IDX

Interaction Design
Beyond human-computer interaction

Methodology

The Double Diamond of Design

Discover
insight into the problem

Define
the area to focus upon

Develop
potential solutions

Deliver
solutions that work

Problem

Problem Definition

Design Brief

Solution
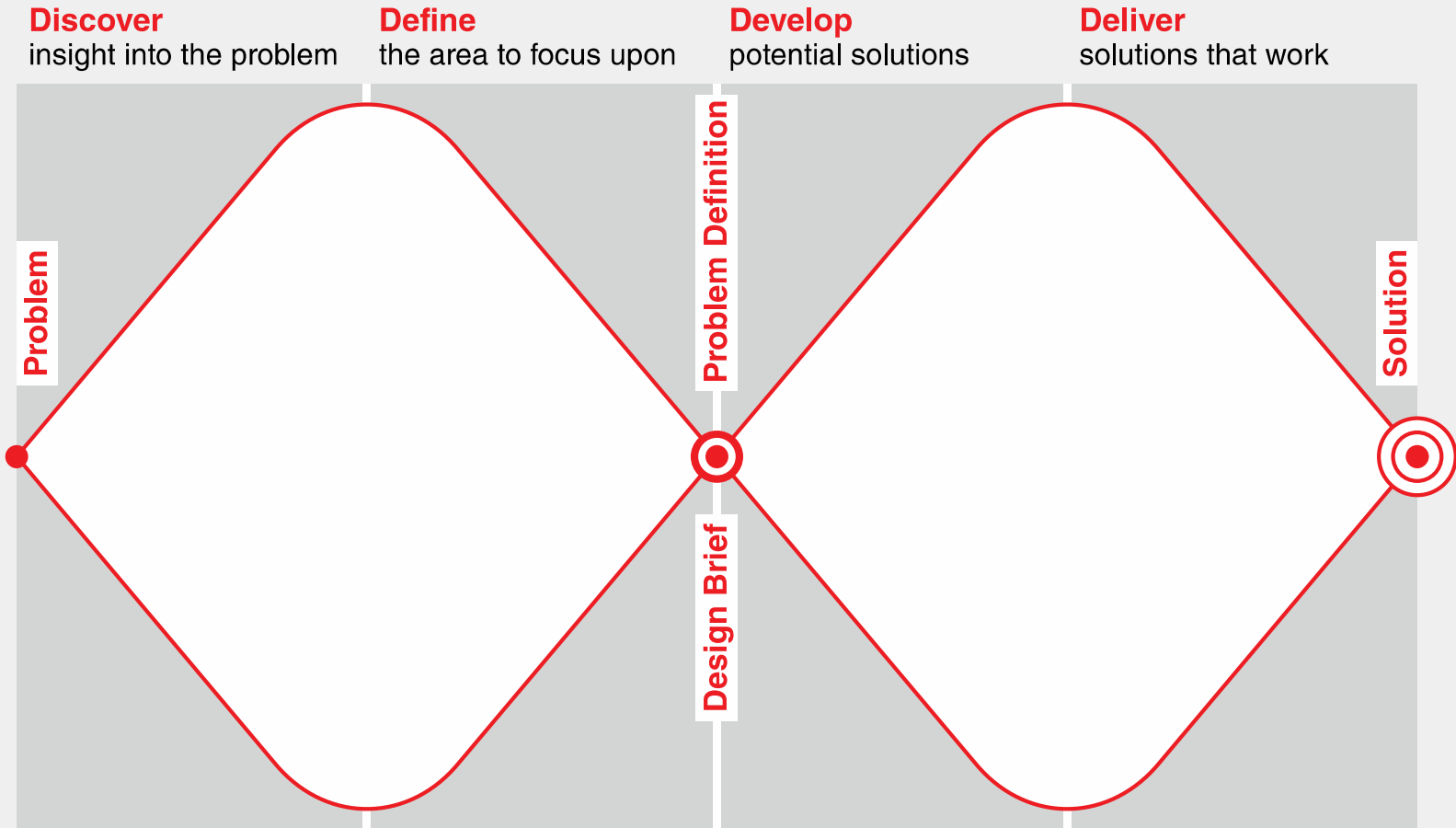
What is involved in Interaction Design

- It is a process:

  - Focused on discovering requirements, designing to fulfil requirements, producing prototypes and evaluating them

  - Focused on users and their goals

  - Involves trade-offs to balance conflicting requirements

- Generating alternatives and choosing between them is key

What is a User Centered Approach

User-centered approach is based on:

- Early focus on users and tasks: directly studying cognitive, behavioral, anthropomorphic, and attitudinal characteristics

- Empirical measurement: users' reactions and performance to scenarios, manuals, simulations, and prototypes are observed, recorded, and analyzed

- Iterative design: when problems are found in user testing, fix them and carry out more tests

Four basic activities of Interaction Design

1. Discovering requirements

2. Designing alternatives

3. Prototyping alternative designs

4. Evaluating product and its user experience throughout

Some practical issues

1. Discovering requirements

2. Designing alternatives

3. Prototyping alternative designs

4. Evaluating product and its user experience throughout

What are the Users' needs

- Users rarely know what is possible

- Instead:
    - Explore the problem space
    - Investigate who are the users
    - Investigate user activities to see what can be improved
    - Try out ideas with potential users

- Focus on peoples' goals, usability, and user experience goals, rather than expect stakeholders to articulate requirements