

INTERACTION DESIGN

5 PRINCIPLES TO CRAFT
BETTER INTERFACES

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Defining Interaction design (IxD)



“Interaction Design (IxD) defines the structure and behavior of interactive systems.

*Interaction designers strive to create meaningful **relationships** between people and the products and services that they use, from computers to mobile devices to appliances and beyond.*

Our practices are evolving with the world.”

The Interaction Design Association

www.ixda.org



IxD is a complex field

Psychology - Information
Design - Typography -
Experience Design -
Anthropology - Information
Architecture
Content Strategy - Social
Media - Brand - Play & Games
- Statistics - Human Factors -
Industrial Design - Human
Computer Interaction - Visual
Design - Service Design ...

IxD is how to design for people

3 central questions
to help us focus our
designs:

HOW DO YOU DO?

HOW DO YOU FEEL?

HOW DO YOU KNOW?

Interaction Design

5 core principles



5 CORE PRINCIPLES OF IxD

1. Consistency
2. Perceivability
3. Learnability
4. Predictability
5. Feedback

1. Consistency



Change attracts unwanted attention

1. Consistency

- Keep the same appearance, location, behavior
- Users should never ask “Why is it different?”
- Difference and change should be meaningful

2. Perceivability



Hidden interaction leads to poor usability

2. Perceivability

- People will not interact if they don't see, feel or hear an opportunity
- Perceivability should not involve random discovery or luck
- Interface elements should have perceived affordances to invite interaction

3. Learnability



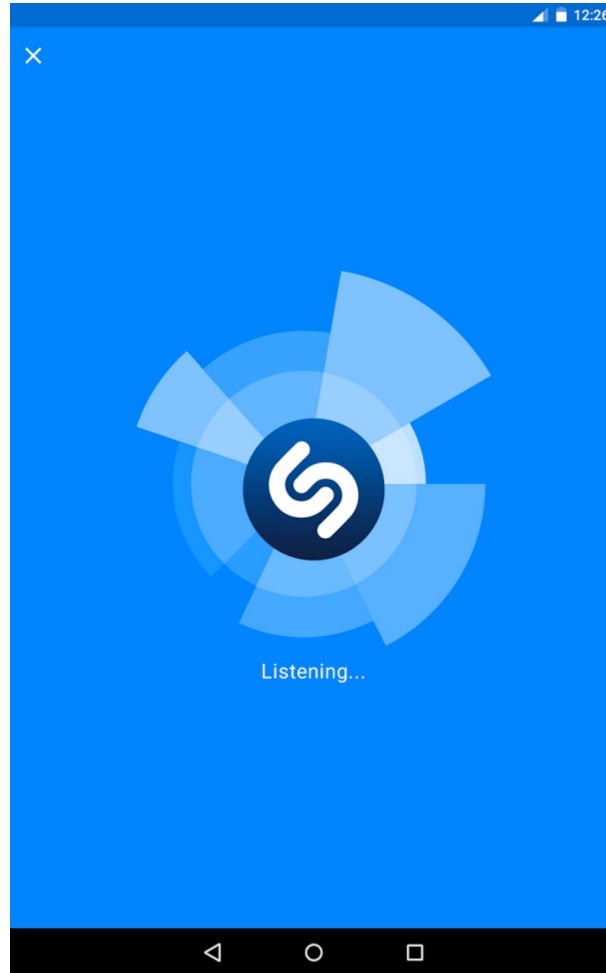
Make interactions simpler

3. Learnability

- Interactions should be easy to learn
- Interactions should be easy to remember
- Interactions should take advantage of the transfer of skill (of knowledge???)
- Design patterns make learning faster and transfer of skill easier (of knowledge???)

3. Learnability

Shazam



4. Predictability

A blue folder with papers inside is on the left, and a silver mesh trash can filled with crumpled paper is on the right. A dark blue speech bubble with the word 'Trash' in white is positioned above the trash can. The background is a blue wavy pattern.

Trash

To set accurate expectation

4. Predictability

The user should be able to answer the following questions:

- What can you do here?
- What will happen if you do that?
- What will be the result?

5. Feedback



To confirm our interactions

5. Feedback

- Inform the user about location, status, potential and completion
- Every interaction should produce a clear and visible reaction

5. Feedback

Mailchimp



Conclusion



Interaction Design is not about the
behavior of the interface;
it's about the behavior of people.



Resources

ixda.com

nngroup.com

interaction-design.org

uxpin.com

lynda.com

pttrns.com

THANK YOU!

