

1. Introduction to Interaction Design (IxD)

IxD is where we design interactive artefacts to aid in people's communication and daily interactions. The reason why this is important is because it continues to gain relevance and importance as ubiquitous computing becomes more apparent in our society.

"It's not that people are bad with technology; it's that technology is bad with people."

IxD covers...

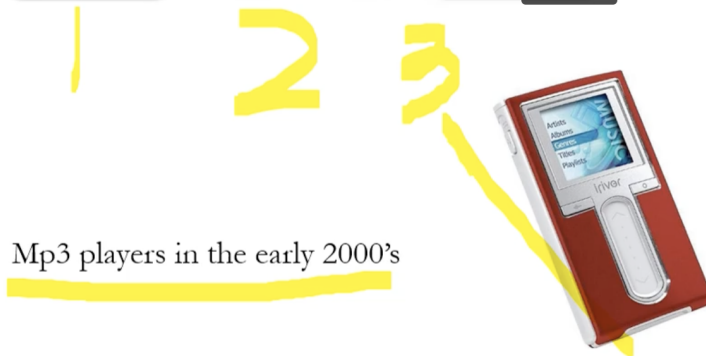
- Interface Design
- Application Design
- Navigation Design
- Media Installations
- Interactive Environments
- Ubiquitous computing
- controls
- Usability Engineering
- Sound Design
- Design Simulation
- Scenario Design
- Invention Design

Historical Examples of IxD

Apple Mac - iPod



iPod in the early 2000's



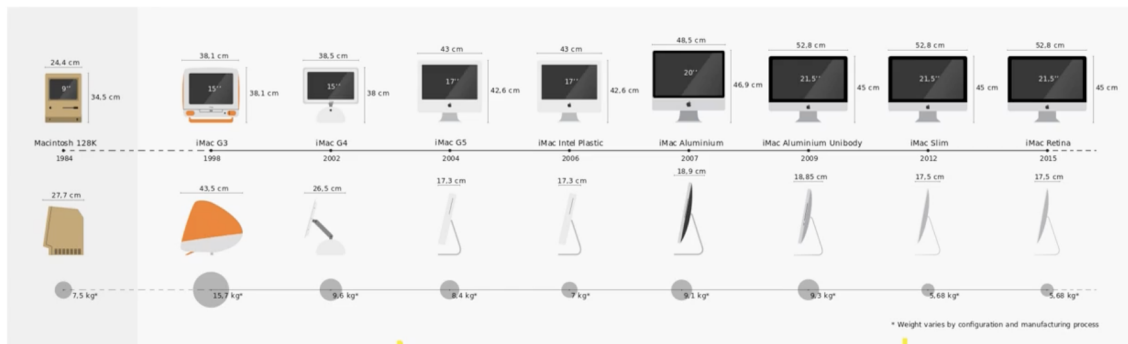
Mp3 players in the early 2000's



- In the early 2000s, iPod was the competition to existing MP3 players
- The iPod design which was iterated overtime improved and made it easier for users to cycle through songs and other basic functions

The "User Experience" is key. This is made up of more than just usability. It's also made up of *Utility, Usability, Desirability & Brand Experience*

Apple Mac



The Apple “Customer & Interaction Experience”

