

Interaction Design Principles

- **Ethical:** not cause harm while pursuing the goal(s)
- **Purposeful:** be focused on goal(s)
- **Practical:** actually be able to accomplish the goal(s)
- **Elegant:** be better than anything else in accomplishing the goal(s)
- **Cognitive** perspective - helping users not have to figure things out
- **Visual** perspective - making it easy for users to make choices
- **Memory** perspective - helping users remember or find things
- **Physical** perspective - helping users accomplish things in the real world

Design Language

- **Experience attributes** to be incorporated
- **Contexts** from context scenarios
- **Constraints** (from contexts):
 - color; size; shape
 - line weight and style
 - type; texture
 - images; materials
 - power