy and useful?"
Tools	Figma, Sketch, Adobe XD	User research, prototyping, testing

2. The 5 Key Principles of Good UX

1. Clarity: Users should understand what to do immediately — no guessing.
2. Consistency: Similar actions should look and behave the same everywhere.
3. Feedback: Every action should have a visible response (loading, success, error).
4. Efficiency: Common tasks should require the fewest possible steps.
5. Error Prevention: Design to prevent mistakes before they happen.

3. The Design Process

Phase	Activities	Output
Empathise	User interviews, surveys, observation	User needs & pain points
Define	Synthesise research into problems	Problem statement
Ideate	Sketching, brainstorming solutions	Concept sketches
Prototype	Build low-fi to hi-fi mockups	Clickable prototype
Test	User testing, feedback, iteration	Validated design

4. The 8-Point Grid System

- All spacing and sizing should be multiples of 8 (8, 16, 24, 32, 40, 48...).
- Icons: 16px, 24px, 32px, 48px.
- Spacing between elements: 8px, 16px, 24px, 32px.
- This creates visual harmony and makes layouts feel balanced and professional.

5. Careers in UI/UX

Role	Focus	Avg Salary (India)
UI Designer	Visual design, components	[1]4–10 LPA
UX Designer	Research, flows, usability	[1]5–14 LPA

Product Designer

End-to-end product experience

¹8–20 LPA

UX Researcher

User research & testing

TASK

Open any app you use daily (Swiggy, CHERI SMS, Google Pay). Write 5 things that feel easy and 5 things that feel confusing. This is a mini UX audit!