

# Principles of Interaction Design

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# Principles of interaction Design

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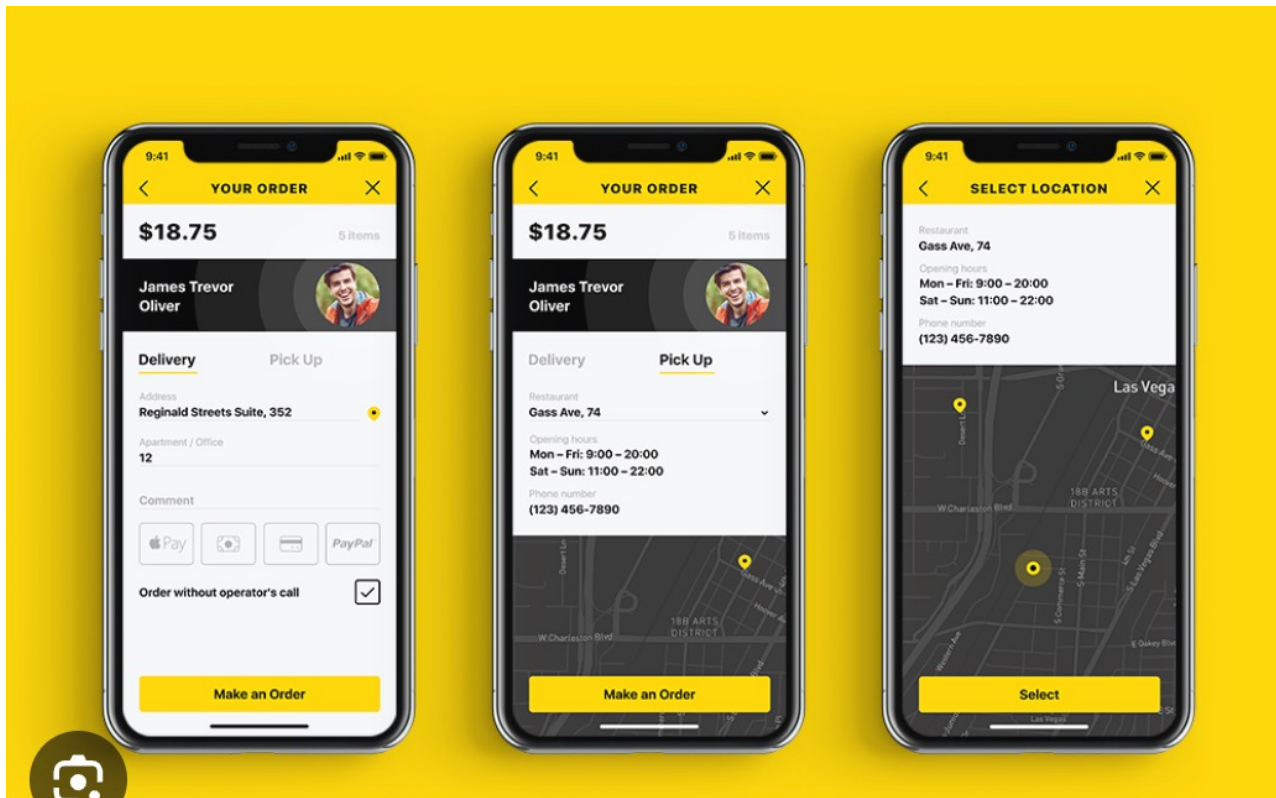
1. Consistency
2. Minimalism
3. Discoverability
4. Learnability
5. Mental Model
6. Visual Hierarchy
7. Affordances and signifiers
8. Constraints

...

# Interaction Design Principles: Consistency

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**Consistency** means using the same design patterns and the same sequences of actions for similar situations. This includes, but isn't limited to, the right use of color, typography, and terminology in prompt screens, commands, and menus throughout your user journey.

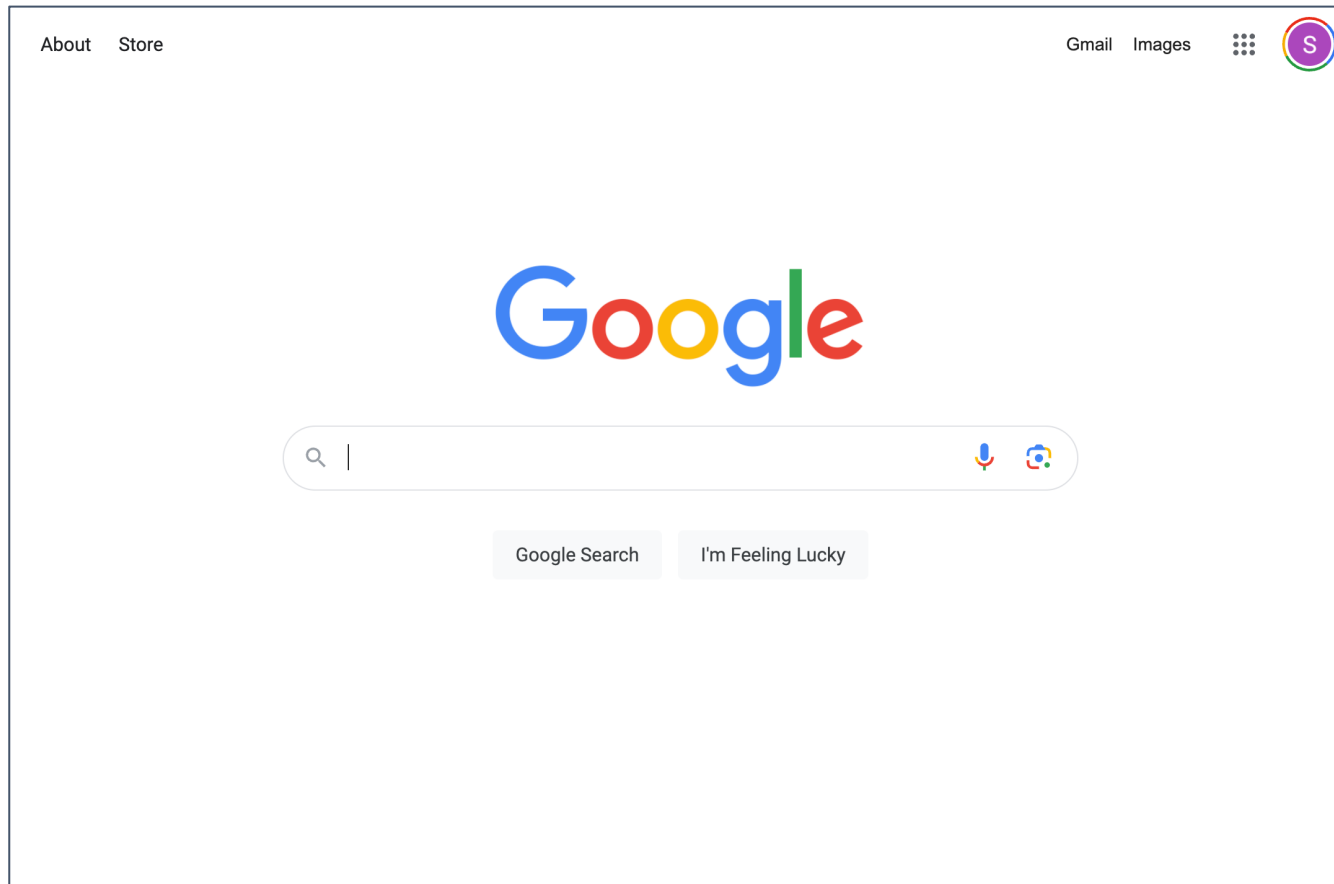


Look at the buttons, fonts, colors, verbiage, ...

## Interaction Design Principles: Minimalist Design

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**Minimalist design** prioritizes the most essential elements and removes visuals or text unnecessary to conveying meaning.



# Interaction Design Principles: Discoverability

Through good **discoverability**, we can consider the different options and choose the one that should work to meet our goal.

Where to look for the class Modules?  
(First visit question)

The screenshot shows a Canvas LMS interface. On the left is a dark green sidebar with navigation icons and labels: Home, Announcements, Assignments, Discussions, Grades, People, Pages, Files, Syllabus, Outcomes, Rubrics, Quizzes, Modules, BigBlueButton, Collaborations, Chat, Attendance, My Media, Media Gallery, LockDown Browser, My Career, Activity Logs, Piazza, Item Banks, New Analytics, and Canvas to Banner. The main content area is titled 'Week 4 prep work' and includes a 'Published' status button, an 'Edit' button, and a menu icon. The assignment instructions are as follows:

After reviewing the prep work material for session 4, it is time to practice them with an activity.

Step 1. Go to:  
<https://www.ebay.com/>

Search for a product of your choice. It can be a book, a computer, a kitchen appliance, etc. Select one of the products listed in your search result and go to that product's page.

Step 2: Think about your interaction with eBay website throughout this process and review the interaction of the website by making specific feedback about:

1. Consistency
2. Minimalism
3. Discoverability
4. Learnability
5. Mental Model
6. Visual Hierarchy
7. Affordances and signifiers
8. Constraints

Step 3: Share your feedback on the above interaction design principles by creating a report that includes marked screenshots, specifying the principle, and your point of view on how the design is addressing that principle successfully or unsuccessfully.

Step 4: Submit your document for this assignment before the assignment deadline.

\*If at any point during the process, you find any of the listed principles above unclear, search for further clarification. You can also use the class discussion forum to initiate a conversation and ask for examples and explanations Outside of the website that I have assigned for this activity and get help from your classmates and TAs for better understanding.

At the bottom right, it says 'Points 2'.

On the right side of the page, there are buttons for '63 Student View' and 'Immersive Reader'. Below these, under 'Related Items', there is a link to 'SpeedGrader™' and a button to 'Download Submissions'. At the bottom right, it says '58 out of 58 Submissions Graded'.

# Interaction Design Principles: Learnability

**Learnability** is a quality of products and interfaces that allows users to quickly become familiar with them and able to make good use of all their features and capabilities.

Where to look for the class Modules?  
(later visit question)

The screenshot shows a Canvas LMS interface. On the left is a dark green sidebar with navigation links: Home, Announcements, Assignments (selected), Discussions, Grades, People, Pages, Files, Syllabus, Outcomes, Rubrics, Quizzes, Modules, BigBlueButton, Collaborations, Chat, Attendance, My Media, Media Gallery, LockDown Browser, My Career, Activity Logs, Piazza, Item Banks, and New Analytics. The main content area is titled 'Week 4 prep work' and includes a 'Published' status button, an 'Edit' button, and a menu icon. The assignment instructions are as follows:

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## Interaction Design Principles: Affordances & Signifiers

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**Affordances** refer to the properties of an object that makes it usable for certain actions, while **signifiers** are the visual cues that indicate the presence of an affordance. Both are important in UX design and complement each other to make an interface more usable for

The diagram compares two 'Sign in' forms to illustrate the concept of affordances. The left form has a title 'Sign in', an email input field with the placeholder 'email@', a password input field, a 'Forgot password?' link, and a light gray 'Sign in' button. The right form has the same title and email input field, but the password input field is filled with asterisks. It also has a 'Forgot password?' link and a dark teal 'Sign in' button. Handwritten blue arrows and text explain the differences: an arrow points from the text 'Negative affordance..' to the light gray button on the left, and another arrow points from the text 'until form is completed' to the dark teal button on the right.

Sign in

email@

Forgot password?

Sign in

Negative affordance..

until form is completed

Sign in

email@email.com

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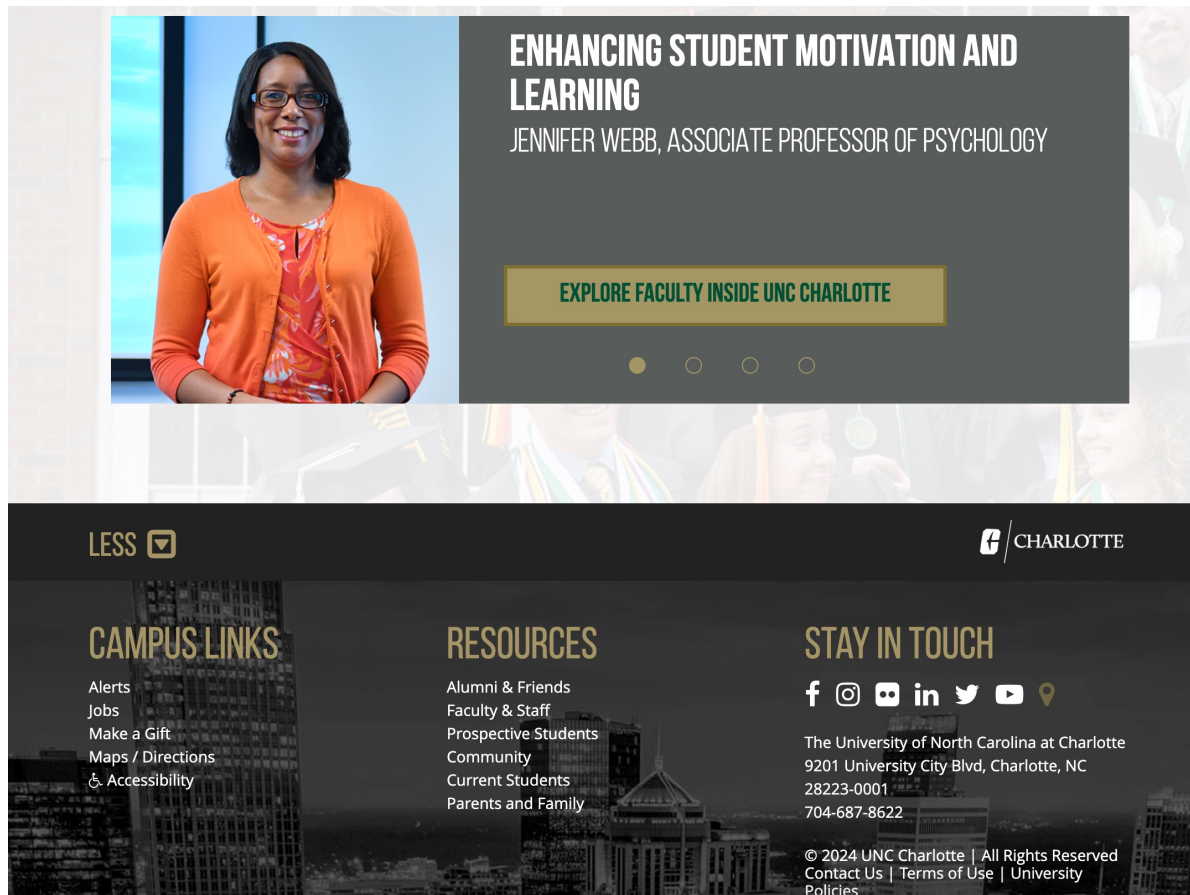
Forgot password?

Sign in

# Interaction Design Principles: Mental Models

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A **mental model** is what the user believes about the system (web, application, or other kind of product) at hand. Mental models help the user predict how a system will work and, therefore, influence how they interact with an interface.



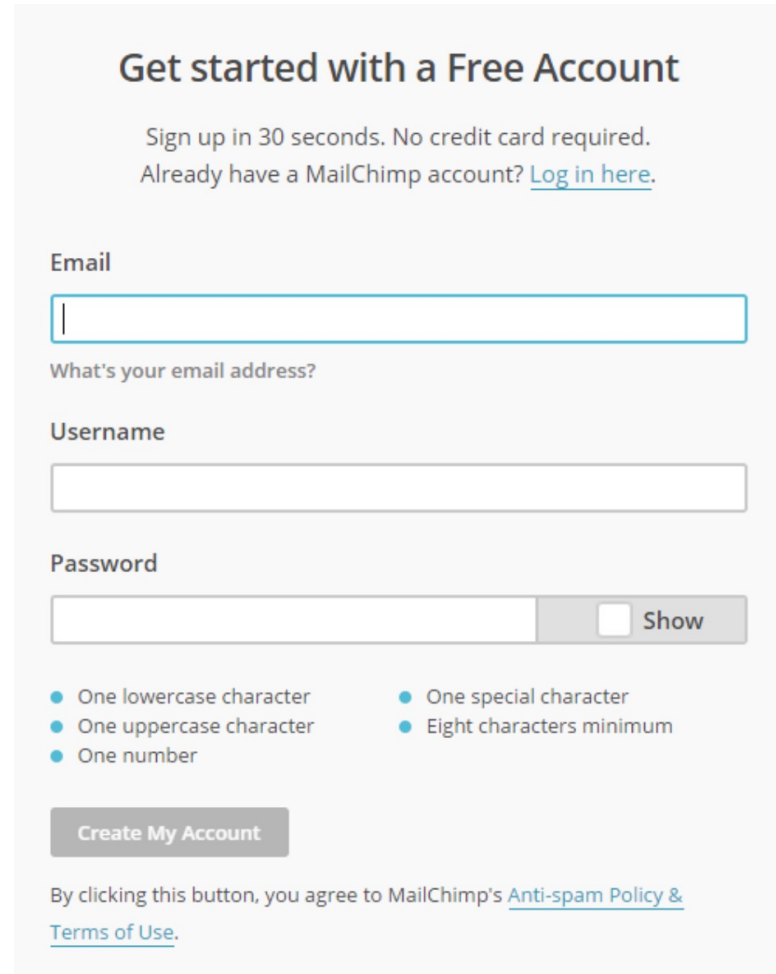
Where do you look first to find the contact info on a website?



# Interaction Design Principles: Constraints

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**Constraints** is about limiting the range of interaction possibilities for the user to simplify the interface and guide the user to the appropriate next action.



The image shows a sign-up form for MailChimp. At the top, it says "Get started with a Free Account" and "Sign up in 30 seconds. No credit card required." Below this is a link "Already have a MailChimp account? [Log in here.](#)". The form has three input fields: "Email", "Username", and "Password". The "Email" field has a blue border and a cursor. The "Username" field has a grey border. The "Password" field has a grey border and a "Show" button next to it. Below the password field are five bullet points: "One lowercase character", "One uppercase character", "One number", "One special character", and "Eight characters minimum". At the bottom is a "Create My Account" button and a link to "Anti-spam Policy & Terms of Use."

Get started with a Free Account

Sign up in 30 seconds. No credit card required.  
Already have a MailChimp account? [Log in here.](#)

Email

What's your email address?

Username

Password

☐ Show

Disabled action button before the form is filled