



**Title:** User Experience and User Interface in Website Design

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**Abstract:**

User experience (UX) and user interface (UI) are crucial parts of any successful product. In the context of websites, UX is the experience that the site creates for a user, while UI is the visual manifestation of the site's UX – the menus, pop-ups, buttons, colors, etc. that the user sees on their screen. This paper explores some of the principles and web-based applications of UX and UI through the redesign of a glasses retailer's website and demonstrates a complete, cohesive web design process, excluding any computer coding.