

How to Make Sure Your UI Does the Job

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Quick answer

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We make emotional decisions, and how else could it be? All the options we see in front of us differ considerably more in design, color, and presentation sequence than in content. So it shouldn't be surprising that the simplest things, like adding colors and standardizing choices, can drastically increase conversion in a marketing funnel. As a result, a ground-up approach to a unique user interface, or UI, has never been more in demand.

The user interface can be the clearest argument for or against a purchase or subscription when the other arguments require an Excel spreadsheet to compare and differentiate between them. This has never been more true than now, when advanced technology allows anyone to create a slick app or webpage with a click and then hyper automate it. But conversion guarantee still requires a professional approach and a team who know their job.

What User Interface Should Do

The user interface is everything and anything that makes your client say, "Yes, thank you very much." On the other hand, it's impossible to appeal to everyone, and, as the saying goes, "In matters of taste, there can be no disputes." Nevertheless, Forbes suggests the following pieces of the puzzle:

- Mobile-friendliness
- Simplicity
- Fast, seamless navigation
- Familiarity
- Your user's perspectives
- Shadow sessions
- The user's story

From the list above, most people want their apps to work well, be easy to use, and be relevant. And these basic requirements go well beyond consumer markets. Many B2B solutions rely heavily on their UI. More than that, they differ mostly by their UI, so the interface, design, performance, and simplicity are the value proposition of many business tools on the market. And when a correct color choice makes or breaks a business, it is worth investing in.

Choosing the right visuals alone is only part of the task, the other being the inner workings of the app or website. Users like to be presented with logical, comprehensible choices reflecting their experience and business interaction. This requires a combination of the correct set-up backend and correspondingly crisp frontend. Speed and smoothness of operation are some of the most desired properties, and they rely entirely on the inner workings of the business.

In the past, UI was a simple static web page with a few pictures and a link button. When users interacted with the page, they pressed a link to another one, which had to be loaded with all the repeated graphical elements and parts the users never even saw. Then, JavaScript brought interactive content to the web and changed the UI forever.

How VueJS Creates the Right UI

JavaScript is now the core of the Internet, and hardly any website can do without it. This technology can speed up a webpage by processing user requests inside the user's computer without sending any information to the server.

For example, when the button "Next" is pressed, the next options, loaded together with the page, are presented to the user. It is often not a problem to load an entire set of interactive content options in one go, except when the user wishes to access a database - think any social media.

When there are gigabytes and terabytes of content users could equally wish to interact with, it's simply impossible to use JavaScript only in the browser. So server-based JavaScript solutions were developed to deal with this problem.

They presented a lightweight paradigm of JavaScript, which worked by dividing the job between the browser and the server. So, for example, pressing a button and seeing more options, like a menu, can be processed in the browser, but pressing a specific menu item and loading content would be left to the server.

Amid all this technology, it can be easy to forget that the initial appeal to users is not in the business but mainly in the shape and color of the buttons. The user interface is what people have to buy first, in a sense. So it is no wonder that businesses employ professionals who design UI, and even less wonder that the designers have specific tools of their trade.

VueJS helps designers build unique UIs. It does the job by addressing all the prerequisites of a successful UI we discussed above - specifically, it's reliable, fast, lightweight, and scalable. The UI designers created it for themselves, and the community actively supports it.

VueJS developers can help your business stand out by hanging out with QIT Software. In a world where technology changes daily, there's very little reason not to use the new opportunities, but you still need professionals to distinguish between them.

HR technologies to help with hiring

Hiring is never easy, and now, when the norm for a business can be 1 hire per 100 applicants, automation of menial tasks can free the mind to deal with important things. Of course, team compatibility, proper aims, and good communication must come first but can be dealt with only after the mandatory meaningless addresses and repetitions.

Hiring automation tools have been available for some time, but they evolve with the web too, and new options are always available. Be sure to look for those that have used VueJS to develop their UI.

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