



# AN INTRODUCTION TO INTERACTION DESIGN

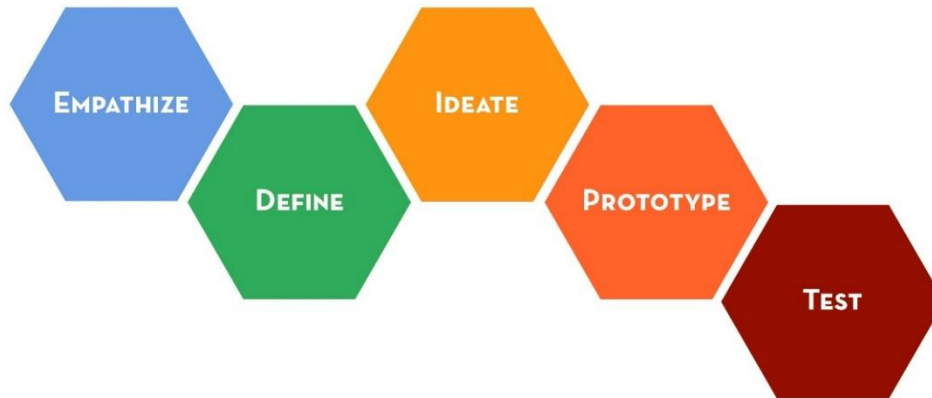
Conceptualizing Design, Emotional Design and  
Interfaces

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# A quick summary

Last week we introduced you to Design Thinking and the importance of Design in IT



This week, we want to focus on the field of Interaction Design, in order to give you a robust, yet introductory understanding of the space and its impact. The theories and examples covered today will help guide you to be a better designer. These will directly contribute to solidifying your DC1 problem spaces and better understanding different design outcomes, approaches and ideas.



- 1. Introduction to IxD**
2. Conceptualizing Design
3. Persuasion, Emotion & Trust
4. GUI's and NUI's



# Introduction to Interaction Design (IxD)

What is IxD?

The design of interactive artefacts to aid in peoples communication and daily interactions.

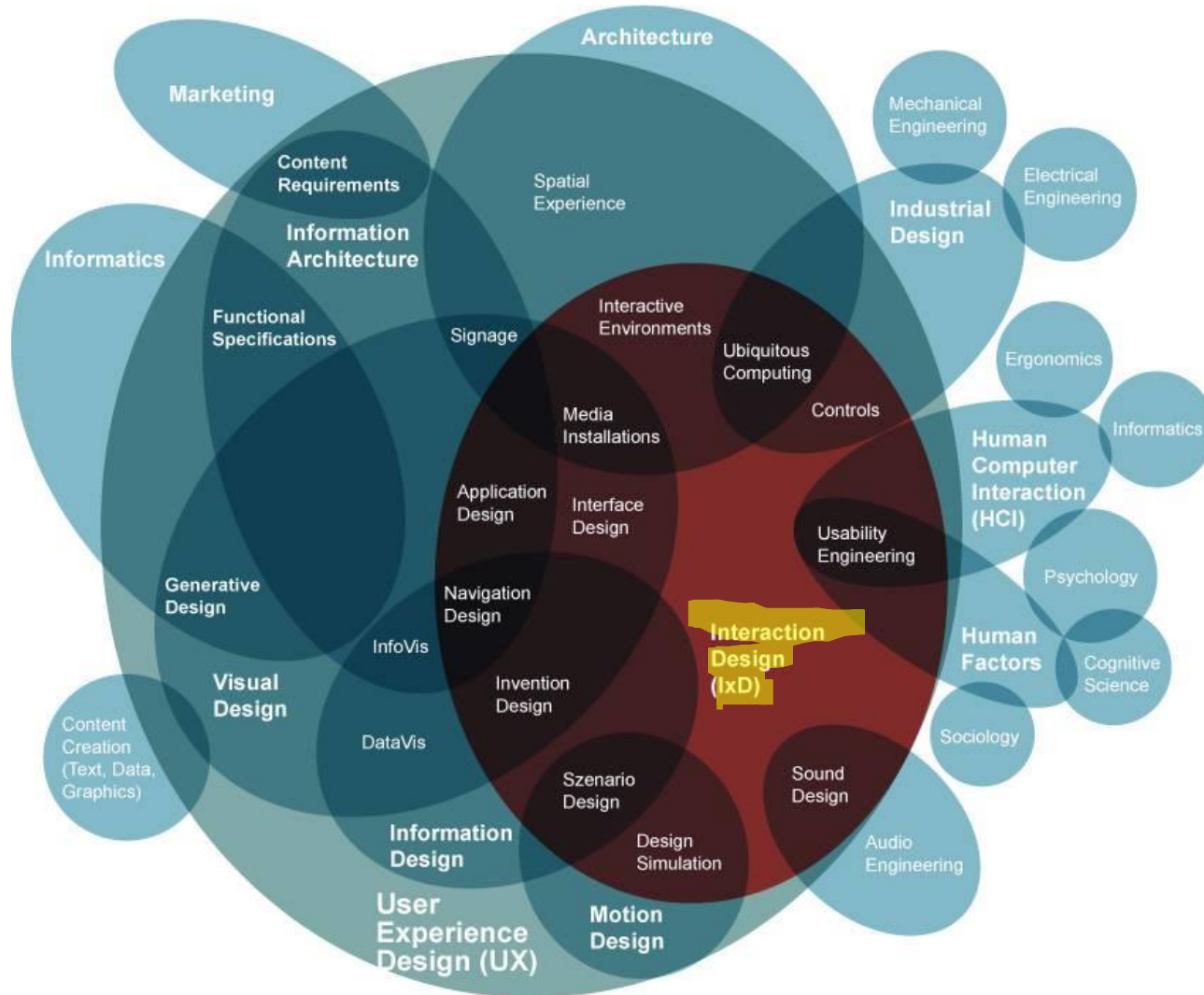
Why is IxD important?

IxD continues to gain in relevance and importance as ubiquitous/pervasive computing becomes more apparent in society.

*“It’s not that people are bad with technology; it’s that technology is bad with people.”*



# Okay, so what does this cover?



# Hold on a sec, how is this different to Human Computer Interaction?

Good question!

HCI is an older academic field, IxD owes many of its roots to HCI.

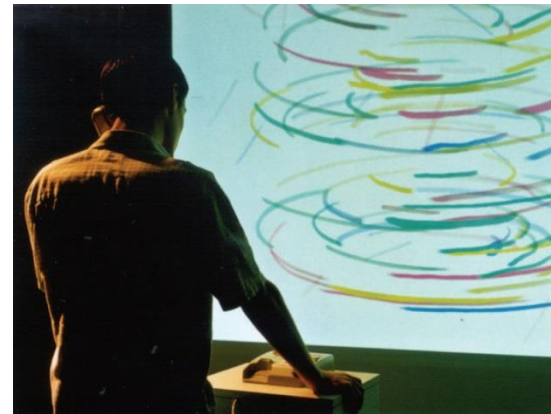
Main differences are that HCI works solely in Human – COMPUTER interaction, whereas IxD has a wider scope, looks at shaping any product or service and how it can provide a positive and intuitive user experience.





# Got it. So how do Interaction Designers work in industry?

Let's have a look



# Apple Mac - iPod



iPod in the early 2000's

Mp3 players in the early 2000's





# Apple Mac - iPod

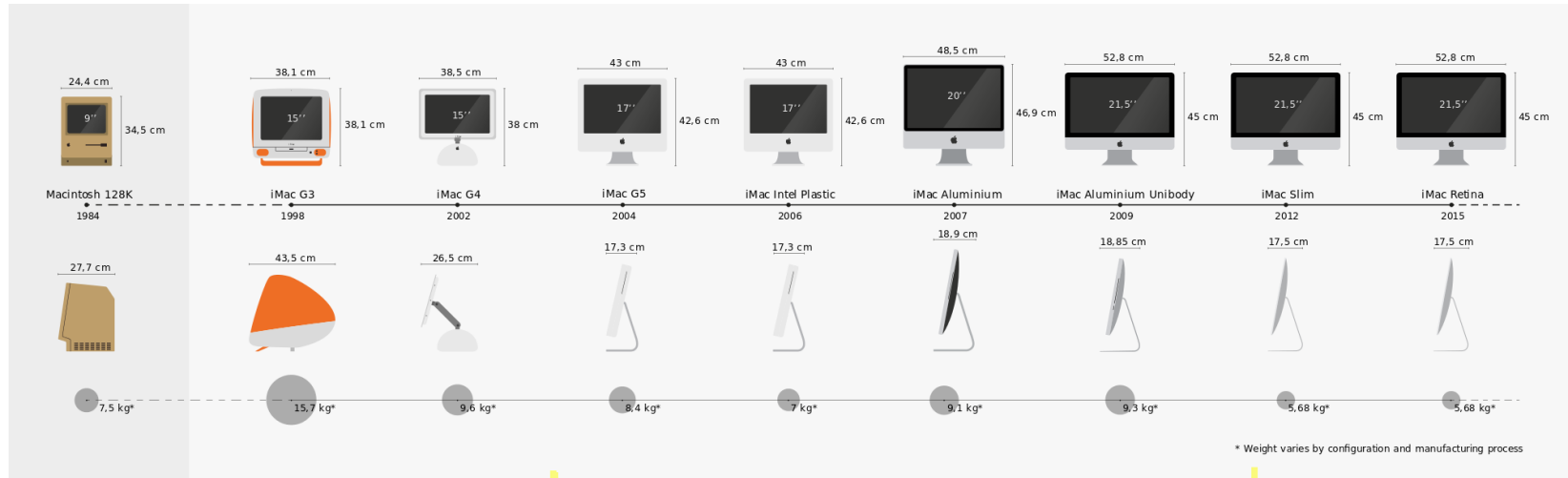


The “User Experience” is key.  
This is made up of more than just usability.

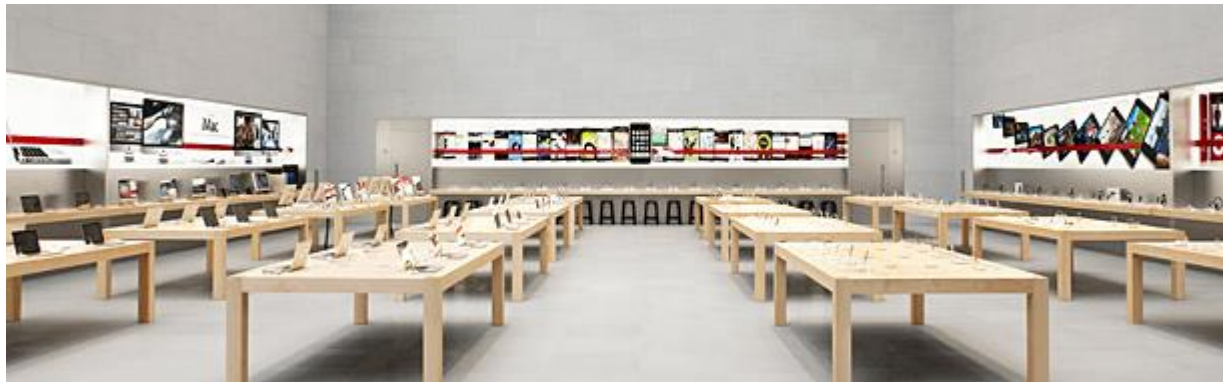
Utility, Usability, Desirability & Brand Experience



# Apple Mac



## The Apple "Customer & Interaction Experience"



# Nordstrom Flash build



<https://www.youtube.com/watch?v=szr0ezLyQHY>





# Nordstrom Flash build



# An example of IxD in research

- Analysing and redesigning the museum experience for the Hunt Museum of art and antiquities in Limerick, Ireland.
  - Articulating the concept of place
  - Understanding the museum context
  - Studying the museum, walkthroughs and users, developing design scenarios
    - Physical dimension
    - Personal dimension
    - Social dimension
    - Cultural dimension
  - Interactive experiences/multimedia information analysis



Ciolfi, L., & Bannon, L. J. (2007). *Designing hybrid places: Merging interaction design, ubiquitous technologies and geographies of the museum space*



# An example of IxD in research

## Findings

Technologies may hinder visitors' appreciation of museum artefacts, their social interaction with others, and their appropriation of the place. As a result, ubiquitous computing must be used in appropriate context and situations

Redesigned “re-tracing the past” space supported the visitors personal paths with interactive artefacts and spaces, allowed social interactions and non-intrusive technology.



Study room

Room of Opinion

Ciolfi, L., & Bannon, L. J. (2007). *Designing hybrid places: Merging interaction design, ubiquitous technologies and geographies of the museum space*

