Lesson 1

Interaction Design (CM3055)

Reminder:

Lessons are on every Wed.

Today (Tues), is exception.

hello
I am Sharlin.

sksho001@mymail.sim.edu.sg

Sharlin Ho

Let me get to know you...

Mentimeter

Resource Folder

https://tinyurl.com/3vsyk3zc

Before you come into each class…..

- Complete Coursera Videos
- Complete reading

Your Study Journal

- Pen and paper or
- Online - Word doc, Google doc, OneNote, a personal blog, Evernote or any other document of your choice

Journal entries often include the following:

- collating links, articles and references
- recording your own thoughts and reflections
- completion of directed activities, such as case studies
- notes on readings and videos
- etc

Please refer to ‘Starting your studies.pdf’ in Coursera

Digital study journal

- MS Office
- App
- Any application you are comfortable

Miro Activity

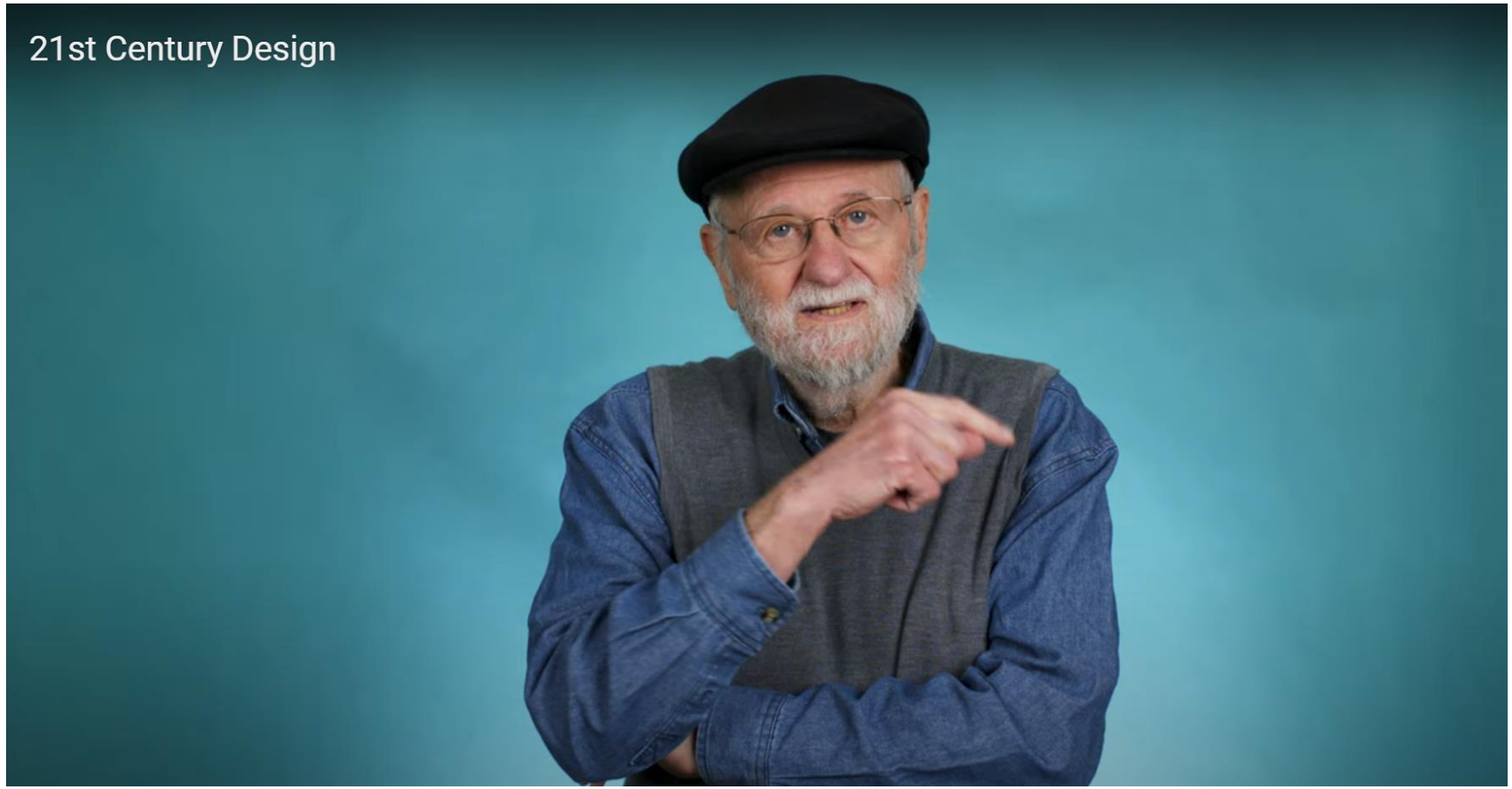
What would I like to achieve from this module?

3 prompt questions:

- What are you hoping to learn on this course?
- What skills do you hope to develop?
- What would you have liked to achieve by the time you are finished on this module?

15 min

Introduction to the Design process, Part1



https://www.youtube.com/watch?v=7FJNsqoC4tI

as a verb refers to the process of originating and developing a plan for a new object.
i.e., machine, building, product etc

as a noun is used both for the final plan or proposal.
i.e., a drawing, model or the produced object.

What is Design?

- driven by **requirements**
- the focus being on the **core need**

understand the fundamental and underlying requirements of the product

'develop' that product to fit those requirements

creating or producing a range of representations (or 'models') of the system; some theoretical or conceptual ('mental models')

Traditional **role of design**

is to improve

visual appearance

function of messages and information

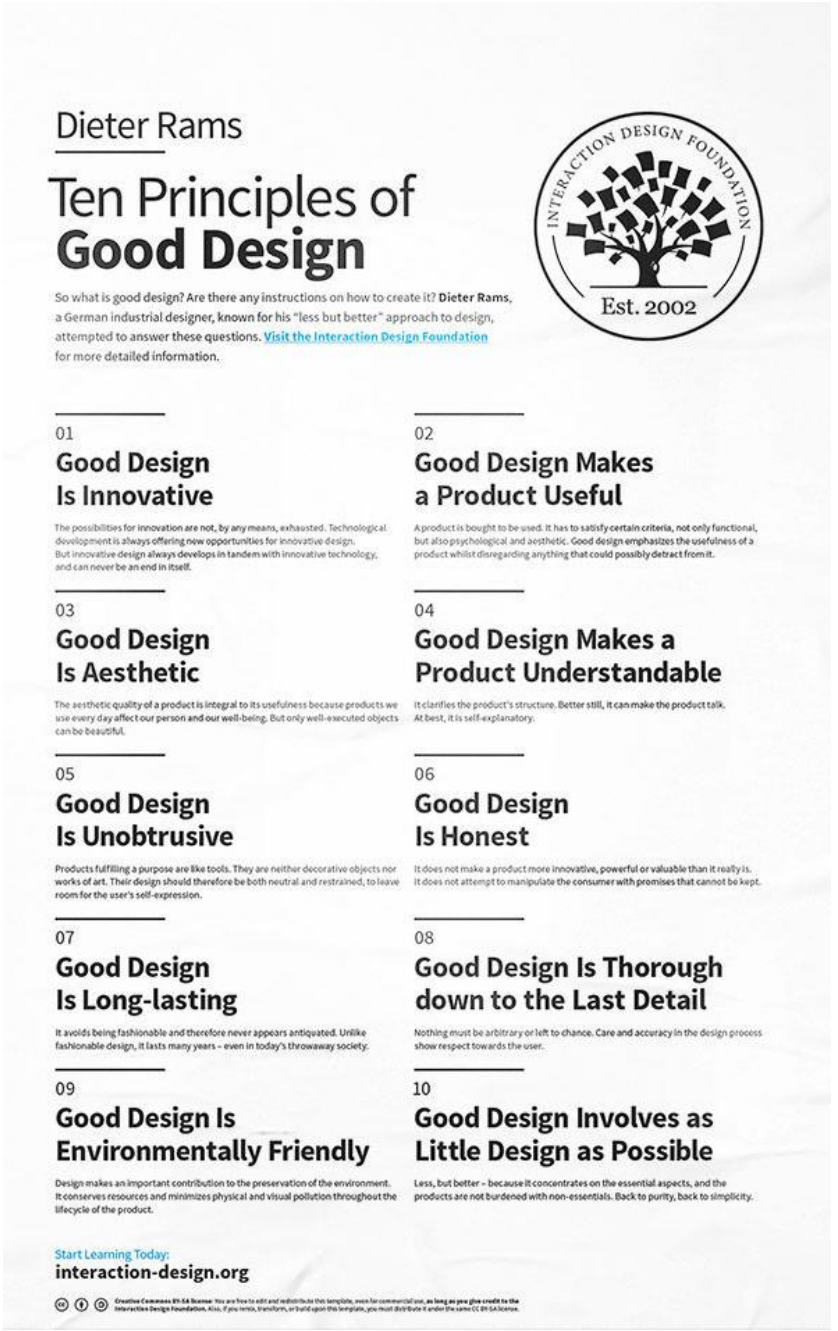
Use of typography, photographs, illustrations, and graphic elements to construct messages that attract attention, think about their meaning, and stay in our memories over time.

“You cannot understand good design if you do not understand people.”

~ Dieter Rams

10 principles of good design:

1. Is innovative.
2. Makes a product useful.
3. Is aesthetic.
4. Makes a product understandable.
5. Is unobtrusive.
6. Is honest.
7. Is long-lasting.
8. Is thorough down to the last detail.
9. Is environmentally friendly.
10. Involves as little design as possible



Dieter Rams

Ten Principles of Good Design

INTERACTION DESIGN FOUNDATION
Est. 2002

So what is good design? Are there any instructions on how to create it? **Dieter Rams**, a German industrial designer, known for his "less but better" approach to design, attempted to answer these questions. Visit the Interaction Design Foundation for more detailed information.

01
Good Design Is Innovative

The possibilities for innovation are not, by any means, exhausted. Technological development is always offering new opportunities for innovative design. But innovative design always develops in tandem with innovative technology, and can never be an end in itself.

02
Good Design Makes a Product Useful

A product is bought to be used. It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasizes the usefulness of a product whilst disregarding anything that could possibly detract from it.

03
Good Design Is Aesthetic

The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being. But only well-executed objects can be beautiful.

04
Good Design Makes a Product Understandable

It clarifies the product's structure. Better still, it can make the product talk. At best, it is self-explanatory.

05
Good Design Is Unobtrusive

Products fulfilling a purpose are like tools. They are neither decorative objects nor works of art. Their design should therefore be both neutral and restrained, to leave room for the user's self-expression.

06
Good Design Is Honest

It does not make a product more innovative, powerful or valuable than it really is. It does not attempt to manipulate the consumer with promises that cannot be kept.

07
Good Design Is Long-lasting

It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today's throwaway society.

08
Good Design Is Thorough down to the Last Detail

Nothing must be arbitrary or left to chance. Care and accuracy in the design process show respect towards the user.

09
Good Design Is Environmentally Friendly

Design makes an important contribution to the preservation of the environment. It conserves resources and minimizes physical and visual pollution throughout the lifecycle of the product.

10
Good Design Involves as Little Design as Possible

Less, but better – because it concentrates on the essential aspects, and the products are not burdened with non-essentials. Back to purity, back to simplicity.

Start Learning Today:
interaction-design.org

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What is good design?

Miro Activity - 25 min

What is Interaction Design (IxD)?

Interaction Design (IxD) is the design of interactive products and services in which a designer's focus goes beyond the item in development to include the way **users** will interact with it.

Thus, close scrutiny of **users' needs**, limitations and contexts, etc. empowers designers to customize output to suit precise demands.

~ Interaction Design Foundation

Interaction Design as defined by IxDA

> “Interaction Design defines the structure and behaviour of interactive systems.
>
> Interaction Design strives to create meaningful relationships between people and the products and services that they use from computers to mobile devices to appliances and beyond.”

"**Interaction Design** is the creation of a dialogue between a person and a product, system, or service. This dialogue is both physical and emotional in nature and is manifested in the interplay between form, function, and technology as experienced over time."

~ John Kolko, Author of Thoughts on Interaction Design (2011)

Interaction Design

makes use of novel techniques and technologies
to design, build, test and produce interactive applications

Interface, Interaction and User Experience Designers apply **usability design principles** to create **productive, usable and enjoyable systems** – and more **satisfied users**.

Interaction Design

Psychology Information Design Ergonomics Typography Experience Design Anthropology Information Architecture Content Strategy Social Media Brand Information Technology Statistics Client-side Development Human Factors Industrial Design Physiology Copywriting Human-Computer Interactions Visual Design Aesthetics

Interaction designers

Work with **design, development, creative, and marketing teams** to build

design strategies,
establish key interactions for products,
create the concept for prototyping test,
maintain technical updates, and
ensure that products keep up with the latest trends.

The Five Dimensions of Interaction Design

Gillian Crampton Smith, an academic in interaction design, introduced the concept of four dimensions of an “interaction design language.”

1D: words should be simple to understand, and written in such a way that they communicate information easily to the end user.

- Rule of thumb - Plain English is Best
  Use concise language and do not have much, if any, fluff.

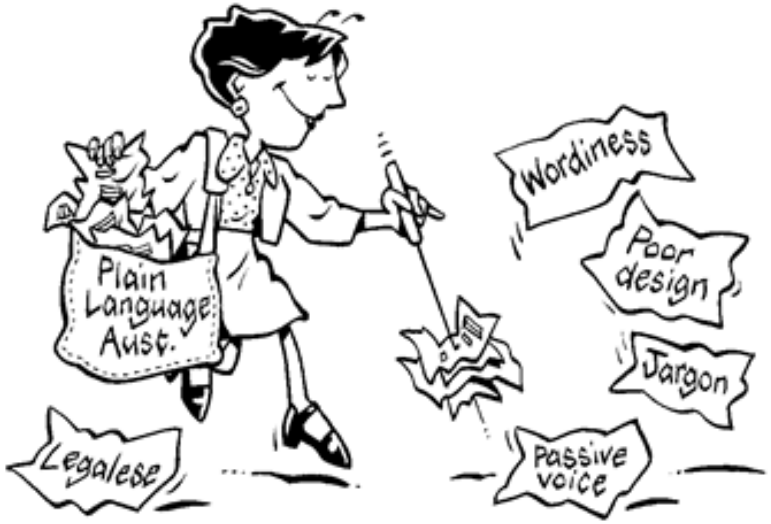


Image from interaction-design.org

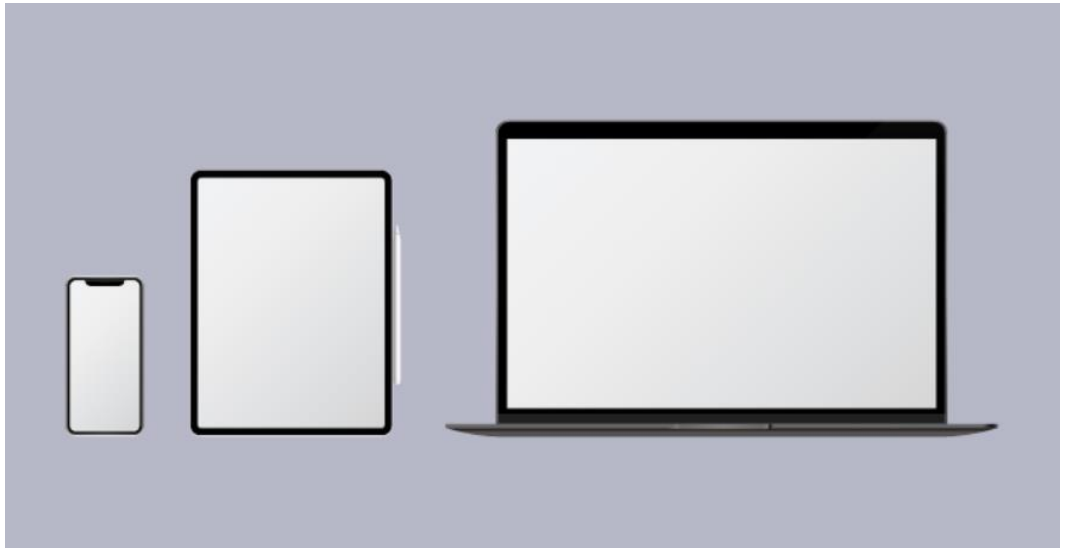
The Five Dimensions of Interaction Design

2D: visual representations are all graphics or images, essentially everything that is not text. They should be used in moderation, so as to not overwhelm.

- Visuals in the digital space include anything that is not a word, such as *typography*, photography, icons, diagrams and any graphical elements.
- **Images** are the first way to grab a user's attention.

The Five Dimensions of Interaction Design

3D: physical objects or space refers to the physical hardware, whether it's a mouse and keyboard, or a mobile device a user interacts with.

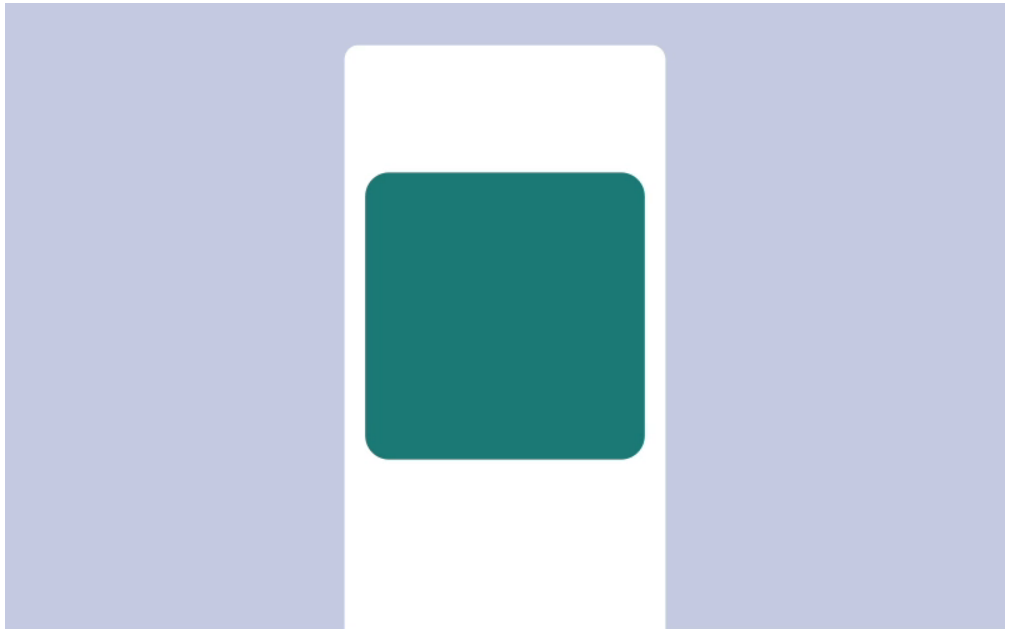


The Five Dimensions of Interaction Design

4D: time is the length that the user spends interacting with the first three dimensions. It includes the ways in which the user might measure progress, as well as sound and animation.

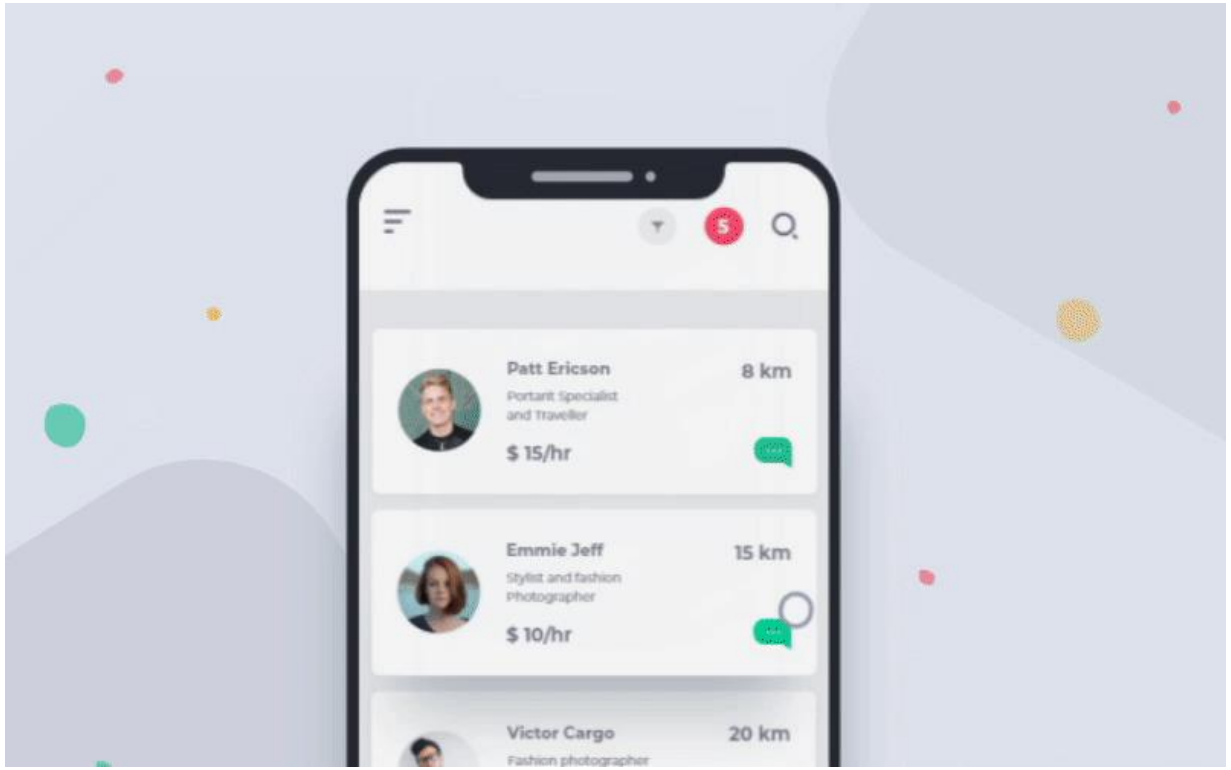
- use animation in success message with a nice sound while completing a task

- Another best use of time is the progress bar animation where we can see the progress of a particular process/operation.

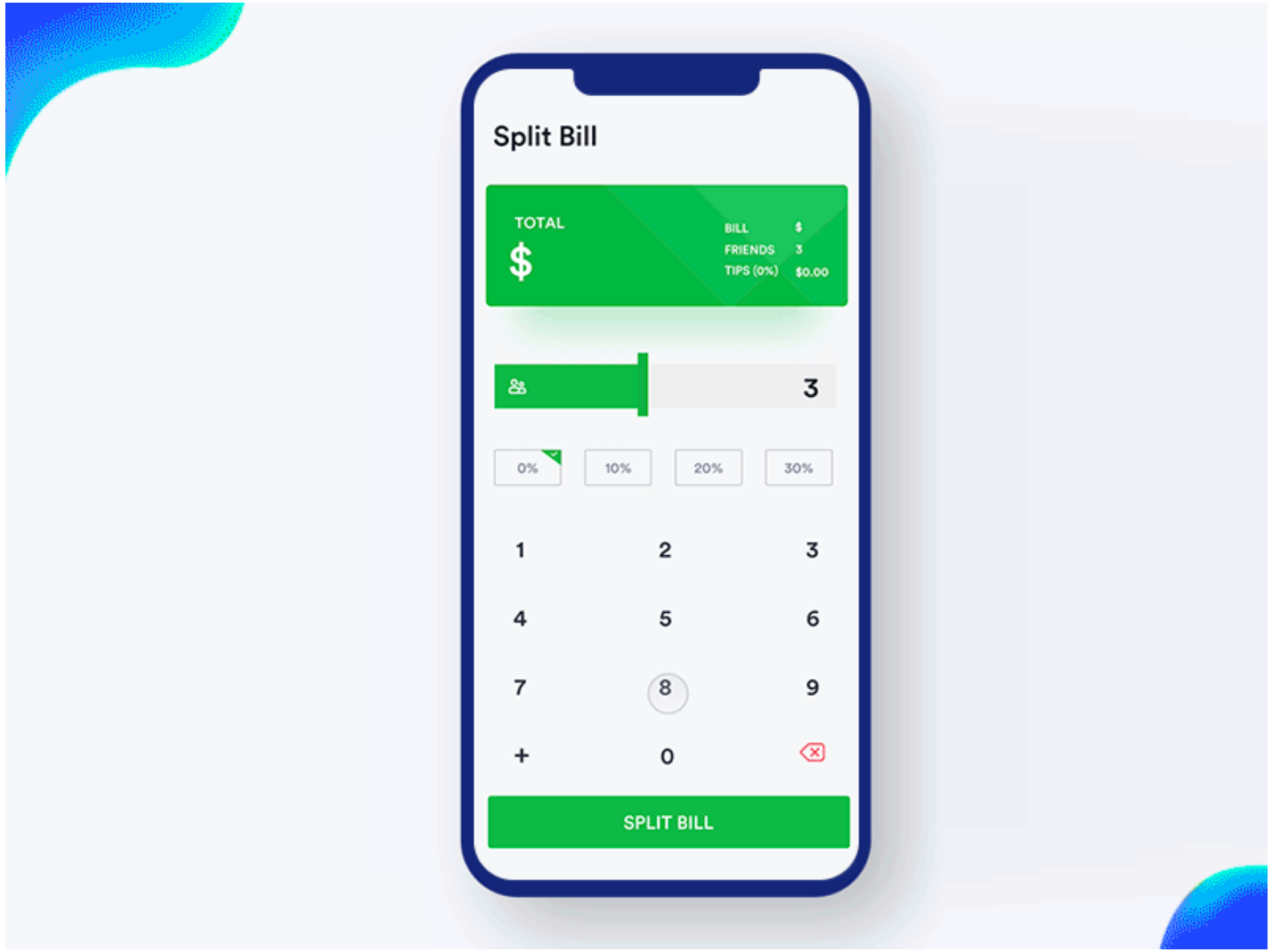


The Five Dimensions of Interaction Design

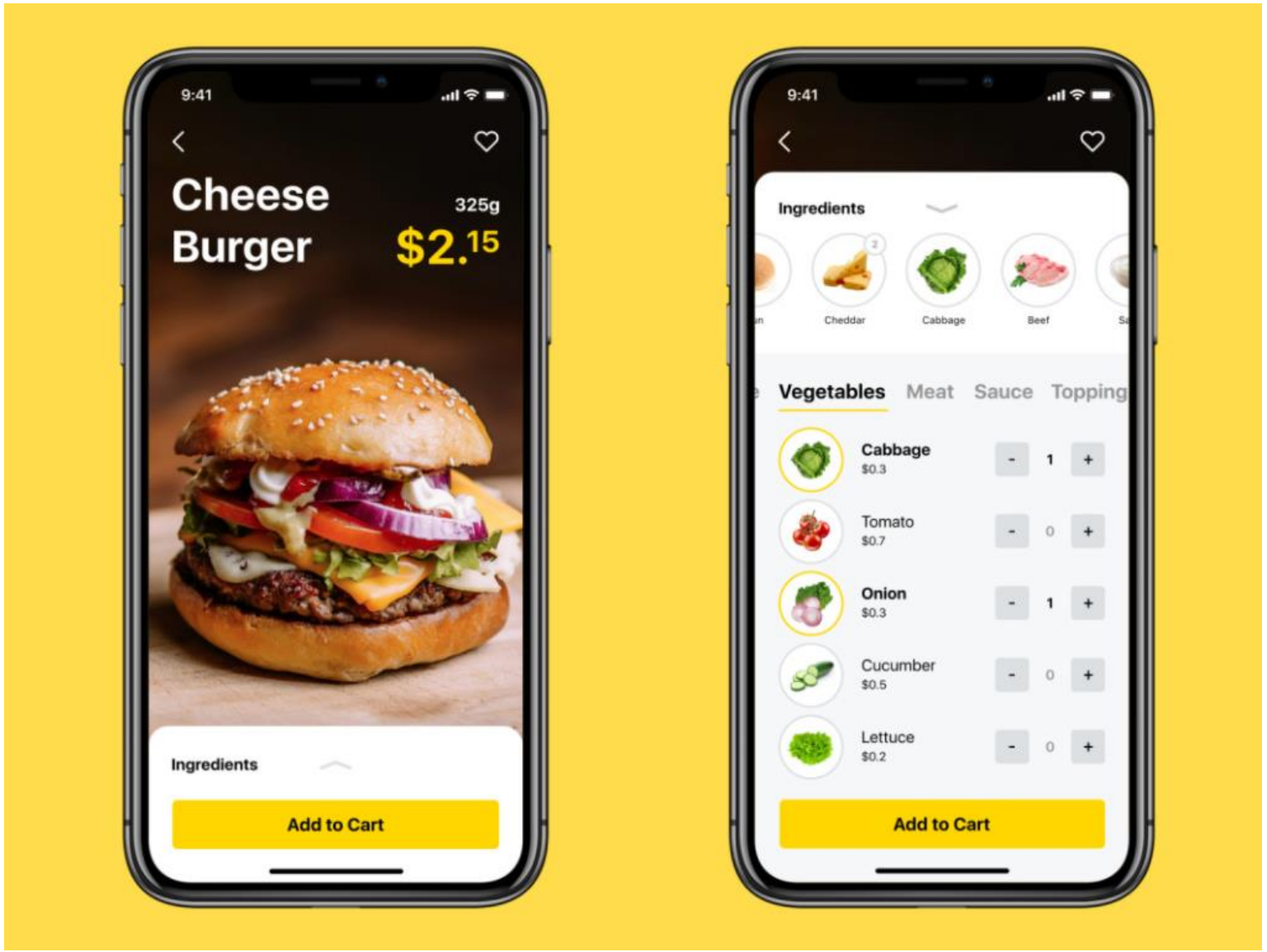
5D: behavior is the emotions and reactions that the user has when interacting with the system added by Kevin Silver.



https://www.uxmatters.com/mt/archives/2007/07/what-puts-the-design-in-interaction-design.php

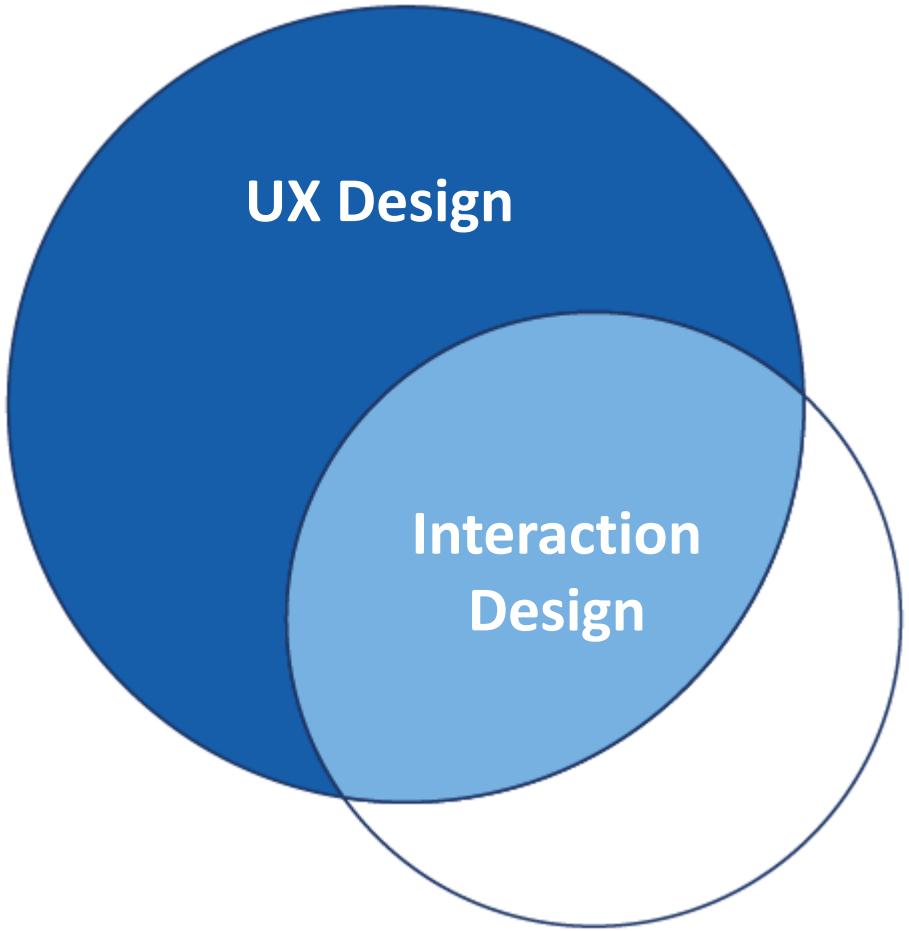


Splitting the bill by Jony Vino.
https://dribbble.com/shots/4413821-Split-bill-Interaction



Customising your burger by TubikStudio

https://tubikstudio.com/works/tasty-burger-app



Interaction Design a part of UX Design

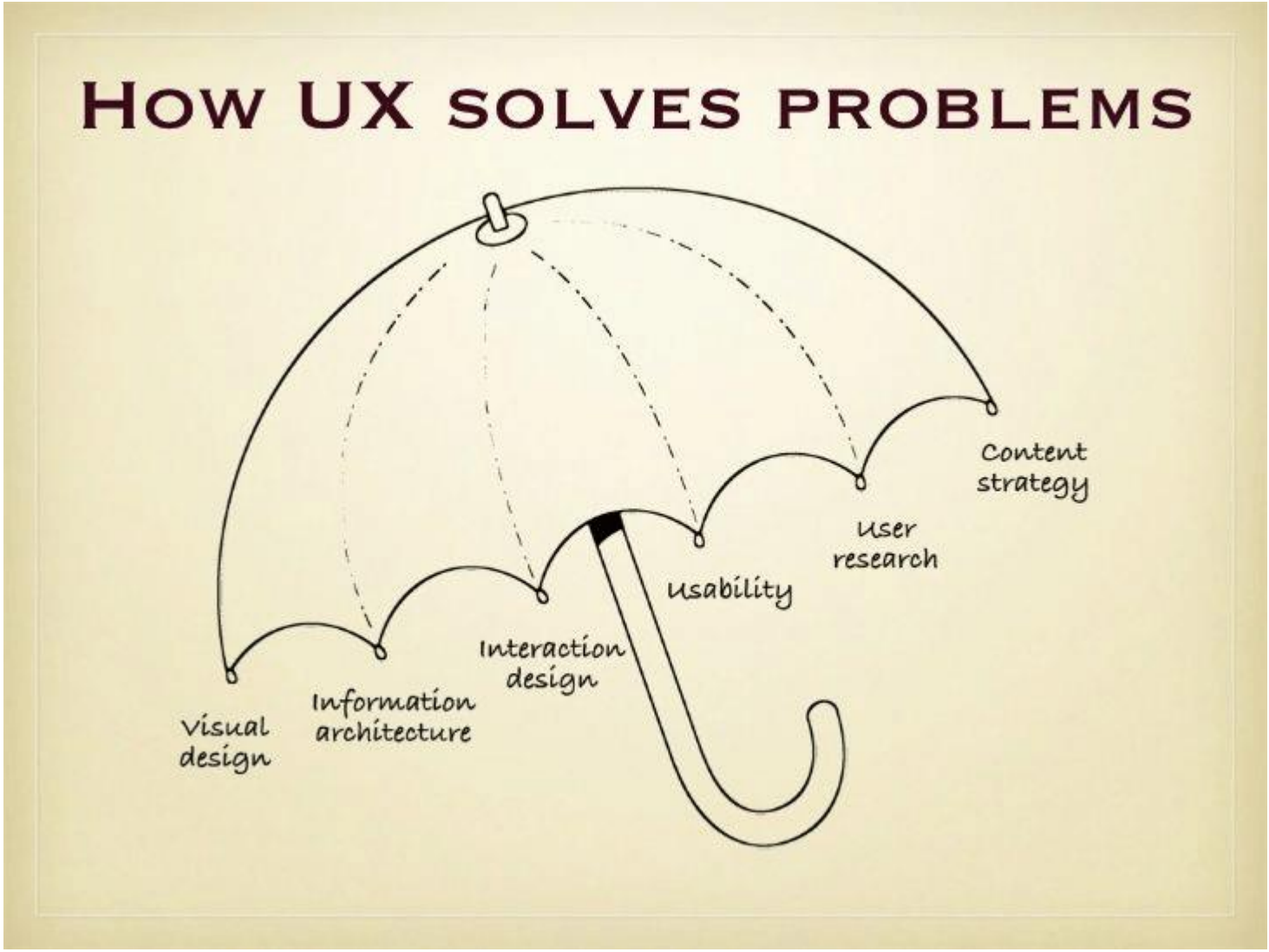


Image by Dan Willis

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57
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1869
TOMATO
KETCHUP
America's Favorite Ketchup

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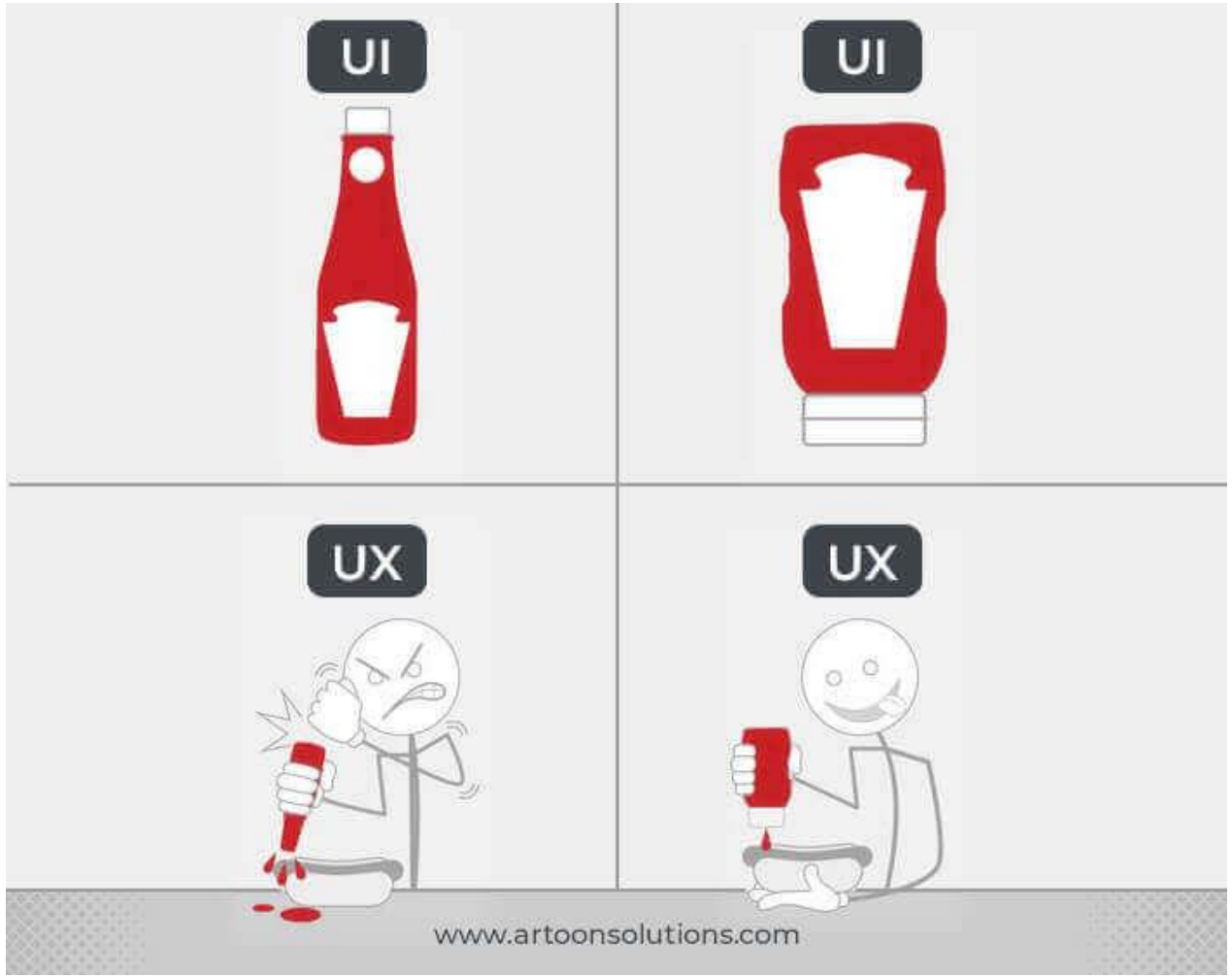
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