

# UI/UX Fundamentals

IML 400 - Raphael Arar

# Interaction Design

“Interaction designers strive to create useful and usable products and services. Following the fundamental tenets of user-centered design, the practice of interaction design is grounded in an understanding of real users—their goals, tasks, experiences, needs, and wants. Approaching design from a user-centered perspective, while endeavoring to balance users’ needs with business goals and technological capabilities, interaction designers provide solutions to complex design challenges, and define new and evolving interactive products and services.”

—IxDA

# IXD Concepts

- Goal-Driven Design
- Invisibility
- Usability
- Affordances
- Learnability

# IXD Tasks

- Design Strategy
- Identify/Wireframe Interactions
- Prototyping
- Staying Current

# Responsive Design Principles

- Think Multiple Devices
- Design Fluidly
- Geolocation

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