

DEPARTMENT OF ELECTRONICS AND COMPUTER ENGINEERING

Guest Talk by Alumni **Shashank Mouli** on "UI/UX Design"

07-08-2021

9.00am-10.40am

Mr. Shashank Mouli working as Software Developer in Vistex Asia Pvt Ltd, Hyderabad He is Y17 ALUMNI of ECM. He excited to take the opportunity and deliver guest talk on UI/UX to the juniors back through Online. He had a discussion with HoD sir and the faculty and showed interest in taking the session for III/IV B.TECH students and conveyed wishes to Dr. MSG Prasad (ECM-HoD), Mrs. K. Krishnaveni (F/I/C Alumni), arranged the session towards the talk.



Fig. 1. Brochure towards ALUMNI Guest talk

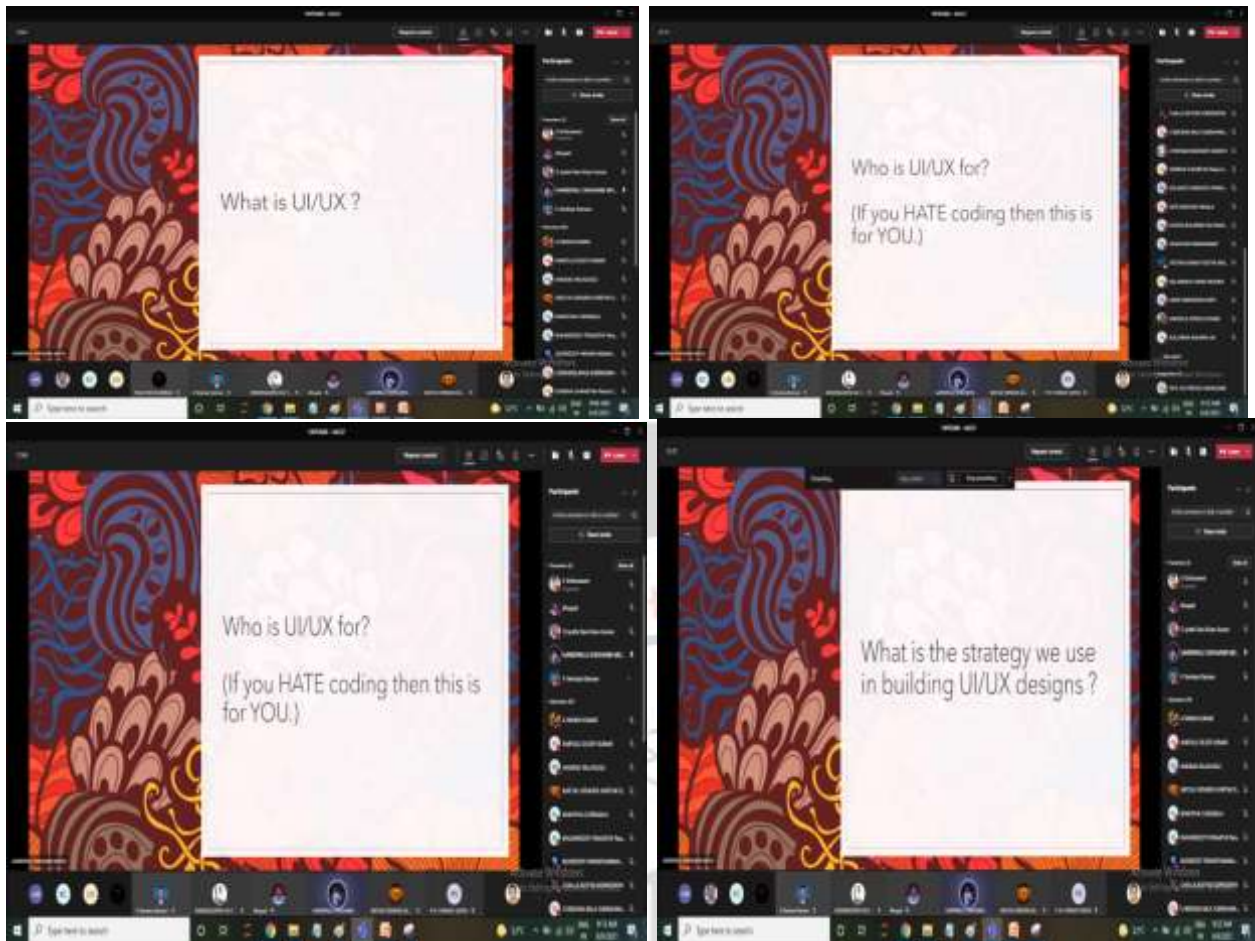


Fig. 2. Brochure towards ALUMNI Guest talk

UI design focuses on products look and usability to enhance the user's experience, where UX design focuses on the functionality of the product from a user's perspective.

What Is User Interface Design (UI)?

A good UI/UX design can help maintain efficiency UI stands for user interface design. User interface design refers to the design of user interfaces for software and machines, such as computers, mobile devices, home appliances, and other electronic devices. The main purpose of UI is to maximize the usability of these devices and to enhance user experience. User interfaces act as the access points in which users interact with designs. There are various components of UI, such as graphical user interfaces (GUI) s which are designs for control panels and faces.

What Is User Experience Design (UX)?

Use UX to create products that people are excited about UX stands for user experience design. User experience design focuses on a consumer's attitudes and emotions about using a particular product or service. It also centers on the human-computer interaction and has experiential, practical, valuable, and meaningful aspects that can help businesses determine if certain products are relevant or meaningful to users.



Fig. 3. Participants Virtual Interaction with ALUMNI

Shashank discussed about the responsibilities: design middle ware architecture and coordinate with multiple stakeholders on design, development and qa activities. The Benefits of UI/UX explained with Increased Customer Retention, Lower Operational Costs.

Prepared By
F/I/C Mrs. Krishnaveni

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