

What to design

- who the users
- what activities
- where interaction

Eg: Online banking

Interface: secure
trustworthy
easy to navigate

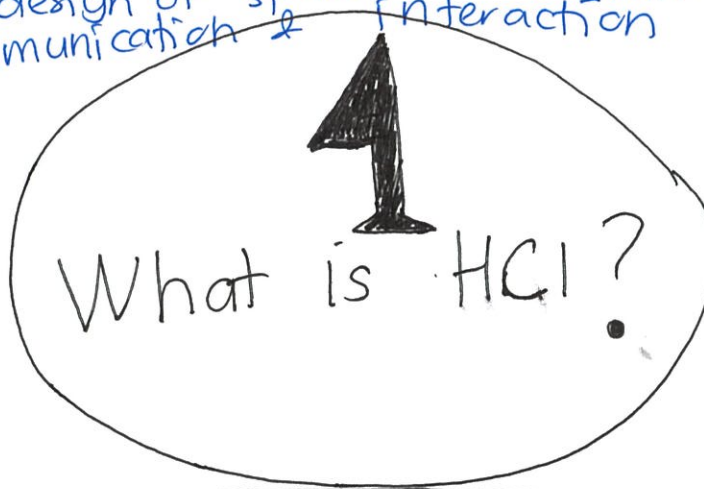
Design

- user interface
- s/w
- user-centered
- product
- web
- experience

Interaction Design

★ Designing interactive products to support the way people communicate & interact

★ The design of spaces for human communication & interaction



Working in multidisciplinary teams

more idea
new methods
more creative

X costs

Goals of ID

- ① Develop usable products
- ② Involve users in the design process

HCI & ID

- wider
- concerned w theory, research & practice of design UX
- narrower focus
- concerned w design, evaluation & implementation of interactive comp. systems for human

Sam

User Experience UX

Central to interaction design

- how a product behaves & used by people in the real world

→ every product used by someone has a user experience

newspaper
ketchup bottles

→ how people feel about a product & their pleasure & satisfaction

Cannot design a sensual experience but only create design features than can evoke it

eg outside case of cell phone design

smooth
silky
fit in palm of hand

What is HCI?

Good design

- understandable
(content, how to use)
- interesting
(want to use)
- easy to use
(easy to navigate)
- uniform look & feel
(consistent)
- visitor's point of view:
WYSWYW

Eg: Remote control

when touch / look / interact provoke a sensual & satisfying UX

Lami.