

# **Principles of Interaction**

# **Principles**

**Feedback**

**Mapping**

**Signifier**

**Affordance**

# Feedback



**Charging a Phone**

Good Feedback



**Hot and Cold Tap Water**

Bad Feedback

# Affordance



## Table

Good Affordance



## Fan

Bad Affordance

# Signifier



## Pen Open/Close

Good Signifier



## Simple Analogue Watch

Bad Signifier

# Mapping



**Volume Control**



**Thumb Up/Down**