



## Interactive Design

Writ 678

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I have learned an important principle:  
**Simple things work**, often to our dumbfounded surprise, for we tend to distrust the simple and strive for the complex.

Richard Cracraft, "Our Trek Though the Wilderness"

### What is Interaction Design? (Rogers, Sharp, & Preece, Saffer)

- Usable
- User-centered
- Creates user experiences that enhance the way people work, communicate, and interact with one another through interactive products
- Facilitates interactions between people in richer, deeper, better ways – that is, finding new ways to better connect human beings to one another
- Is an applied art that promotes communication because it eases the exchanges between humans and interactive products
- Goes beyond just looks and focuses on behavior - interaction design works from the sidelines, making it “invisible” but just is as important as the appearance

### Usability Principles (Norman)

1. Use both knowledge in the world and knowledge in the head.
2. Simplify the structure of tasks.
3. Make things visible: bridge the gulfs of Execution and Evaluation.
4. Get the mappings right.
5. Exploit the power of constraints, both natural and artificial.
6. Design for error.
7. When all else fails, standardize.

### Interaction Design Goals (Rogers, Sharp & Preece)

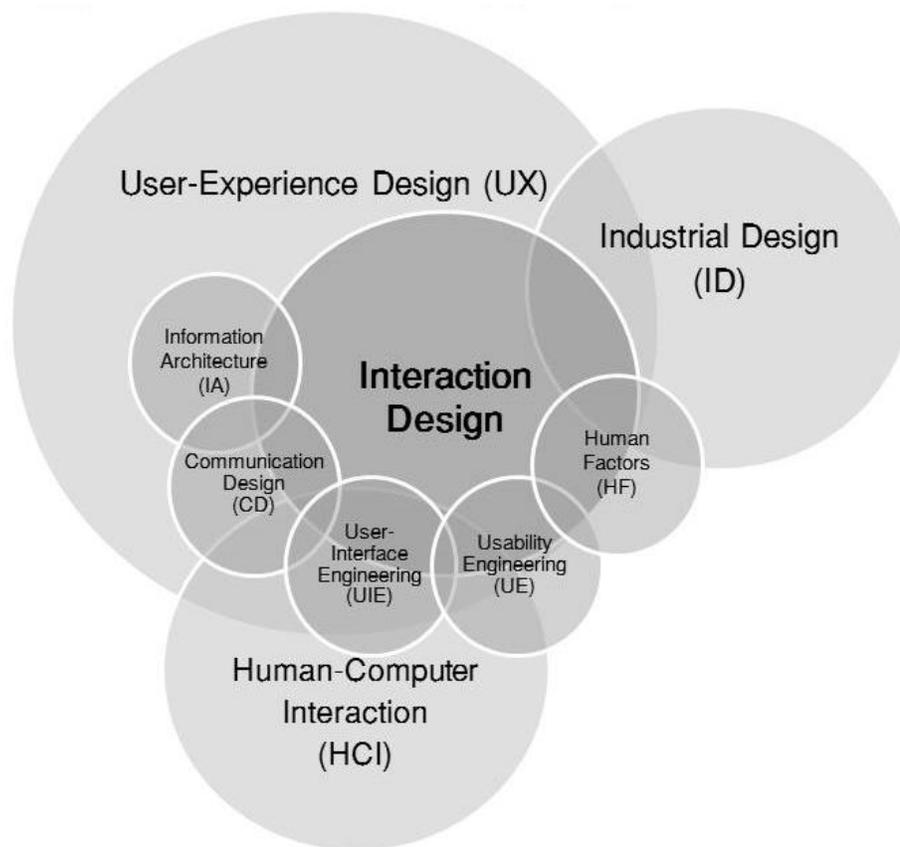
1. Effective to use
2. Efficient to use
3. Safe to use
4. Having good utility (use)
5. Easy to learn
6. Easy to remember how to use

### Interactive Design Process (Raskin)

1. Understand how humans and interactive products work.
2. Be aware of user difficulties.
3. Let users determine the pace of an interaction.



## Setting Interactive Design Apart



## Works Cited

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