

# INTERACTION DESIGN

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5 PRINCIPLES TO CRAFT  
BETTER INTERFACES

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# 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](http://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



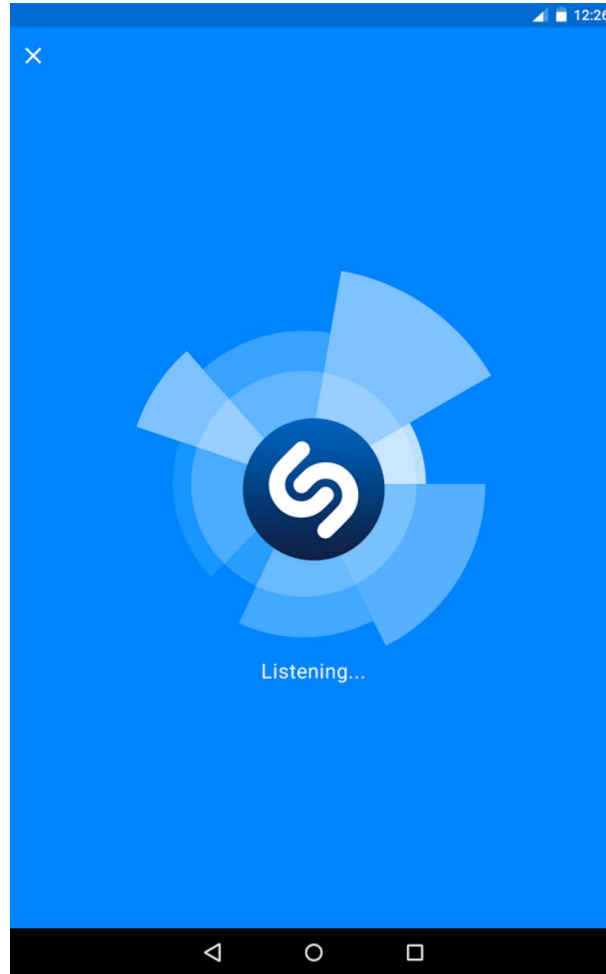
Make interactions simpler

# 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



The image shows a blue folder with several papers inside, including a spiral-bound notebook. To the right of the folder is a silver mesh trash can filled with crumpled white paper. A dark speech bubble with the word 'Trash' in white text is positioned above the trash can. The background is a blue, wavy surface, possibly representing water or a textured wall.

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

- ✓ **Tracking**  
 You chose to track clicks and  
 Clicks in the plain-text email v
- ✓ **HTML email**  
 You're sending an HTML ema
- ✓ **Plain-text email**  
 A plain-text version of this en
- ! **Social Cards**  
 You chose not to enable Soci
- ✓ **MonkeyRewards**  
 A MailChimp affiliate link is in

- Edit
- Edit
- Edit
- Edit
- Edit

# Mailchimp

Prepare for launch ✕



You're about to send a campaign to:

**November 2017**  
**200 subscribers**

This is your moment of glory.

Send Now
Cancel



# Conclusion



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



# Resources

[ixda.com](http://ixda.com)

[nngroup.com](http://nngroup.com)

[interaction-design.org](http://interaction-design.org)

[uxpin.com](http://uxpin.com)

[lynda.com](http://lynda.com)

[ptrns.com](http://ptrns.com)

# THANK YOU!

