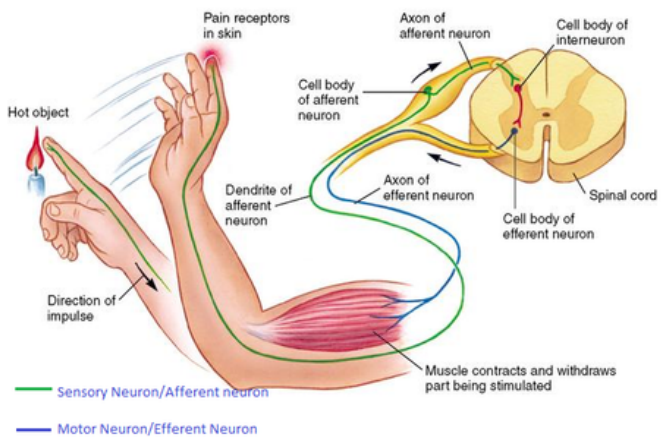# PRINCIPLES OF INTERACTION DESIGN

Anousha Purohit

Risha Eshwar

FEEDBACK

GOOD

Venus Flytrap - The Venus flytrap provides clear feedback by snapping shut when its sensitive hairs are triggered, indicating that it has successfully captured prey.

Mosquito repellent light - When the device is turned on, the light turns on too which indicates that the device is activated.

BAD

Diseases that harm reflex arc- Hyporeflexia is a disease that affects your reflexes and causes delayed reactions.

Guitar amplifier- The aux in jack does not light up the led.

AFFORDANCE

GOOD

Stationary hole puncher - It allows for easy punching of paper.

Jigsaw puzzle - While solving, there is visual cues which is the image itself and the the entire form coming together when joined is indicative of a good affordance.

BAD

Coke bottle cap- It can be opened using multiple objects such as table edge, teeth

Steel hanger- Some clothes tend to fall off the hangers
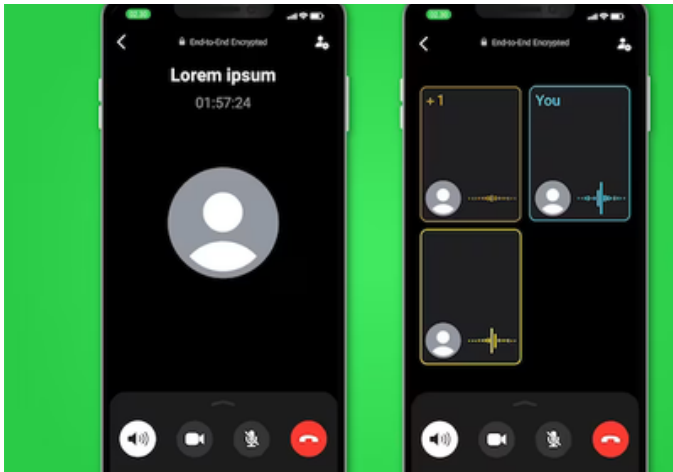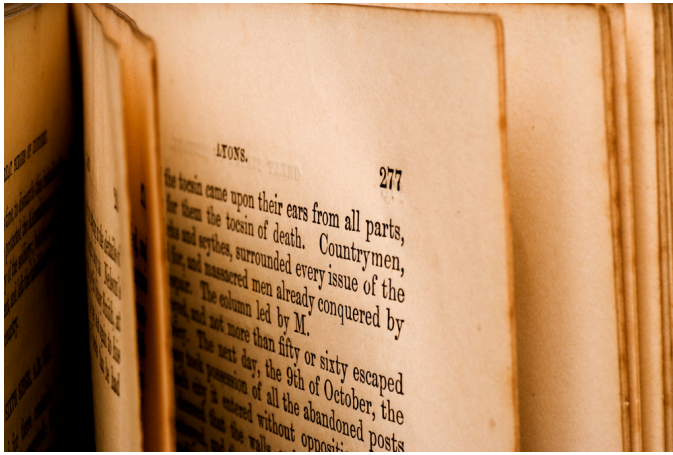
SIGNIFIERS

GOOD

Page numbers - Page numbers indicate where you are at that point.

Microwave beeps - After the designated time you set is over, the device beeps to indicate its completed its task.

BAD

Whatsapp call notification - When a call is received, one cant view who's calling unless you open the app

Markings in measuring cups - The marks are only visible at times

MAPPING

GOOD

QWERTY Keyboard - The letters are arranged according to the frequency of their usage.

Footprints at metro station - The footprints help passengers to navigate through the stations with convenience.

BAD

Food serving station at the mess - Creates chaos as there is no fixed path

Changes in Supermarket Layouts - Layouts are often changed so customers spend more time inside. Its a marketing strategy to make people spend more money.