

Web designers vs UX designers

These words are sometimes used as synonyms but, despite some common features of the two jobs, there are differences, especially as far as the focus is concerned.

■ Web designers

Web designers plan and build web pages. Their job has to do both with technical and visual aspects. In fact, they have to plan the website in such a way that it is functional, user-friendly and appealing, of course depending on the target of the site.

Visitors must visit the site without meeting with any difficulties and be stimulated to continue surfing through its pages and revisiting them.

Because of that designers have to:

- be creative but at the same time technology-focused;
- understand the needs of the public well;
- be well informed about any changes regarding the web;
- be familiar with all the techniques specific of the field;
- be updated with HTML, CSS and JavaScript;
- have a deep knowledge of graphic design and website design principles.

Web designers generally use technologies, principles and processes of single platforms.

■ UX designers

UX designers or User Experience designers are recently-appeared professionals who deal with product development. They try to understand and determine what an experience of a product will be like for its users. They:




- start with product research to acquire information about users' behaviours and needs and about product standards and opportunities in a certain area;
- use this information to understand the target of the product and create a fictitious persona, who is a perspective client, and a fictitious scenario of his/her habits or way of life;
- create first a suitable information architecture (categories, hierarchies, navigation) that is the structure of a website or an app, secondly wireframes, which should represent all the steps the users will go through when interacting with the product, and finally prototypes, which are very similar to the final product;
- test the prototypes to find out what problems a user could meet with when interacting with the product;
- continue with further analyses in view of perspective updates after the release of the product.

Compared to web design, UX design is more focused on users and uses technologies, principles and processes of multiple platforms, also applicable on other devices.

1  Complete this summary with the missing words, of which you are given the initial.

Web designers **1. b**..... web pages, which must be **2. a**..... and user-friendly, so they must focus on **3. t**....., but also be creative. They must know the **4. t**..... audience and understand their **5. n**..... Besides, they must always be **6. u**..... with all the latest techniques and programming languages in the web. UX designers deal with the **7. e**..... of a product. Because of that, they must carry out **8. p**..... research and understand users' **9. b**..... and needs. They imagine a fictitious persona and scenario as to their daily **10. h**..... Going through steps, they create **11. p**....., which are similar to the final product and test them. UX designers are more focused on **12. u**..... than on technologies.

2  Find the words/expressions in the text that mean the following.

1. The most important aspect where the attention is concentrated:
2. What something looks like:
3. Easy to use:
4. What a person who has new ideas and does things in a unique way is like:
5. People who are likely to visit a site and to whom the site is addressed:
6. What you do to find the information you need:
7. Not real, invented:
8. You go through them when you want to reach an objective:
9. It is the moment in which a product enters the market and is available to the public:
10. You do them because you want a product to always meet the current requirements and not to become obsolete: