



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Introduction to Interaction Design

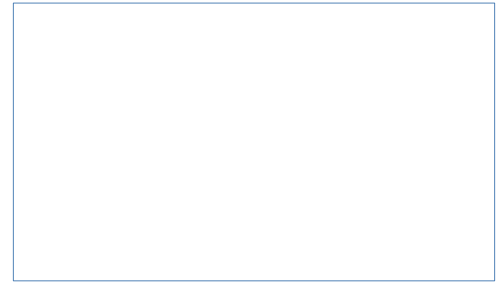
Lecture 02

Components of Interaction Design

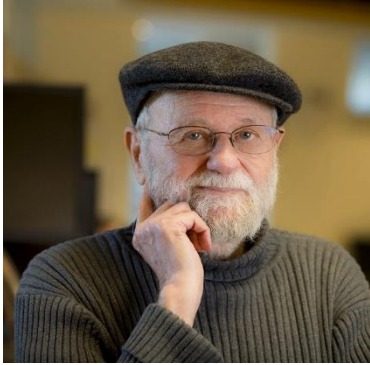
Prof. Sonal Atreya
DEPARTMENT OF DESIGN



Lecture 02



Pioneers in Design



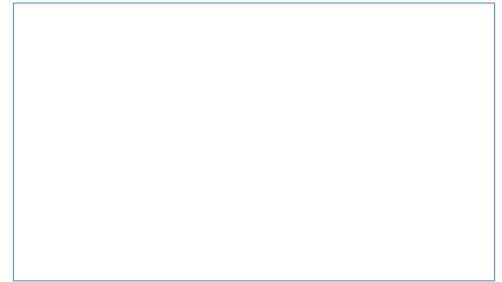
Don Norman, a professor, researcher and author of *The Design of Everyday Things*

“Good design is actually a lot harder to notice than poor design, in part because good designs fit our needs so well that the design is invisible,”

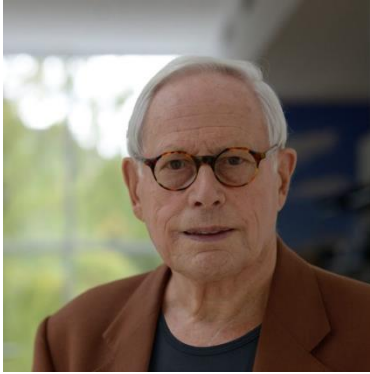


Steve Kurg, a UX professional and author of *Don't Make Me Think: A Common Sense Approach to Web Usability*

“Making every page or screen self-evident is like having good lighting in a store: it just makes everything seem better.”

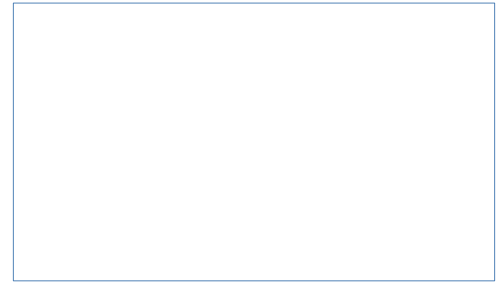


Pioneers in Design



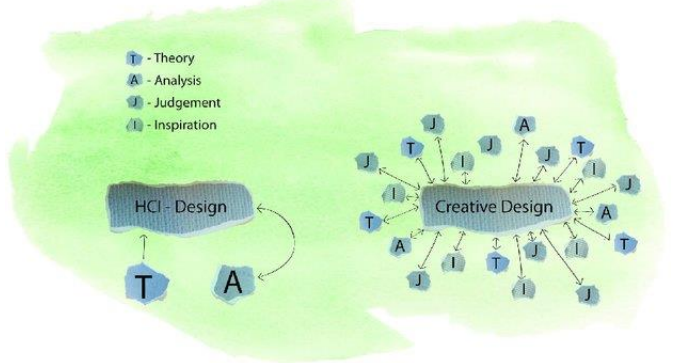
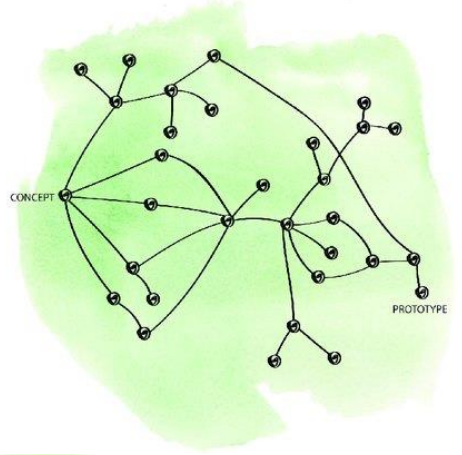
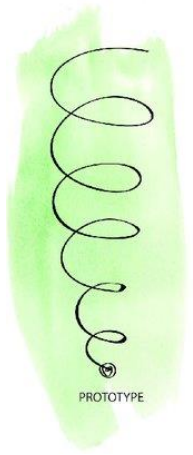
Dieter Rams, is a German designer known for his work with the consumer product company Bruan, and furniture company Vitsoe.

“Indifference towards people and the reality in which they live is actually the one and only cardinal sin in design”

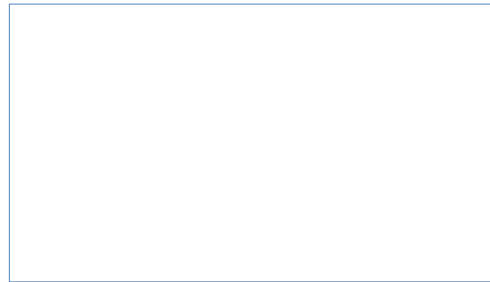


HCI

DESIGN



We see the main difference between interaction design (ID) and human-computer interaction (HCI) as one of scope. Historically, HCI had a narrow focus on the design and usability of computing systems, while ID was seen as being broader, and concerned with the theory, research, and practice of designing user experiences for all manner of technologies, systems, and products.



Source: https://www.researchgate.net/publication/280832272_designing_for_interactional_empowerment/figures?lo=1

What is Interaction Design?

It is about creating user experiences that enhance and augment the way people work, communicate, and interact.

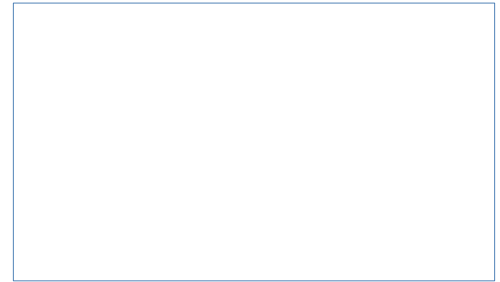
“Designing spaces for human communication and interaction” - Terry Winograd

“The why as well as the how of our daily interactions using computers” - John Thackara

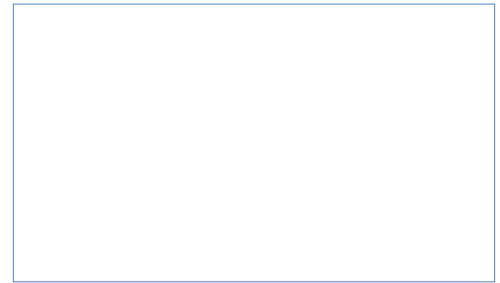
“The art of facilitating interactions between humans through products and services” - Dan Saffer

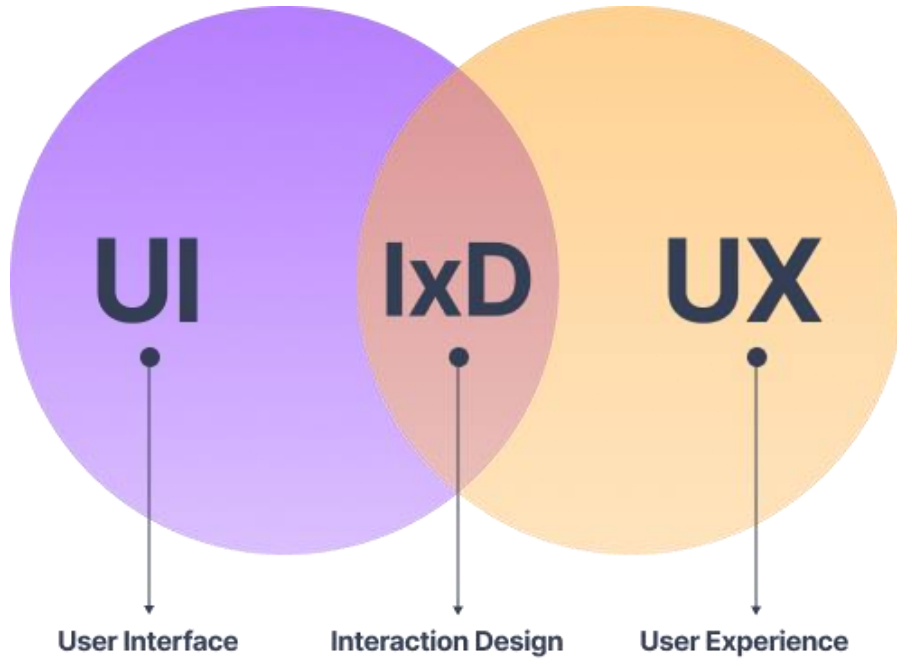


Source: Image by jcomp, freepik

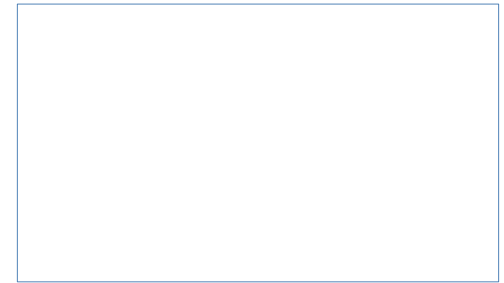


Where does Interaction design fits in the scope of design?

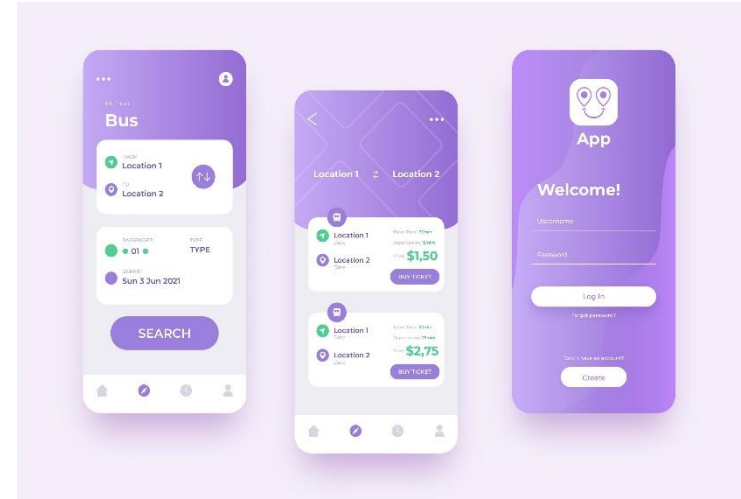




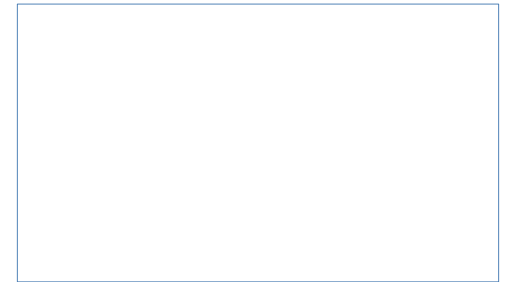
UI and UX are two key components of Interaction Design. While UI is focused on an interface's visual and interactive aspects, UX is focused on the overall user experience.



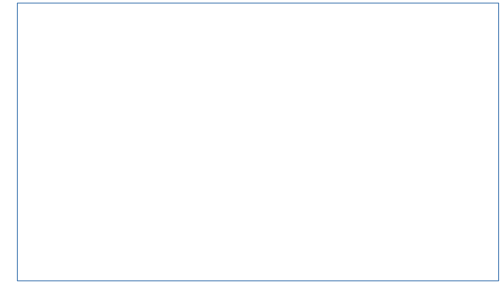
UI design focuses on the visual and interactive aspects of an interface. It includes elements such as buttons, menus, and icons, as well as the layout, colour scheme, and typography. The UI design is responsible for creating a visually appealing interface that is easy to navigate and use.



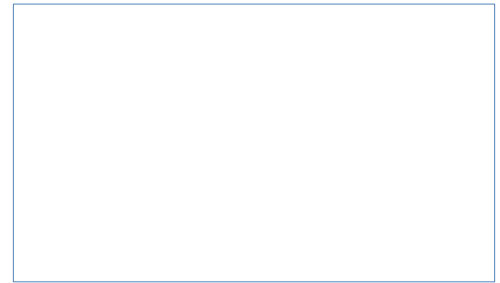
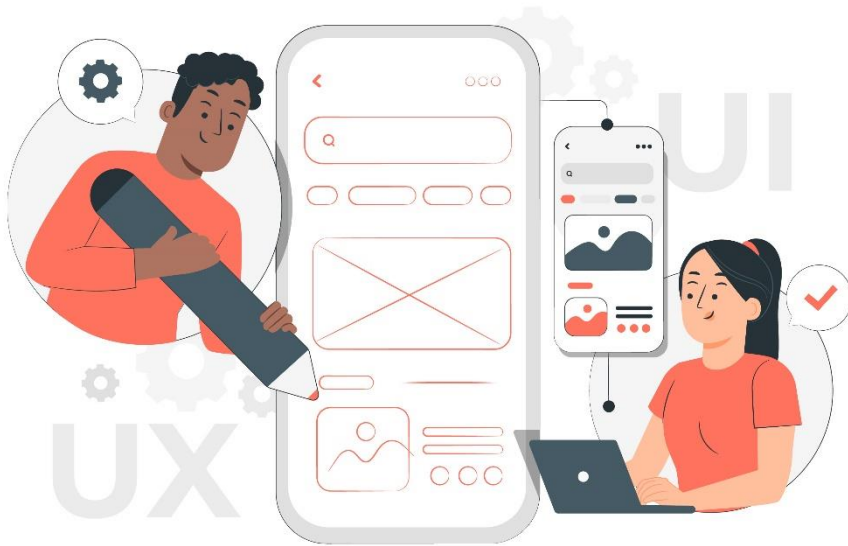
Source: image by Freepik

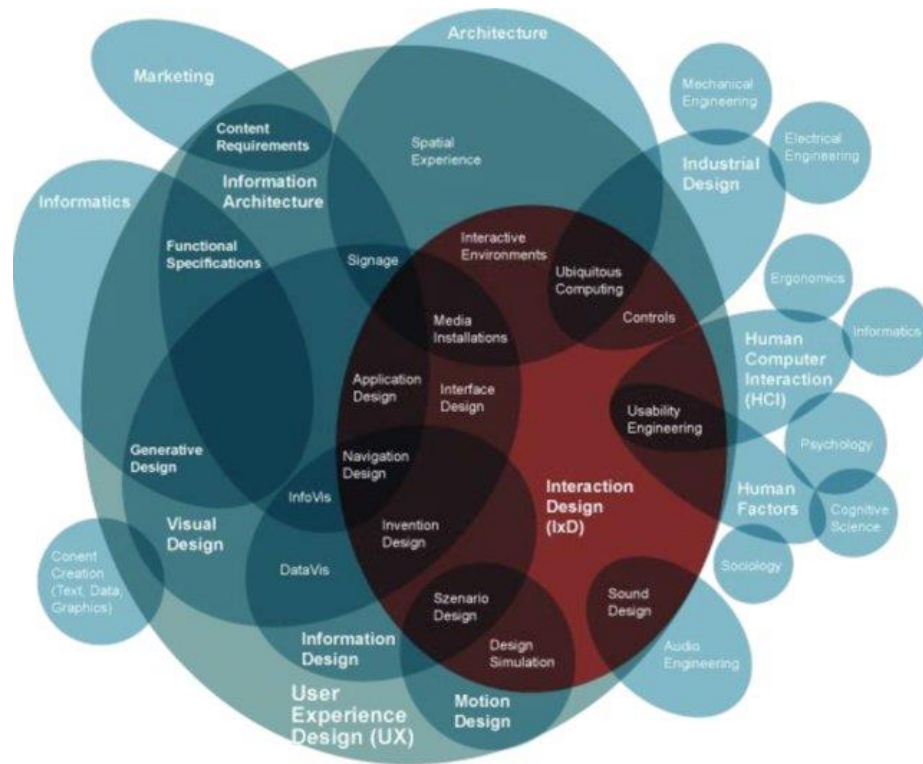


UX design, on the other hand, is concerned with the overall user experience of an interface. It encompasses all aspects of the user's interaction with the interface, including usability, accessibility, and emotional impact. The UX design is responsible for creating a user-centric interface that meets the user's needs and expectations.

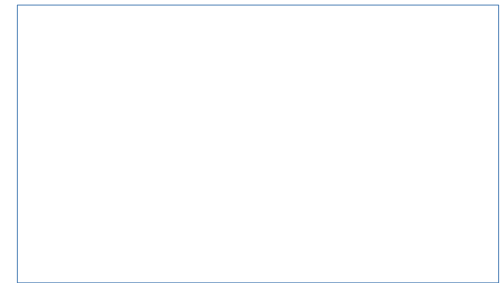


Together, UI and UX design play a critical role in creating visually appealing and user-friendly interfaces, thus enhancing the user's overall experience with digital technology.

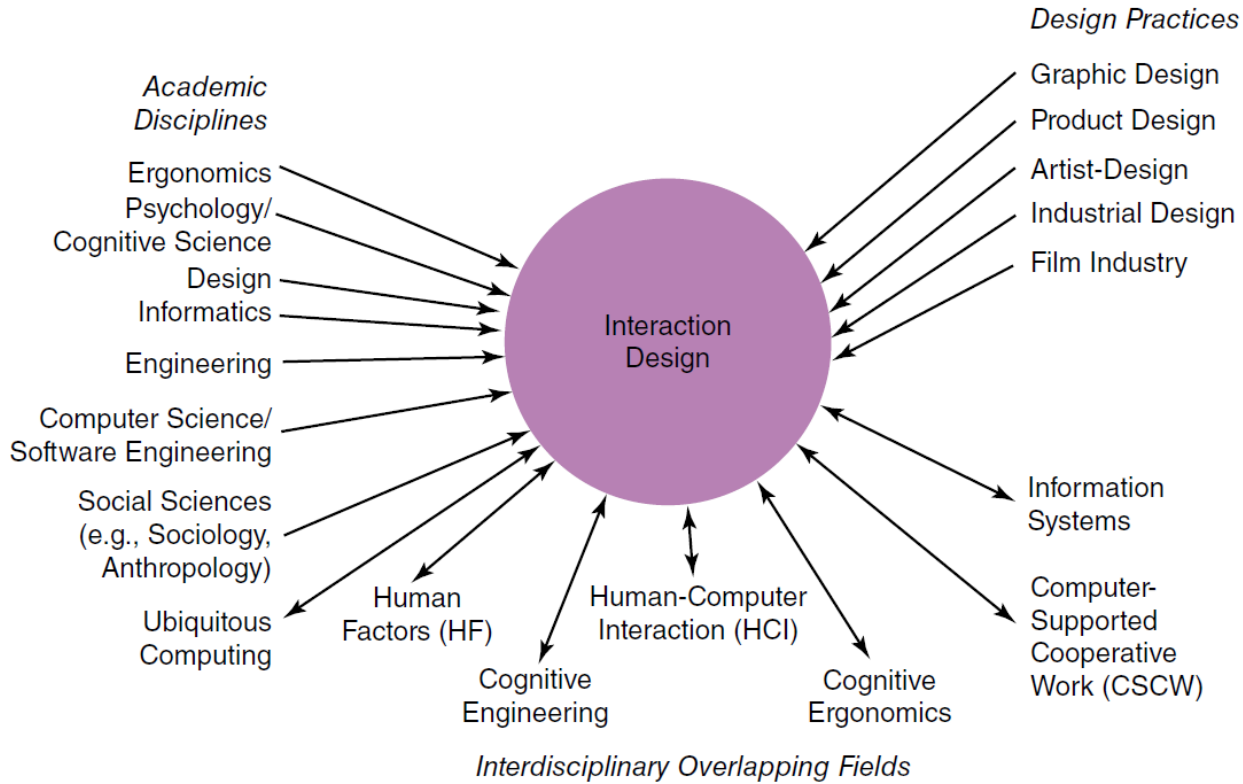




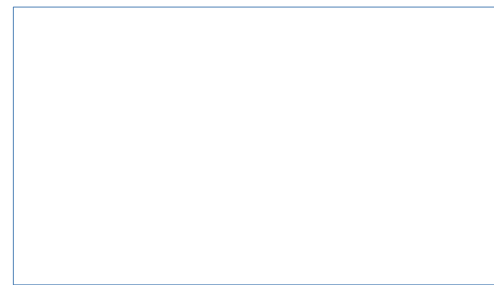
Although user experience (UX) and user interface (UI) design are critical components of interaction design, they are just two pieces of a larger puzzle.



Source: The disciplines of User Experience, Dan Saffer, 2008



Relationship among contributing academic disciplines, design practices, and interdisciplinary fields concerned with interaction design (double-headed arrows mean overlapping)

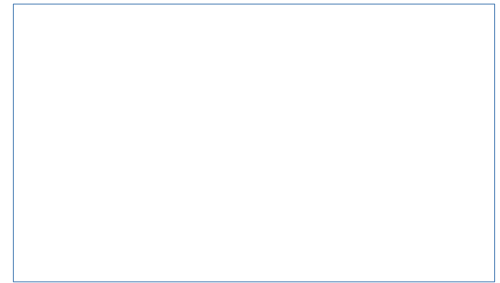


Source: *Interaction design: beyond human-computer interaction* by Helen Sharp, Jenny Preece, Yvonne Rogers

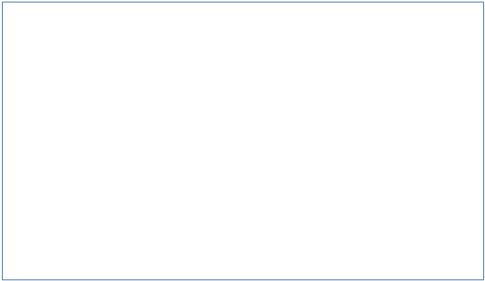
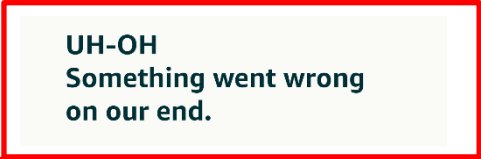
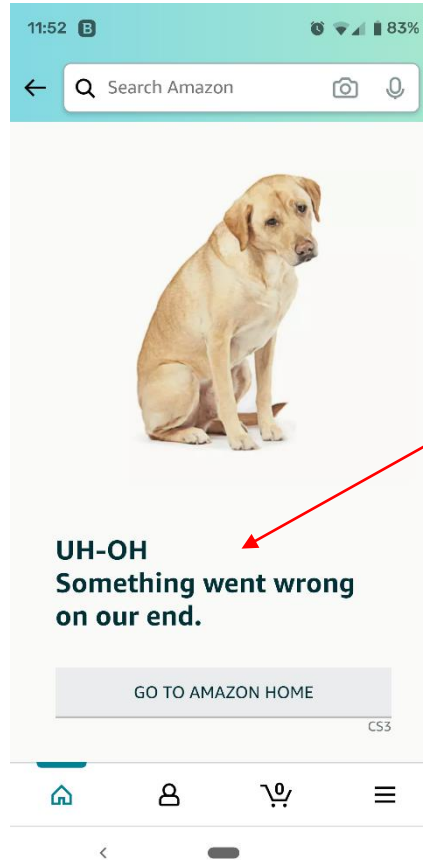
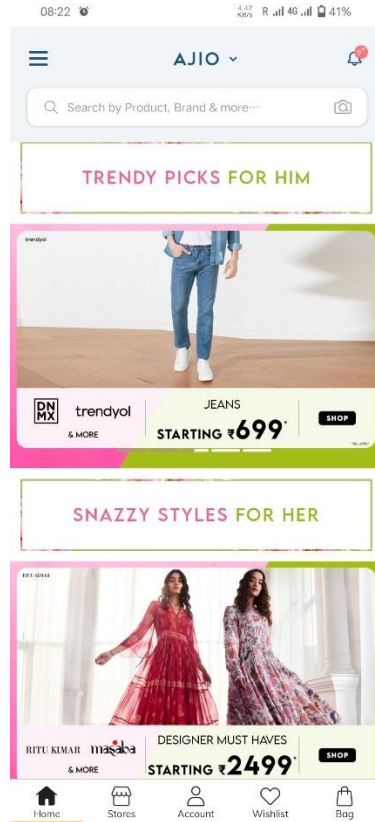
Dimensions of Interaction Design

Interaction design has five basic principles. These are:

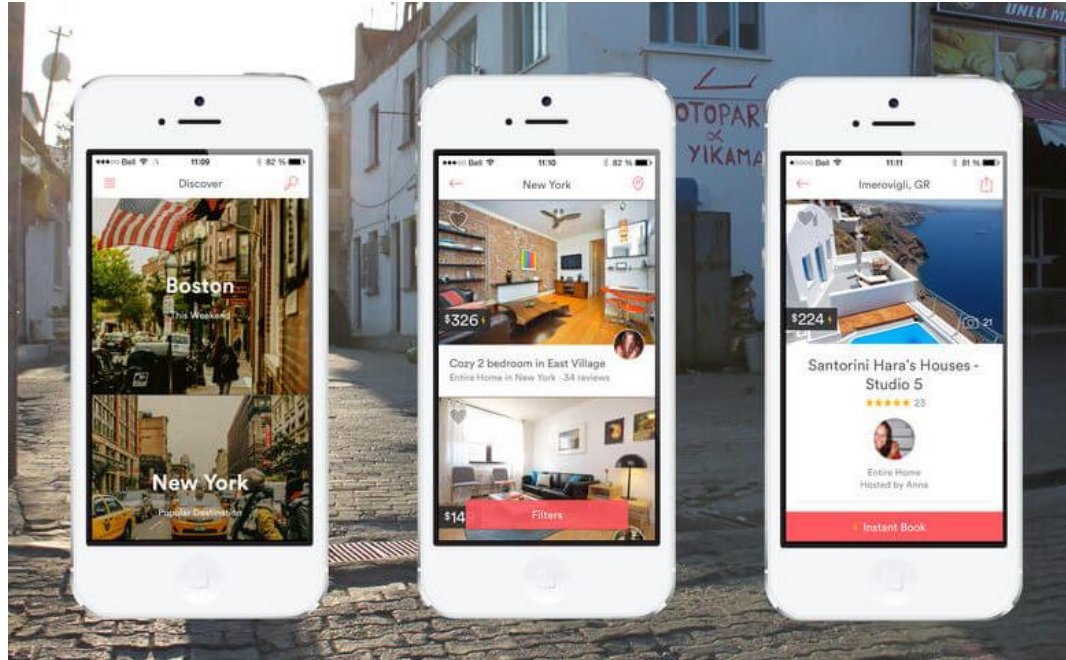
1. Words
2. Visual Representations
3. Physical Objects or Space
4. Time
5. Behaviour



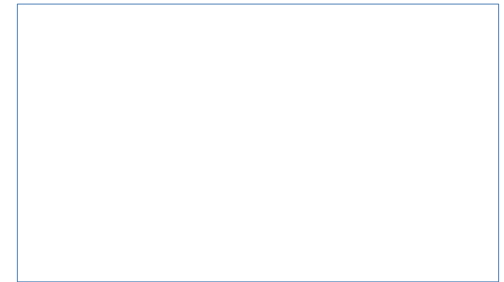
1. Word



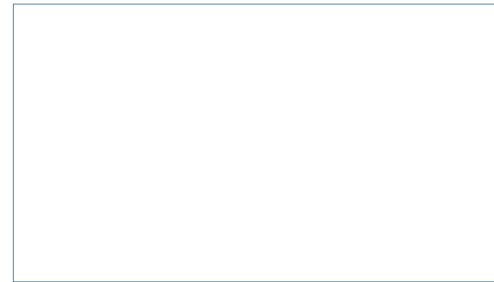
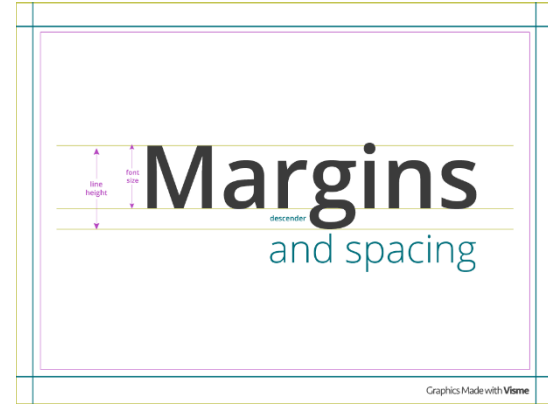
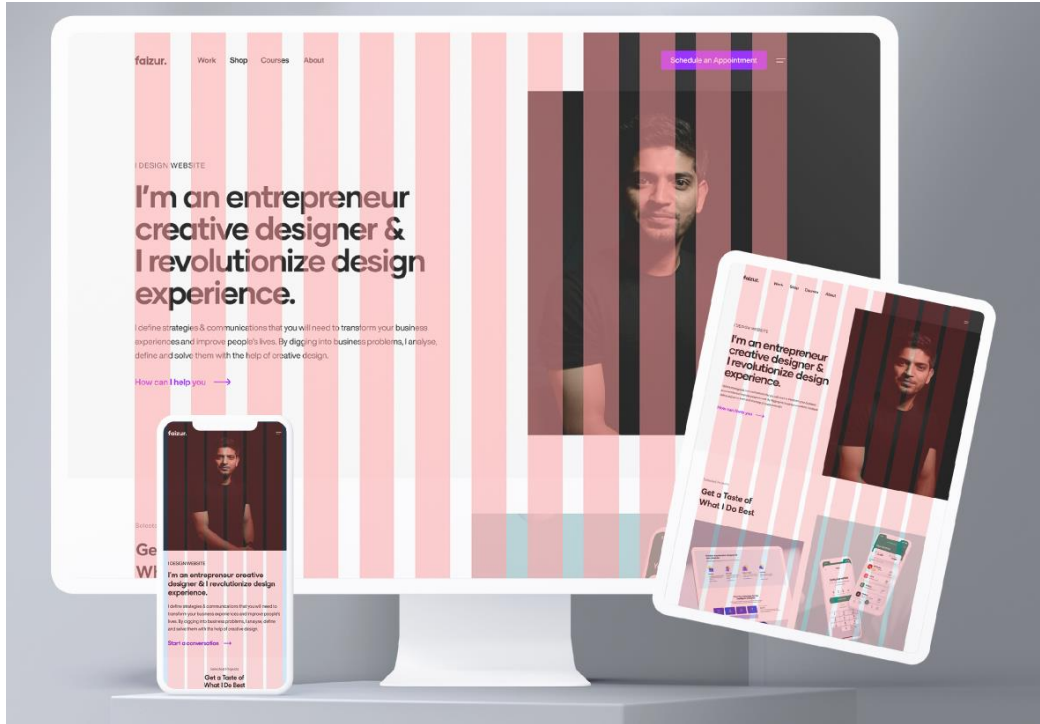
2. Visual representation



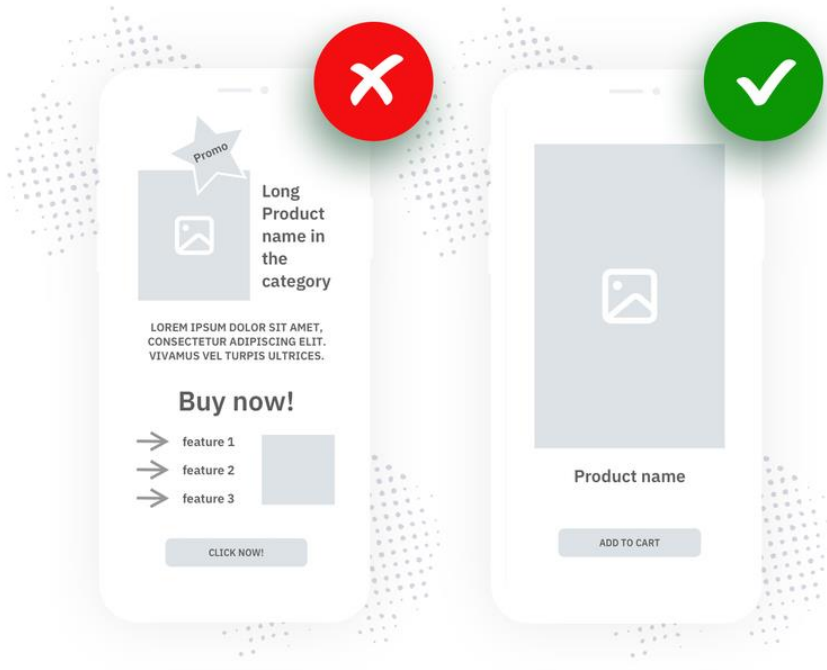
Example:
Use of Images to show
accommodations on
Airbnb




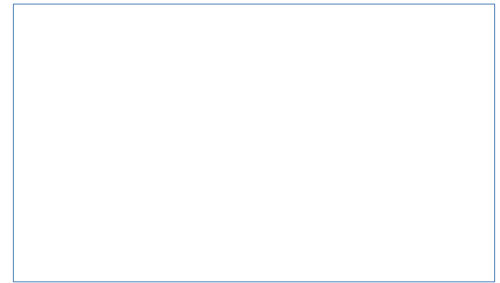
3. Physical object or space



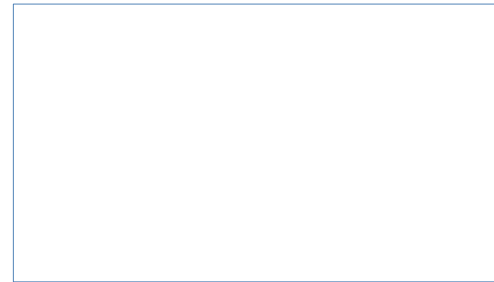
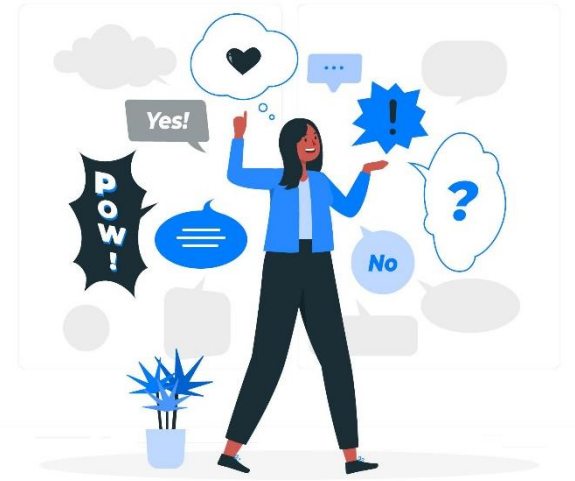
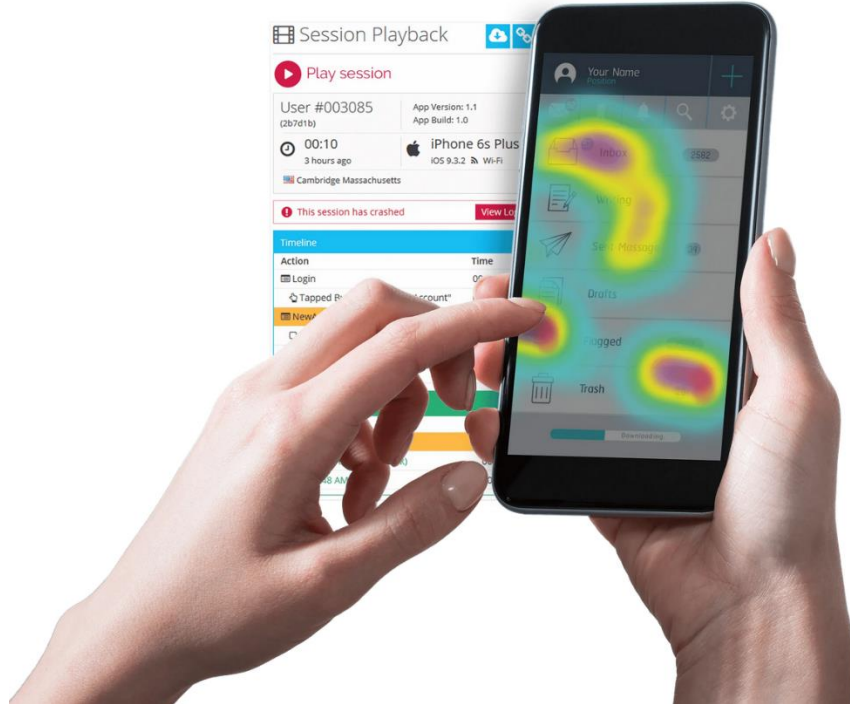
4. Time



designed by  freepik



5. Behaviour



Thank You

