



A paper for GCOM360 :: User Interface Design  
Michael Kay :: W1391090  
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## Web Design vs. User Experience

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# GCOM 360

### Web Design for User Experience

*Web design involves two archetypes or personas. It provides a platform for content creation while also makes content available for users to connect with. In the middle we find web authors creating with the end user in mind, as well as for end users seeking meaning in content creations of web authors. We say "user experience" in vain attempt to describe the space where web content meets with predictable user interaction and accessible user need.*

#### The Content Creators

The author of the website creates content. This person may wish to provide information or tools, images or documents, sell products or services, or as an affiliate to sell as a third party vendor selling on commission or drop shipping arrangement. Social media platforms are created to harvest user data for social engineering purposes by corporate and covert governmental operations.

#### The Internet Users

This describes the user of the internet for whatever reasons they have to go online. Although these reasons may be as numerous individual users themselves, web developers must try to understand user purpose in order to effectively design relevant, usable and accessible content.

#### The User Experience

When the internet user lands on a website created by the content creator, a "user experience" happens. In order to better understand and anticipate user purpose and user experience, web developers create models of users called user "personas" as well as projected user experiences called "scenarios" in order to project and list the actions or steps a website user might take, called a "user case". Live user testing can also be done to analyze user experience.

#### What is the Difference between User Experience and Web Design?

Web designers focus on creating content using design principles while user experience describes how well the web creation serves to provide what a user is seeking. The difference is objective web development vs. subjective user mindset. A user may be in a bad mood and no matter how great a website, user experience will be bad because of user bad mood. Thus, a level headed and grounded web developer will be concerned with creating a website with ease of access in mind so to facilitate user good mood.