

CX, UX & UI

Three layers of the same experience. One customer experience contains many user experiences, and each user experience contains many user interfaces.

CX — Customer Experience

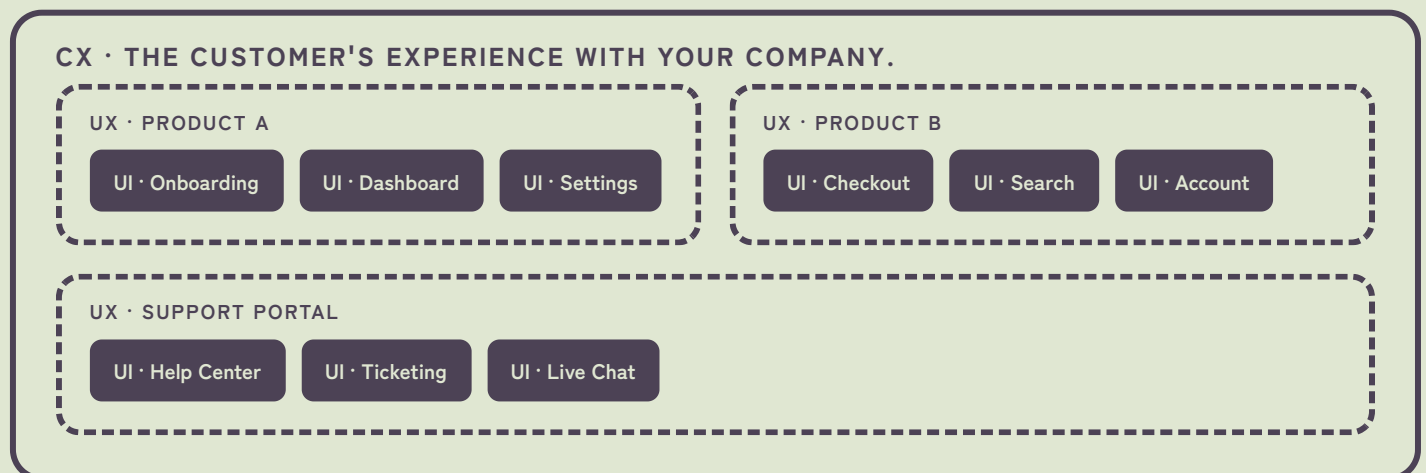
Every interaction a customer has with the company — marketing, sales, products, support, billing.

UX — User Experience

How it feels to accomplish a goal within one product — the flows, logic, and moments in between.

UI — User Interface

The screens and controls a user touches — layout, type, color, buttons, states.



1 CX contains many UX each contains many UI