

PRINCIPLES OF INTERACTIVE DESIGN

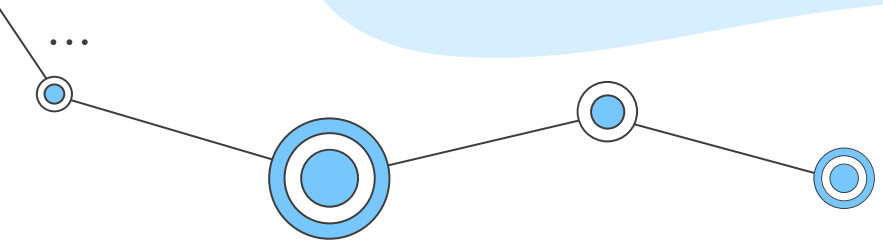


...why websites are addictive

PRINCIPLES



a kind of rule, belief,
or idea that guides you.



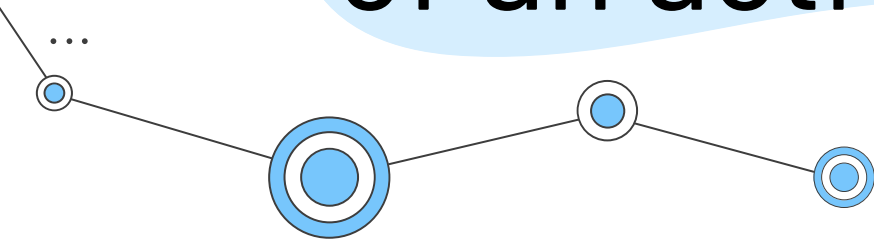
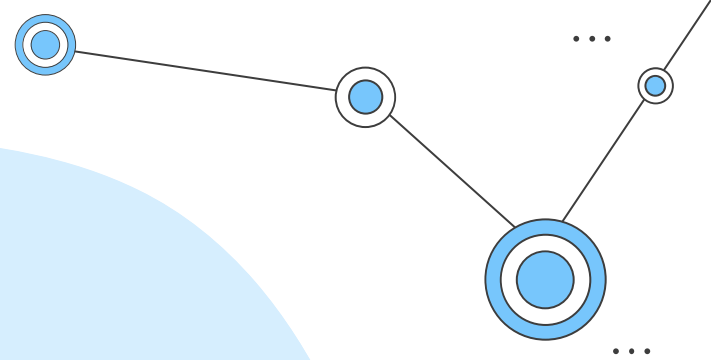
INTERACTIVE

A decorative network diagram with blue nodes and lines is positioned in the top right and bottom left corners of the slide. The nodes are represented by concentric circles, with some having a solid blue center and others being hollow. They are connected by thin grey lines, forming a web-like structure. Ellipses (...) are used to indicate that the network continues beyond the visible nodes.

allowing a two-way flow of
information between a
computer and a user

DESIGN

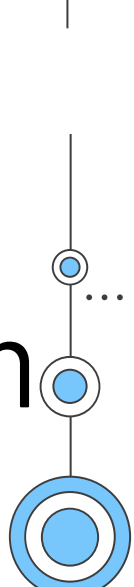
a plan for the construction of an
object for the implementation
of an activity or process



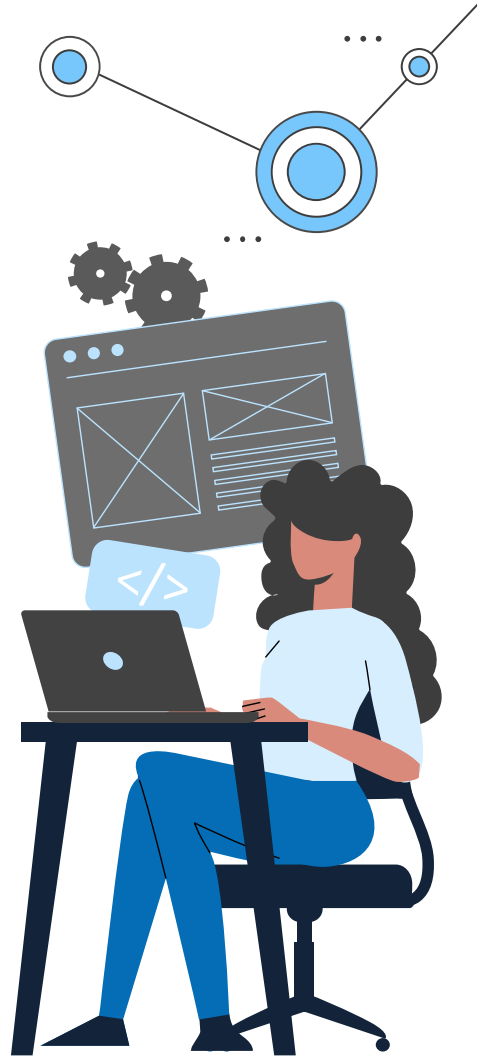


PRINCIPLES OF INTERACTIVE DESIGN

the process of creating
engaging and interactive
experiences for users through
digital platforms.



Key Principles of Interactive Design



01

Usability

Intuitive and easy to use. . .

07

Aesthetics

Visually appealing. . .

KEY PRINCIPLES

02

Feedback

Provide users feedbacks. . .

03

Consistency

Understand and use the design. . .

04

Clarity

Clear and easy to understand. . .

05

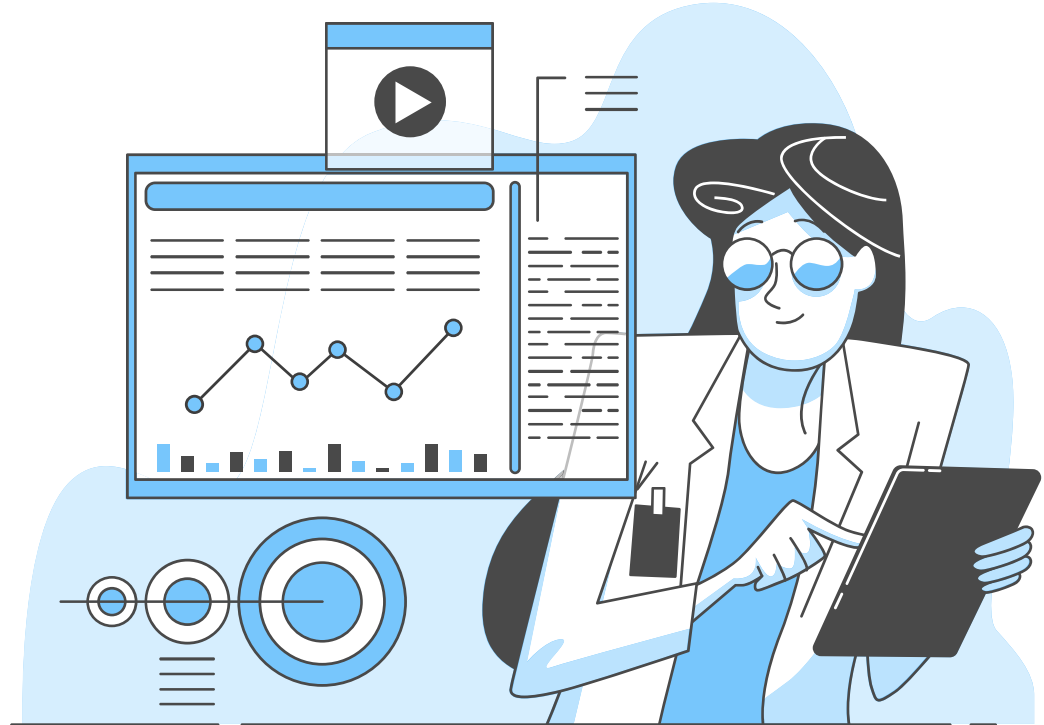
Accessibility

Provide alternatives. . .

06

Flexibility

Flexible and adaptable. . .



01

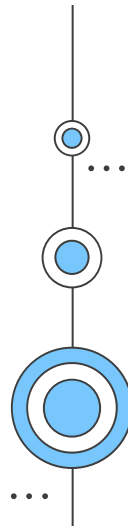
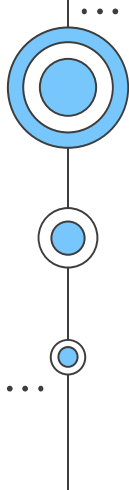
USABILITY

Designs should be intuitive and easy to use. Users should be able to easily navigate through the design and find what they are looking for.



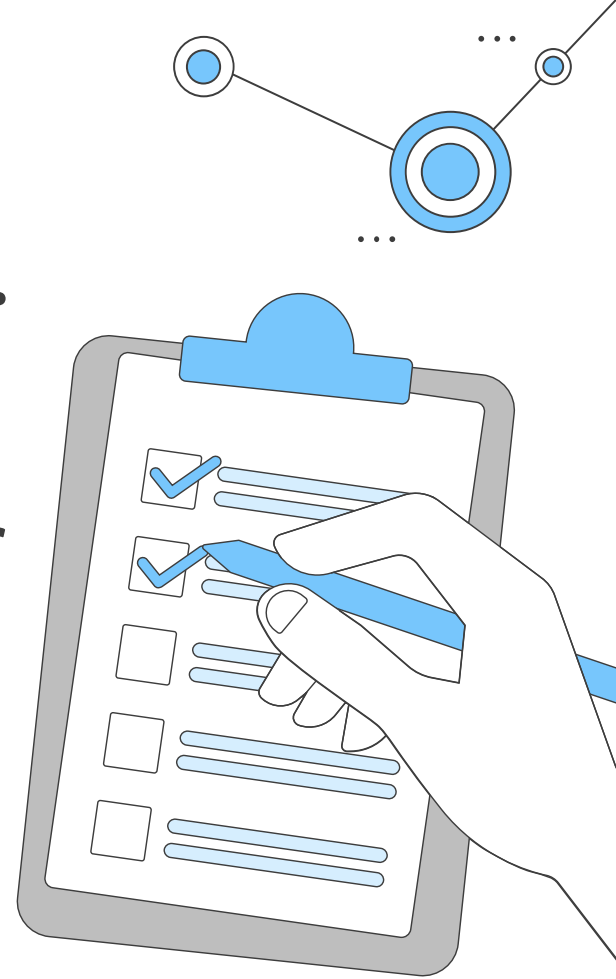
02

FEEDBACK



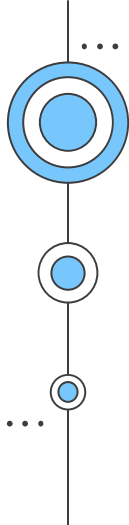
Provide users with
feedback on their actions.

For example, when a
button is clicked, the user
should receive feedback
that the action was
successful.

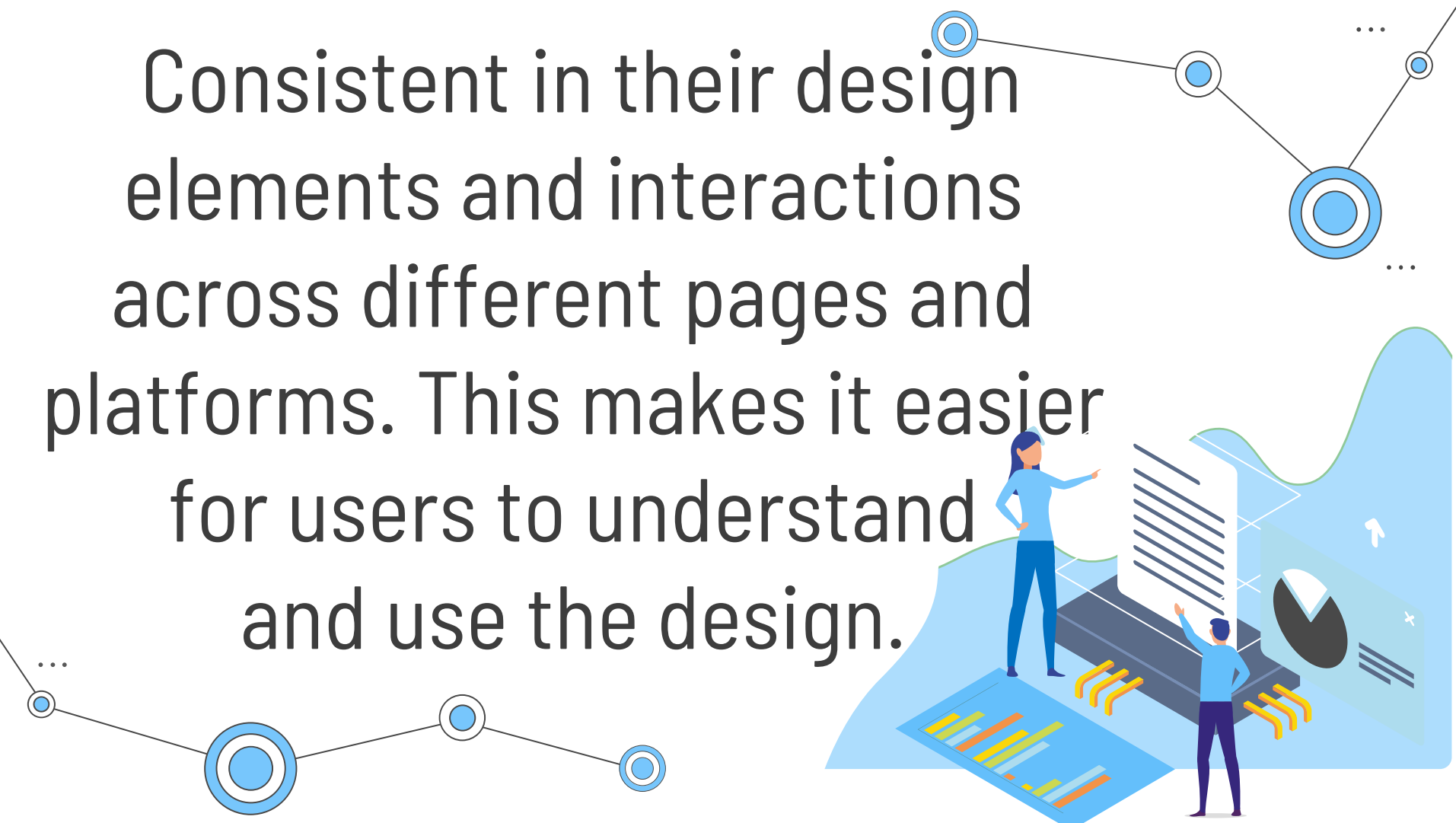


03

CONSISTENCY

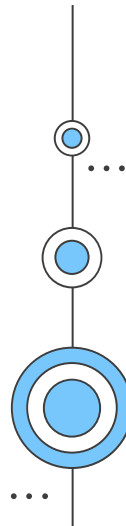
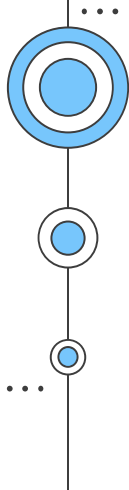


Consistent in their design elements and interactions across different pages and platforms. This makes it easier for users to understand and use the design.



04

CLARITY

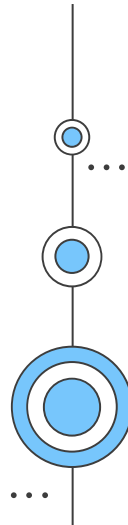
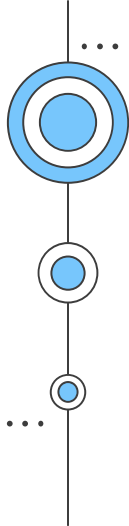


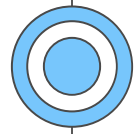
Should be clear and easy to understand. Users should be able to quickly understand the purpose of the design and how to use it.



05

ACCESSIBILITY

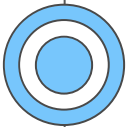




Should be accessible to all users, including those with disabilities. This can include providing alternative text for

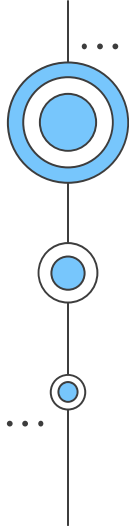


images and using color schemes that are easy to read for people with color blindness.



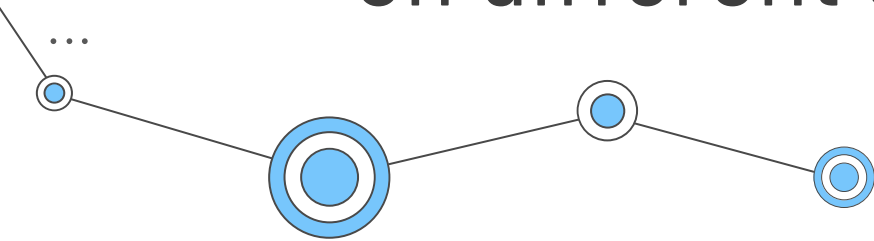
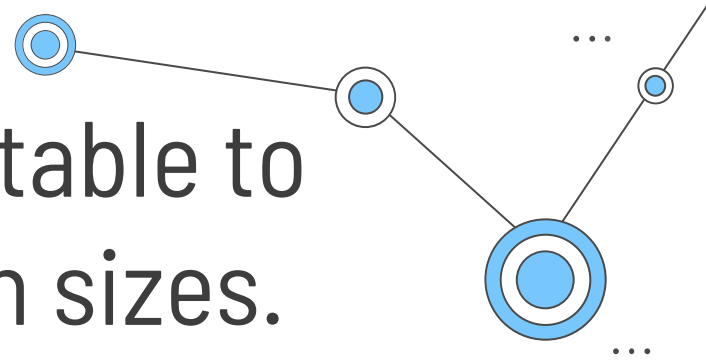
06

FLEXIBILITY



Should be flexible and adaptable to different devices and screen sizes.

This can include using responsive design techniques to ensure that the design looks good on different devices.





07

AESTHETICS



Should be visually appealing and engaging. This can include using attractive colors, typography, and images to create a visually pleasing design.

