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UI/UX IN OUR LIFE: EXPERT PERSPECTIVES AND THEIR IMPACT

Interface (UI) and User Experience (UX) design have become fundamental elements of modern digital interaction. Today, almost every aspect of our daily life depends on how effectively we interact with technology. Many researchers and practitioners have studied UI/UX and emphasized its importance. Their insights help us understand why good design is not just about appearance, but about functionality, accessibility, and human behavior.

One of the most influential voices in UX design, Jakob Nielsen, states: “Users spend most of their time on other websites. This means they prefer your site to work the same way as all the other sites they already know”[1]. People like things to be familiar and consistent when they're using something. In everyday life, nobody wants to have to figure out a new system every time they open an app. Think about it, when you're using a banking app or shopping online, you expect things to work in a similar way. You want to be able to find what you need easily and navigate around without getting confused. If something is too complicated or weird, you'll probably give up on it pretty quickly. It's just easier when things are straightforward and make sense. That's why designers try to make things consistent and easy to use, so you can just get on with what you're doing without having to think too much about how to use the thing itself.

Another important quote comes from Steve Krug: “Don't make me think.”[2] Krug emphasizes that interfaces should be intuitive. In everyday life, people often use apps quickly and without deep concentration. A good UI reduces the need for thinking and allows users to act naturally.

So, user experience, or UX, is about more than just how something looks - it's also about how it makes you feel, what you expect from it, and whether you're satisfied with it. Take ordering food through an app, for instance. The experience isn't just about the app's design, but also about how quickly you get your food, how clear the process is, and whether you trust the app to get it right. Norman also states: You don't really notice good design, but bad design really stands out. This reflects a real-life situation: users often do not notice good UX because everything works smoothly. However, bad design immediately creates frustration. UX design is deeply connected to psychology. According to Don Norman: “Emotional design is about designing for how people feel.” This shows that successful interfaces are not only functional but also emotionally engaging. For instance, social media platforms use colors, animations, and notifications to create emotional responses and keep users engaged [3].

Additionally, cognitive load plays an important role. If users are overwhelmed with too much information, they may feel confused. That is why minimalism is widely used in modern UI design. UX is not only important for users but also for companies. According to Forrester Research: “Every dollar invested in UX brings 100 dollars in return [4]”. This demonstrates that good design directly affects business success. Companies like Apple, Google, and Amazon invest heavily in UX because it increases customer satisfaction and loyalty.

Another important perspective comes from Jared Spool: “Good design, when done well, becomes invisible.” This means users focus on their goals, not on the

interface. For example, when shopping online, people care about buying a product, not about how the website works — unless something goes wrong. “If we want users to like our software, we should design it to behave like a likeable person [4].” This means interfaces should feel natural, predictable, and helpful — just like human interaction.

Designing the way we interact with technology is really important. Experts like Nielsen, Norman, and Krug have shown that good design is all about keeping things simple, making sure they're easy to use, and understanding how people behave. These days, we're surrounded by digital products, so having a good user experience isn't just a nice-to-have, it's essential. It doesn't just make people happier, it also helps businesses succeed and makes life better overall. By focusing on simplicity and usability, designers can create products that are intuitive and easy to use, which in turn can lead to increased user satisfaction and loyalty. Moreover, well-designed digital products can also have a positive impact on our daily lives, making it easier for us to accomplish tasks and access information. As technology continues to play a larger role in our lives, the importance of good UX design will only continue to grow.

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