INTERACTION DESIGN

5 PRINCIPLES TO CRAFT BETTER INTERFACES

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CRAFT AT HEART

Defining

Interaction design (IxD)

"Interaction Design (IxD) defines the structure and behavior of interactive systems.

Interaction designers strive to create meaningful **relationships** *between people and the products and services that they use, from computers to mobile devices to appliances and beyond.*

Our practices are evolving with the world."

The Interaction Design Association
www.ixda.org

IxD is a complex field

Psychology - Information Design - Typography - Experience Design - Anthropology - Information Architecture
Content Strategy - Social Media - Brand - Play & Games - Statistics - Human Factors - Industrial Design - Human Computer Interaction - Visual Design - Service Design ...

IxD
is how to
design for
people

3 central questions
to help us focus our
designs:

HOW DO YOU DO?
HOW DO YOU FEEL?
HOW DO YOU KNOW?

Interaction Design
5 core principles

5 CORE PRINCIPLES OF IxD

1. Consistency
2. Perceivability
3. Learnability
4. Predictability
5. Feedback

1. Consistency

Change attracts unwanted attention

1. Consistency

- Keep the same appearance, location, behavior
- Users should never ask "Why is it different?"
- Difference and change should be meaningful

2. Perceivability

Hidden interaction leads to poor usability

2. Perceivability

- People will not interact if they don't see, feel or hear an opportunity
- Perceivability should not involve random discovery or luck
- Interface elements should have perceived affordances to invite interaction

3. Learnability

Make interactions simpler

3. Learnability

- Interactions should be easy to learn
- Interactions should be easy to remember
- Interactions should take advantage of the transfer of skill (of knowledge????)
- Design patterns make learning faster and transfer of skill easier (of knowledge????)

3. Learnability

Shazam
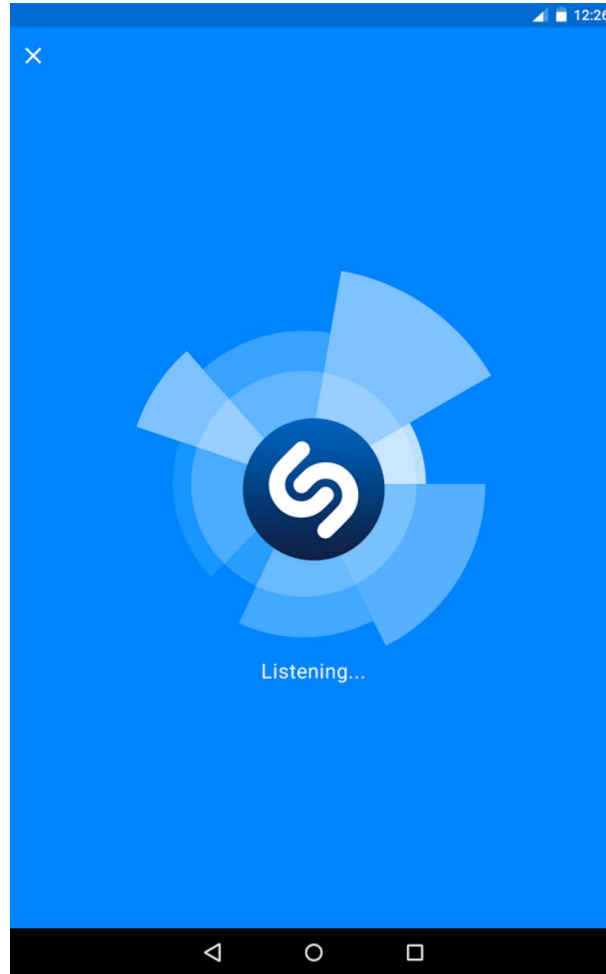
4. Predictability

Trash

To set accurate expectation

4. Predictability

The user should be able to answer the following questions:

- What can you do here?
- What will happen if you do that?
- What will be the result?

5. Feedback

To confirm our interactions

5. Feedback

- Inform the user about location, status, potential and completion
- Every interaction should produce a clear and visible reaction

5. Feedback

Mailchimp

Conclusion

Interaction Design is not about the behavior of the interface;
it's about the behavior of people.

Resources

ixda.com

nngroup.com

interaction-design.org

uxpin.com

lynda.com

pttrns.com

THANK YOU!