

Interactive Design 1

Interaction Design Principles

Interaction Design definition:

- + An approach to designing interactive experiences
- + Time is an organizing principle
- + Concerned with an audience / user / participant's experience flow through time
- + Interactive design is defined by the active role of the user as part of the system (active, not passive)

Interactive Design Terms:

Information Design (+ Information Architecture)

- How the contents of the experience are organized, grouped, and ordered

Interface Design

- User-centered design process
- Clear design for an intuitive experience
- Understandable structure and flow
- Clear organization of information

Interactivity Design

- The ways in which the user will interact with and experience the design/product

Usability Testing

- Test > Modify > Test

Five Key Design Areas of Interaction Design:

- + Interactivity
- + Information Architecture
- + Time and Motion
- + Narrative and Interface

1: Interactivity

Aspects of an experience which allow the audience/user to make choices, effect outcomes, and change conditions.

2: Information Architecture

The structure and organization of an experience based on content to be used and goals to be achieved.

3: Time (and Motion)

Time-based experience, including sequence, timing, pacing, kinetic “behavior,” animated transitions, or complete motion sequences.

4: Narrative

The relationship of experiences and story structure, such as beginning-middle-and-end, turning points, resolution, etc.

5: Interface

The visualization/presentation of the system that allows user participation

How To Approach an Interactive Design Process:

1. Define your project. Define your goals.

Later this will allow you to determine how well you have achieved them.

2. Who is your audience?

Age range, interests, education, ethnicity, etc.

3. What kind of experience are you trying to create?

Active or passive, educating, influencing, entertaining, discovering?
Where will it be used?

Affordances & Signifiers

The concept of affordances is that a function must speak for itself, and suggest its own use (i.e. a road affords walking). Signifiers hint at the affordance (i.e. the road's flat surface signals you to walk with your feet).

Core Principles of Interaction Design

(after Donald Norman)

Visibility:

The more visible functions are, the more likely users will be able to know what to do next.

Feedback:

Sending back information about what action has been done and what has been accomplished, allowing the person to continue with the activity.

Constraints:

The design concept of constraining refers to determining ways of restricting the kind of user interaction that can take place at a given moment.

Mapping:

The relationship between controls and their effects in the world, i.e. the up and down arrows used to represent the up and down movement of the cursor on a compute keyboard.

Consistency:

This refers to designing interfaces to have similar operations and use similar elements for achieving similar tasks.

Affordance:

Attribute of an object that allows people to know how to use it. To afford means “to give a clue” (Donald Norman, 1988).

Since interaction design communicates messages through “experience,” aspects of narrative and storytelling are very relevant.

Units for Narrative & Meaning-Making

structure of language

Language

letters join to form words

words join to form sentences

= narrative / story

structure of film/video

Film / Video

film frames join to form scenes

scenes join to form sequences

= narrative / story

Units for Narrative & Meaning-Making

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Film / Video

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structure of interfaces

Interactive Experience

the interface to the experience
(content, information architecture,
sequence, pacing, time + motion)

= narrative / story