

# interaction design

Building a Website 2018

we've got **html**

Ignore this box please.

DuckDuckGo

duck

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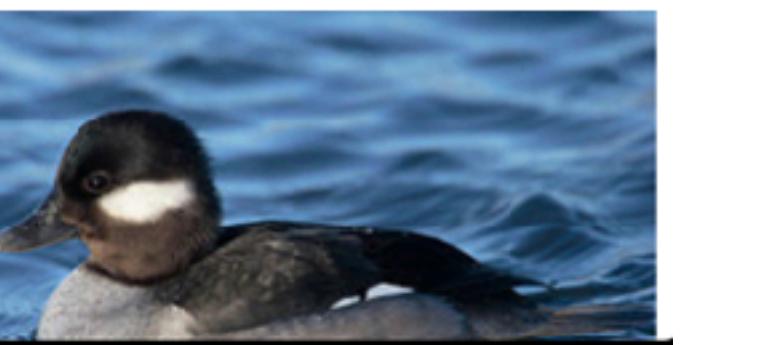
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Duck

Duck is the common name for a large number of species in the waterfowl family Anatidae, which also includes swans and geese.[More at Wikipedia](#) [WMore at Wikipedia](#)

v  
v



we've got **css**

Ignore this box please.

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v  
v



**DuckDuckGo**

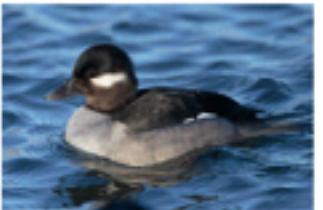
ducks

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## Duck

Duck is the common name for a large number of species in the waterfowl family Anatidae, which also includes swans and geese. [More at Wikipedia](#)



Feedback

### Duck - Wikipedia

Duck is the common name for a large number of species in the waterfowl family Anatidae, which also includes swans and geese. Ducks are divided among several subfamilies in the family Anatidae; they do not represent a monophyletic group (the group of all descendants of a single common ancestral species) but a form taxon, since swans and geese are ...

W <https://en.wikipedia.org/wiki/Duck>

### ducks.org - World Leader in Wetlands & Waterfowl Conservation

Ducks Unlimited conserves, restores, and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people.

<https://www.ducks.org>

### Official Anaheim Ducks Website | NHL.com

The most up-to-date breaking news for the Anaheim Ducks including highlights, roster, schedule, scores and archives.

[ducks.nhl.com](https://ducks.nhl.com)

### Different Duck Types With Examples

Do you know the 12 different types of ducks? Learn what makes each one distinct and which ducks are which.

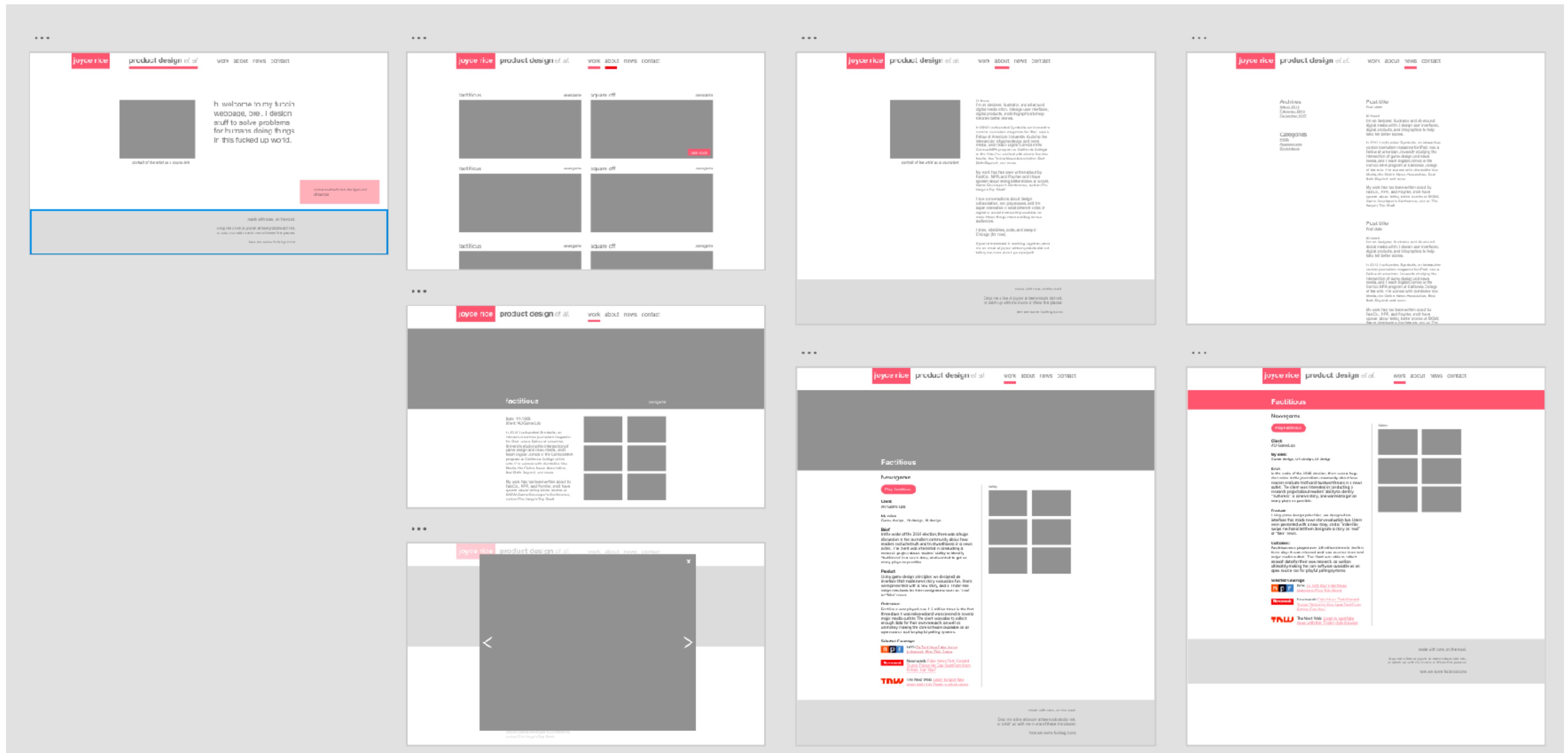
<https://www.thespruce.com/types-of-ducks-387310>

### Anaheim Ducks Schedule | Anaheim Ducks

The official calendar schedule of the Anaheim Ducks including ticket information, stats, rosters, and more.

<https://www.nhl.com/ducks/schedule>

we've **wireframed** our ideas



now we are ready to design and  
implement **interactions**

# the *background*

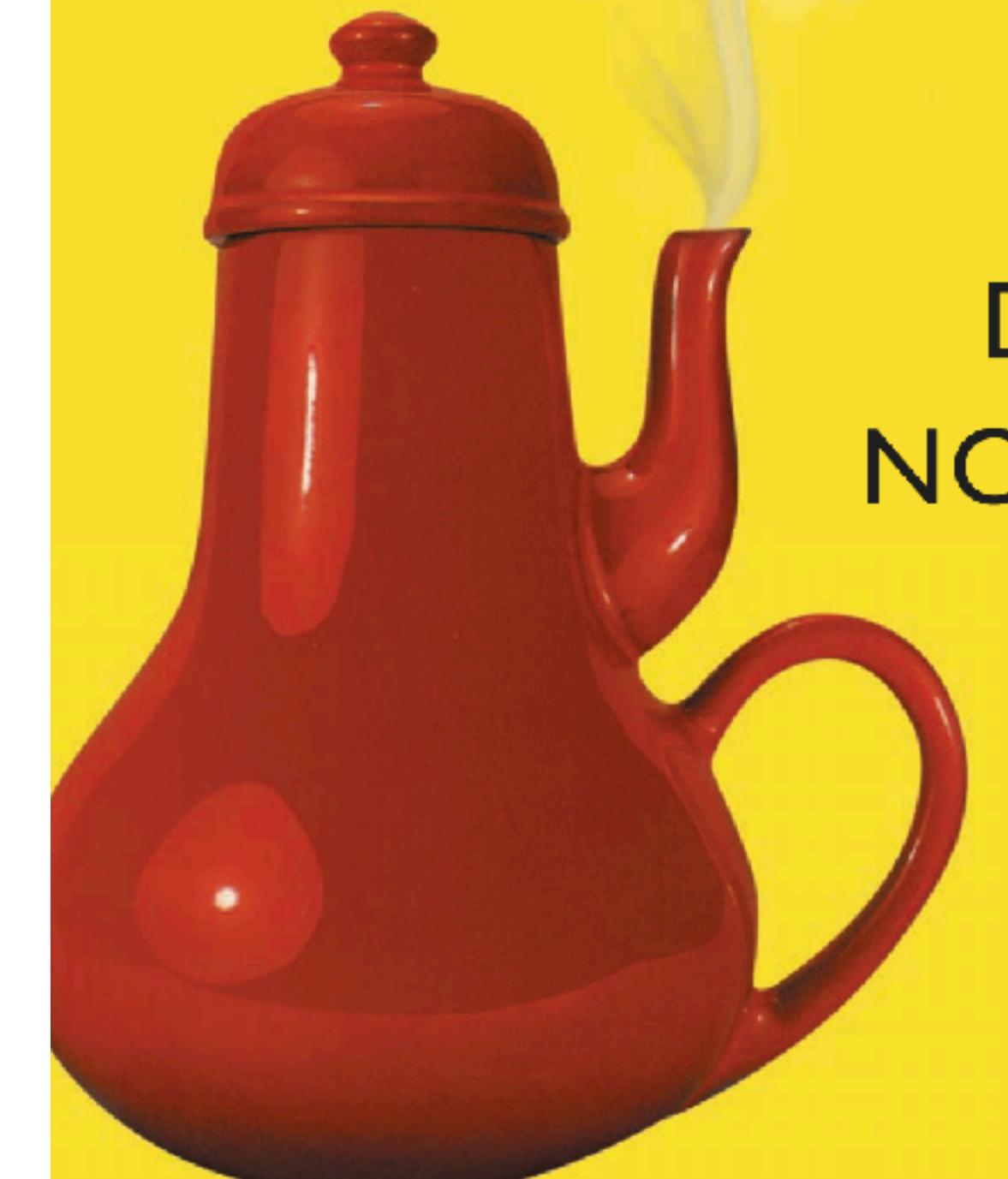
# interaction design

The practice of designing interactive digital products, environments, systems, and services

[wikipedia.org](#)

REVISED & EXPANDED EDITION

*The* DESIGN  
of EVERYDAY  
THINGS



DON  
NORMAN

he championed  
**human-centered design**

humans are idiots



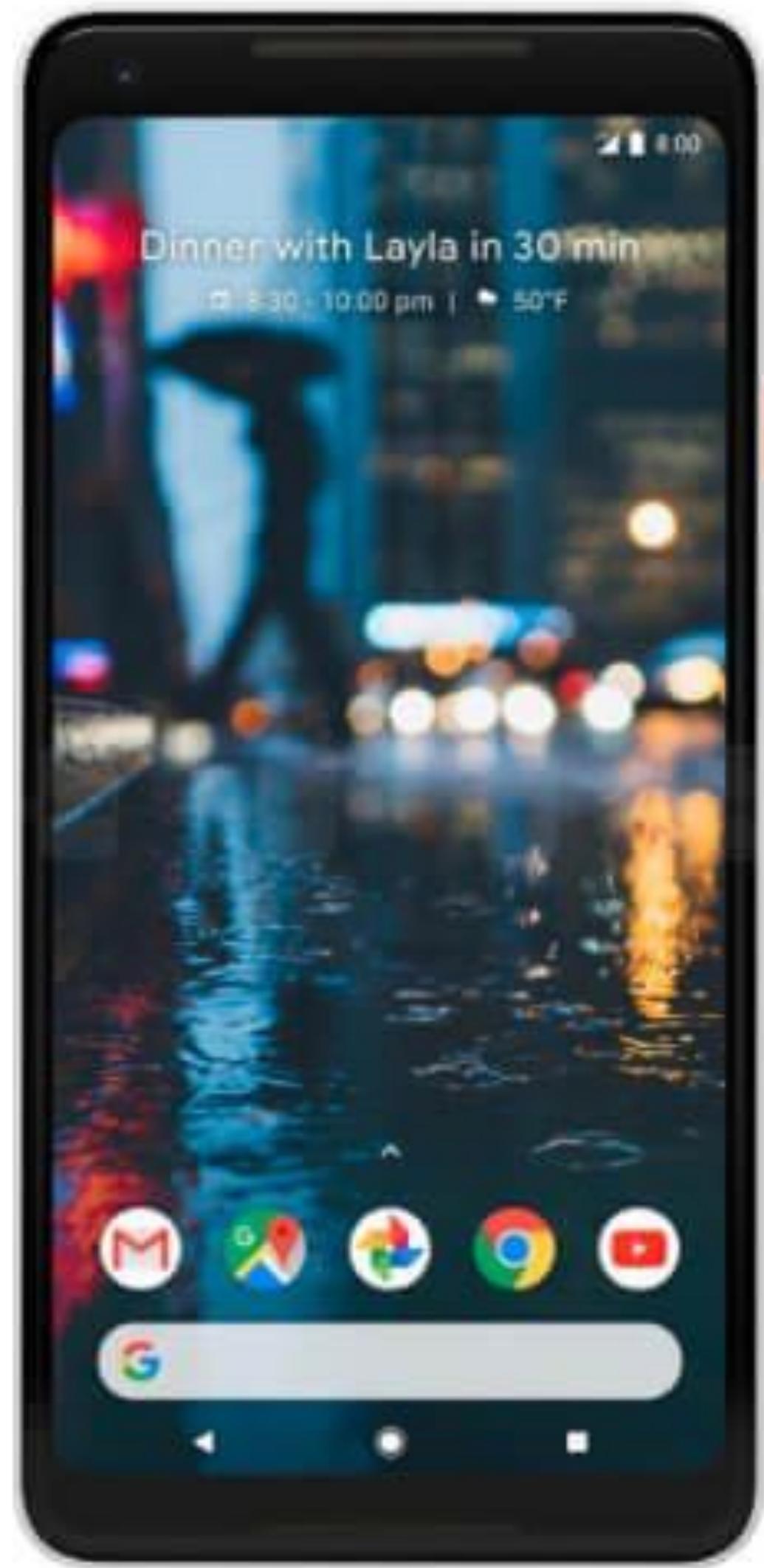


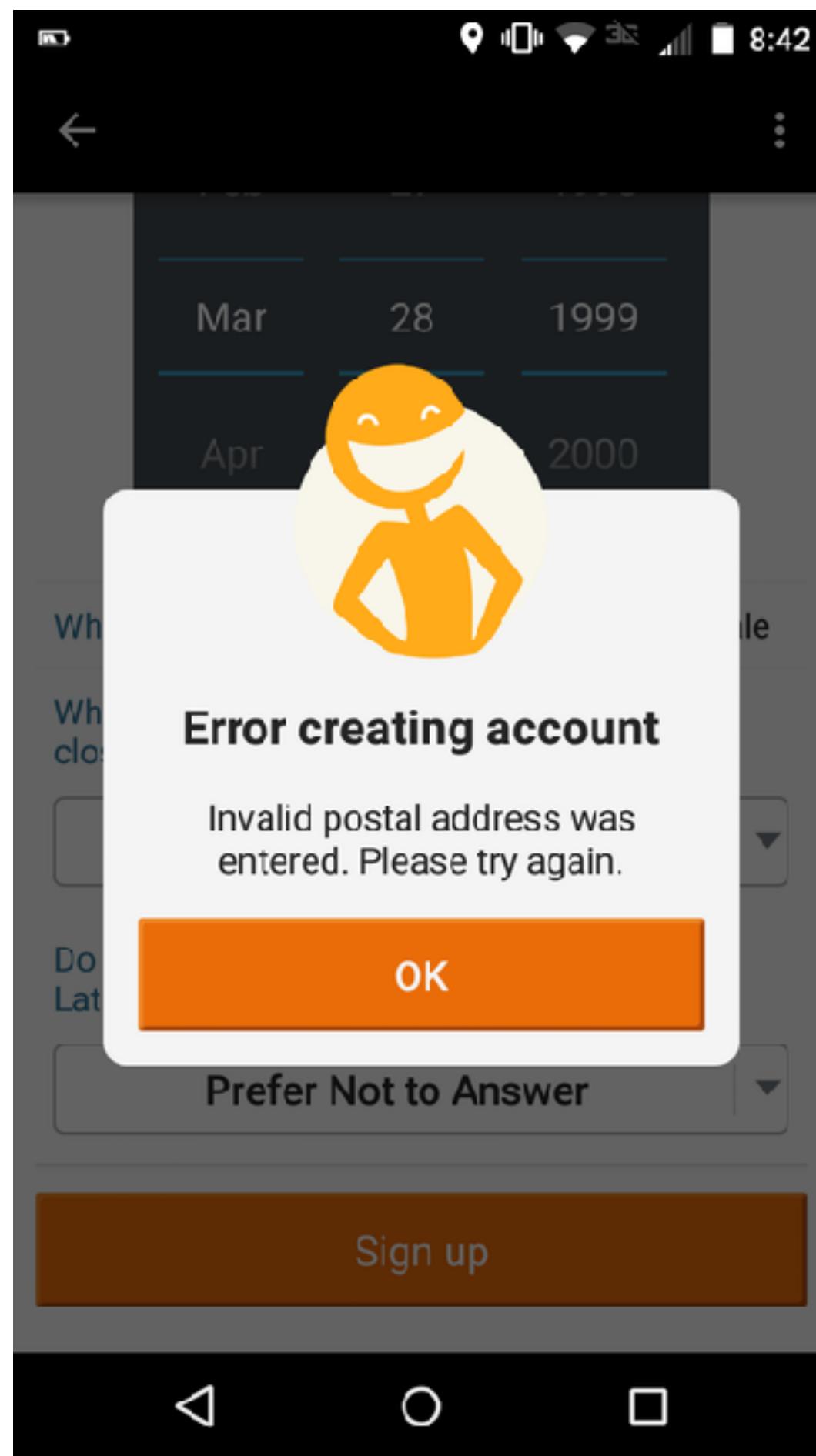
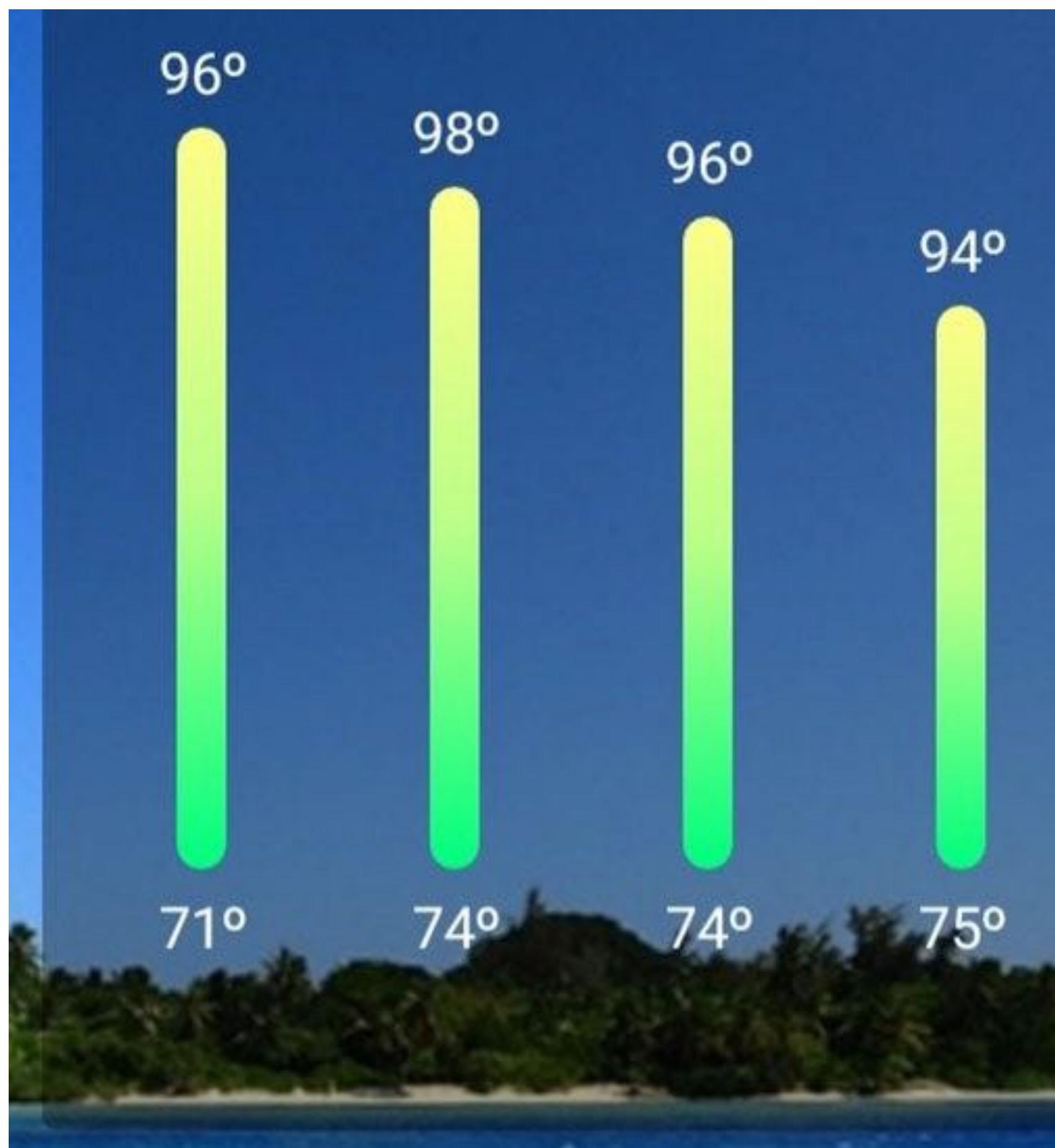
Stories Careers Creator



Scroll Down

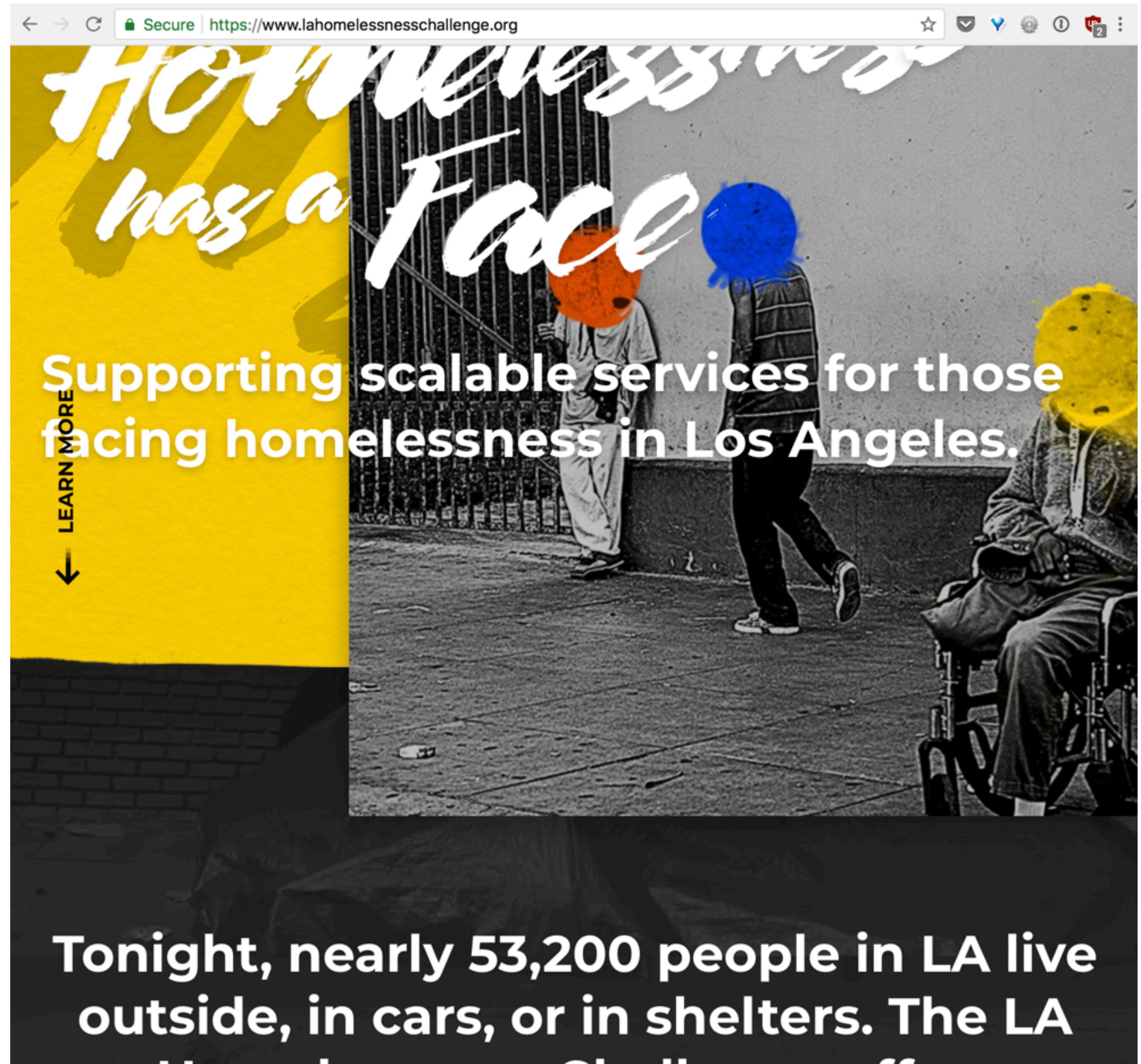
in digital designs, we usually need a  
little more **help**





A screenshot of a web browser displaying a form titled "ADD ADDRESS". The URL "next.co.uk" is visible at the top. The form includes fields for "Address Nickname (E.g. Mum's House)" containing "Rachel's house" and "Recipient At Address" which is empty. Red validation messages are shown: "You can only use letters, numbers, '-(.)', spaces and can be no longer than 25 characters." under the nickname field, and "Recipient at Address must not be empty." under the recipient address field. The browser interface shows a back arrow, a refresh button, and a search bar with the number "1".

web page navigation requires  
**interaction**



[Secure | https://www.amoracoffee.com](https://www.amoracoffee.com)

# Our Coffee

Like any super-premium coffee, we start with great beans but we up the ante with our exclusive 9-step roasting process. Find your perfect match - all of our blends cater to a particular flavor and intensity.

[THE BLENDS](#)

# Our Tea

Tea lovers rejoice. Amora Artisan Tea offers the convenience of a tea bag with the quality commonly associated with loose-leaf tea. 100% organic and 100% biodegradable bags.

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GIFT CARDS

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|---|---|---|--|
| <b>Community</b><br>Refugee Hiring<br>Opportunity for Youth<br>Starbucks Foundation<br>Community Service<br>Veterans and Military Support<br>Diversity and Inclusion<br>Farming Communities<br>Our Hometown<br>(STARBUCKS) RED<br>Foodshare | <b>Ethical Sourcing</b><br>Supplier Diversity Program<br>Coffee<br>Tea<br>Cocoa<br>Manufactured Goods | <b>Environment</b><br>Greener Stores<br>Greener Cup<br>Greener Energy<br>Climate Change | <b>Global Responsibility Report Goals &amp; Progress</b><br><br>Military spouses are the unsung heroes of our Armed Forces. We serve this dedicated community by providing meaningful career opportunities.<br><a href="#">Learn more »</a> |
|---|---|---|--|

*the conceptual*

# **affordances and signifiers**

**affordances** define  
what actions are **possible**

**signifiers** specify how  
people **discover** those possibilities

**signifiers** are more meaningful to the user than affordances

# basic web signifiers

---

contrast

movement

established vocabulary

# contrast

# contrast

the human eye is keen to  
**find differences**

# contrast

The Cornell Lab 

**Merlin®**

ID Help: 2000+ Species



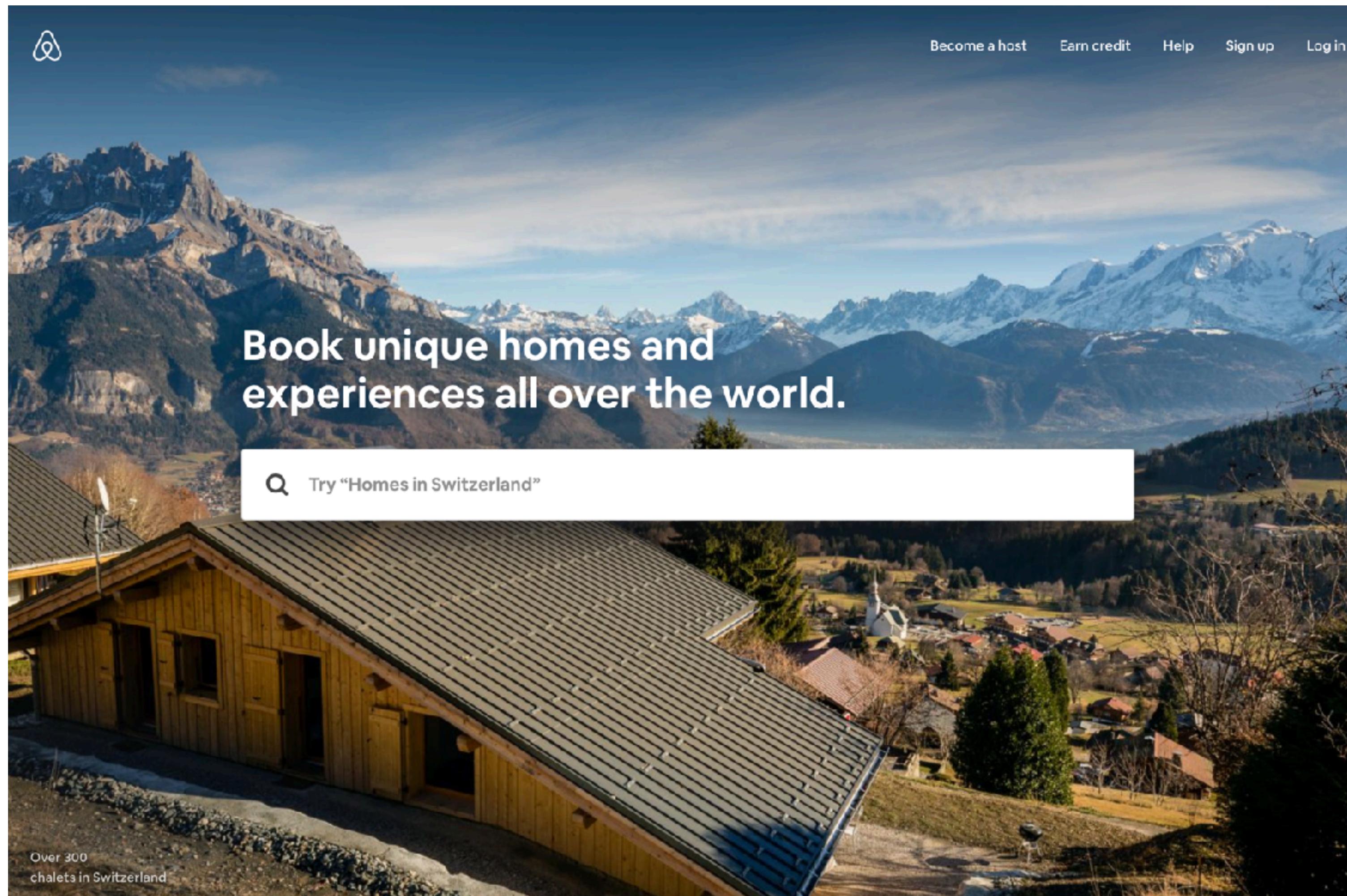
Start Bird ID >

Get Photo ID

Use Merlin to identify bird photos

Explore Birds

# contrast



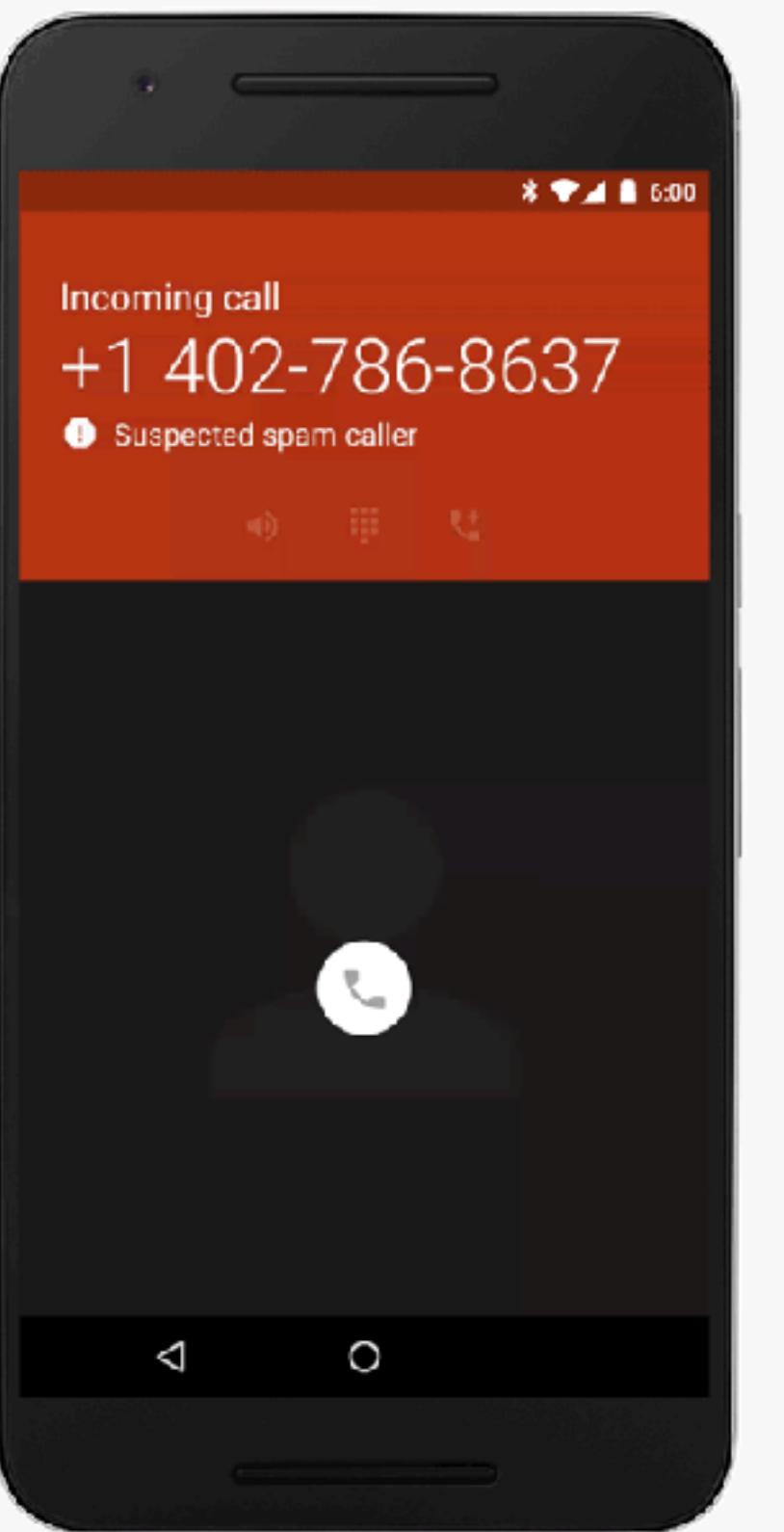
# contrast

The image shows a screenshot of the Twitter mobile application interface, illustrating various design elements and interactions:

- Header:** The top navigation bar includes icons for Home, Notifications (highlighted with a black box), Direct Messages, and Search.
- User Profile:** The profile of Joyce Rice (@teenyrobots) is displayed, featuring a colorful illustration of a person and a speech bubble containing the text "it will be okay".
- Profile Summary:** Joyce Rice has 4,551 tweets, 493 following, and 772 followers.
- Follow Suggestions:** A "Who to follow" section lists users like Josh Stearns (@jcstearns) and INN Labs (@INNnerds) with "Follow" buttons.
- Timeline:** The main feed shows a tweet from Jen Sorensen (@JenSorensen) about writing/art for an animation, followed by a large, vibrant illustration of a smiling face with various organic elements like leaves and eyes.
- Search and Action Buttons:** A search bar labeled "Search Twitter" and a green "Tweet" button are located at the top right.

# movement

# movement



# movement

The screenshot shows a web browser window for the Dropbox website. The main visual is a dark red banner on the left side containing white text: "Put your creative energy to work, with Dropbox". Below this, a smaller text block reads: "Dropbox is a modern workspace designed to reduce busywork—so you can focus on the things that matter." A downward-pointing arrow is located at the bottom left of the banner. On the right side, there is a "Sign up" form with fields for First name, Last name, Email, and Password. There is also a checkbox for agreeing to the Terms and Conditions, a standard "Sign up" button, and a "Sign up with Google" button.

Dropbox, Inc [US] | https://www.dropbox.com

Dropbox For Teams For Individuals

Sign in Download

**Sign up**  
or [sign in to your account](#)

First name

Last name

Email

Password

This page is protected by reCAPTCHA, and subject to the Google [Privacy Policy](#) and [Terms of service](#).

I agree to the [Dropbox Terms](#)

**Sign up**

[Sign up with Google](#)

# established vocabulary

# established vocabulary

the **basic language** of the web  
we can lean on

# established vocabulary

Normal

Visited

Hover

Active

# established vocabulary





Story

Career

Creator



*the practical*

how do we **implement** stuff like this?



JS



jQuery  
*write less, do more.*

```
function diappearThing() {  
    let disappear = document.getElementById("disappear");  
    disappear.style="display: none";  
}  
  
diappearThing();
```

```
function diappearThing() {  
    let disappear = document.getElementById("disappear");  
    disappear.style="display: none";  
}  
  
diappearThing();
```

```
$(".disappear").hide();
```

javascript makes **dynamic things**  
**happen on the page** as the result of  
**user interaction**

javascript makes **dynamic things**  
**happen on the page** as the result of  
**user interaction**

```
$(".disappear").hide();
```

when writing jquery, you must consider  
**two things**

what does the user **do**?

what is the **outcome**?

# jQuery vocab

---

selector

event / effect

function

variable

# selector

# selector

the object you want to affect

# selector

```
$("img")
```

```
$(".myClass")
```

event

# event

the user's action on the page

# event

```
$(".myClass").click();
```

effect

# effect

what happens after the event

# effect

```
$(".specialImages").click(function(){
    $(this).css("background-color", "purple");
});
```

# function

# function

a block of code which performs a task

# function

```
$( ".myClass" ).click();
```

# function

```
$(".myClass").click(function() {  
});
```

# function

```
$(".specialImages").click(function(){
    $(this).css("background-color", "purple");
});
```

# variable

# variable

container for storing data

# variable

```
var myCoolVariable = 0;
```

# variable

numerical

```
var myCoolVariable = 0;
```

boolean

```
var myBoolVariable = true;
```

element

```
var myImgVariable = document.getElementById("myHTMLImg");
```

# variable

name your variables **descriptively**

Q's?