

# Interaction Design

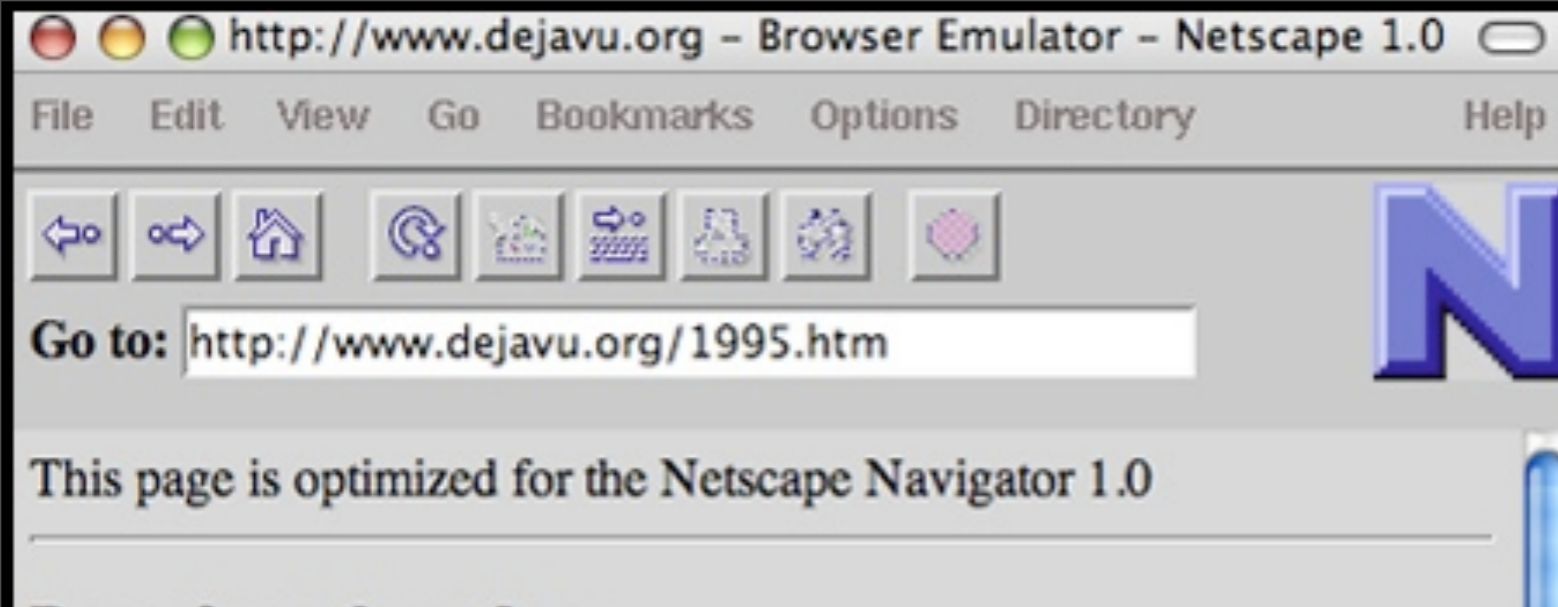
Press Play: Interactive Device Design | July 18, 2012

If I were to sum up interaction design in a sentence, I would say that it's about shaping our everyday life through digital artifacts—for work, for play, and for entertainment.

*Gillian Crampton Smith, Interview, 01/30/2002*



There's a lot more to digital objects than the **physical**.



## Pages from those days

- [What's new?](#) Januari 1995
- [Z.central](#) -Sweden's leading web project in 1995
- [Oink Globe](#) - a 1995 page from legendary The Wel

## Modern sites in this browser

While you have this ancient browser running, take the chance to take a look at your own homepage, as seen by people who have

There's a lot more to digital objects than the **digital**.



# SPECIAL DELIVERY

Introducing photostrips from Wink

wink

What's Winky?

Wink helps you create personalized photostrips in seconds using pictures from your phone, camera and social networks. Just choose a template and add photos, and we'll take care of the rest. Available as an iPhone app and at [wink.shutterfly.com](http://wink.shutterfly.com)

wink

Hi Mom & Dad! Guess what? Jocelyn took her first steps today and we captured the action. She's getting...

created by



shutterfly

FROM shutterfly

NEW!

L. Sim  
2900 Br  
Bedford Cr



Interaction designs often integrate physical, digital, behavioral, social, and business considerations.





Interactions are **dynamic** and **demonstrative**.

# Interaction Design Framework

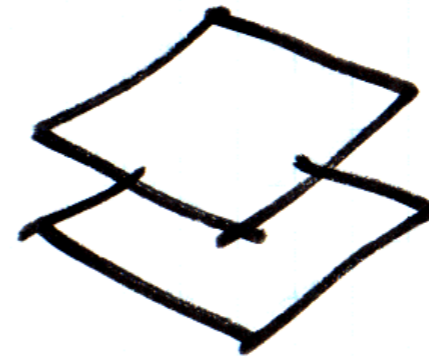
## Eight Perspectives On a Design



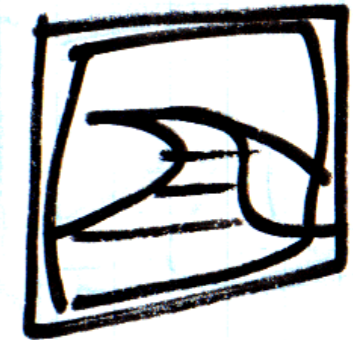
IDEA



METAPHOR



MODEL



DISPLAY



ERROR



SCENARIO



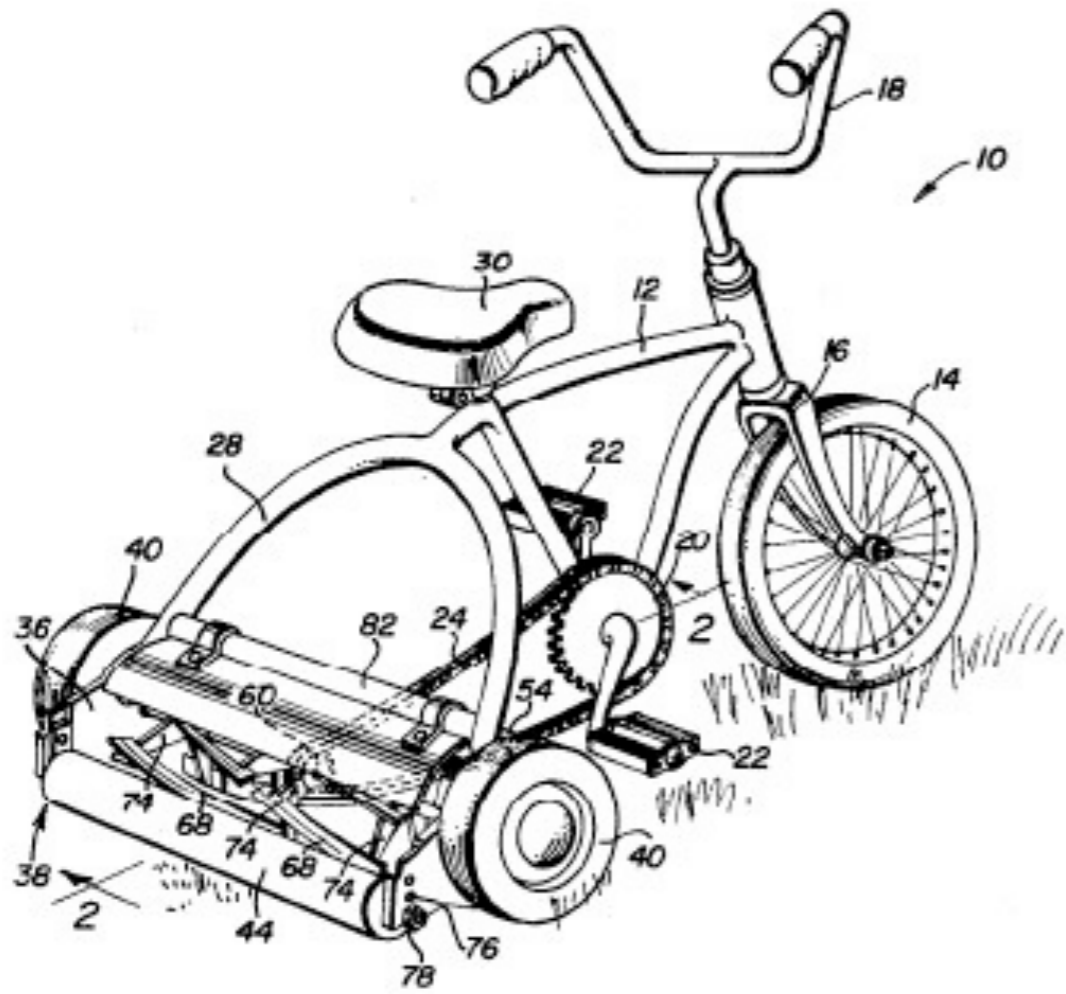
TASK



CONTROL



# Idea & Error

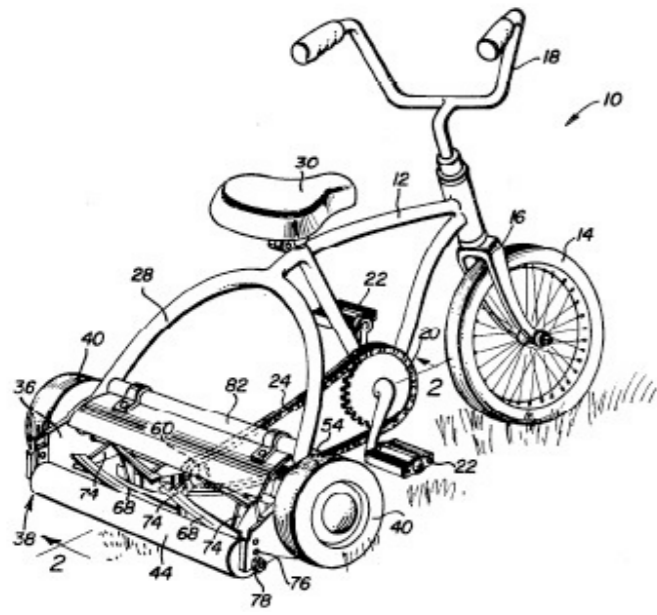


**Idea** and **Error** often go together. Error is what is wrong, and Idea represents a particular idea of what could be more right.





# Metaphor



=



+



Metaphor provides instances of what the new interaction being designed is “like” that we might be more familiar with. Metaphors can greatly ease understanding.



# Scenario



Image from [www.jpbutler.com/2007/06/](http://www.jpbutler.com/2007/06/)



Image from [http://www.gwilliam-kellands.co.uk/images\\_products/Westwood\\_V20-50\\_RideOn.jpg](http://www.gwilliam-kellands.co.uk/images_products/Westwood_V20-50_RideOn.jpg)

Scenario spells out the who, what, where, when and why of the new design.

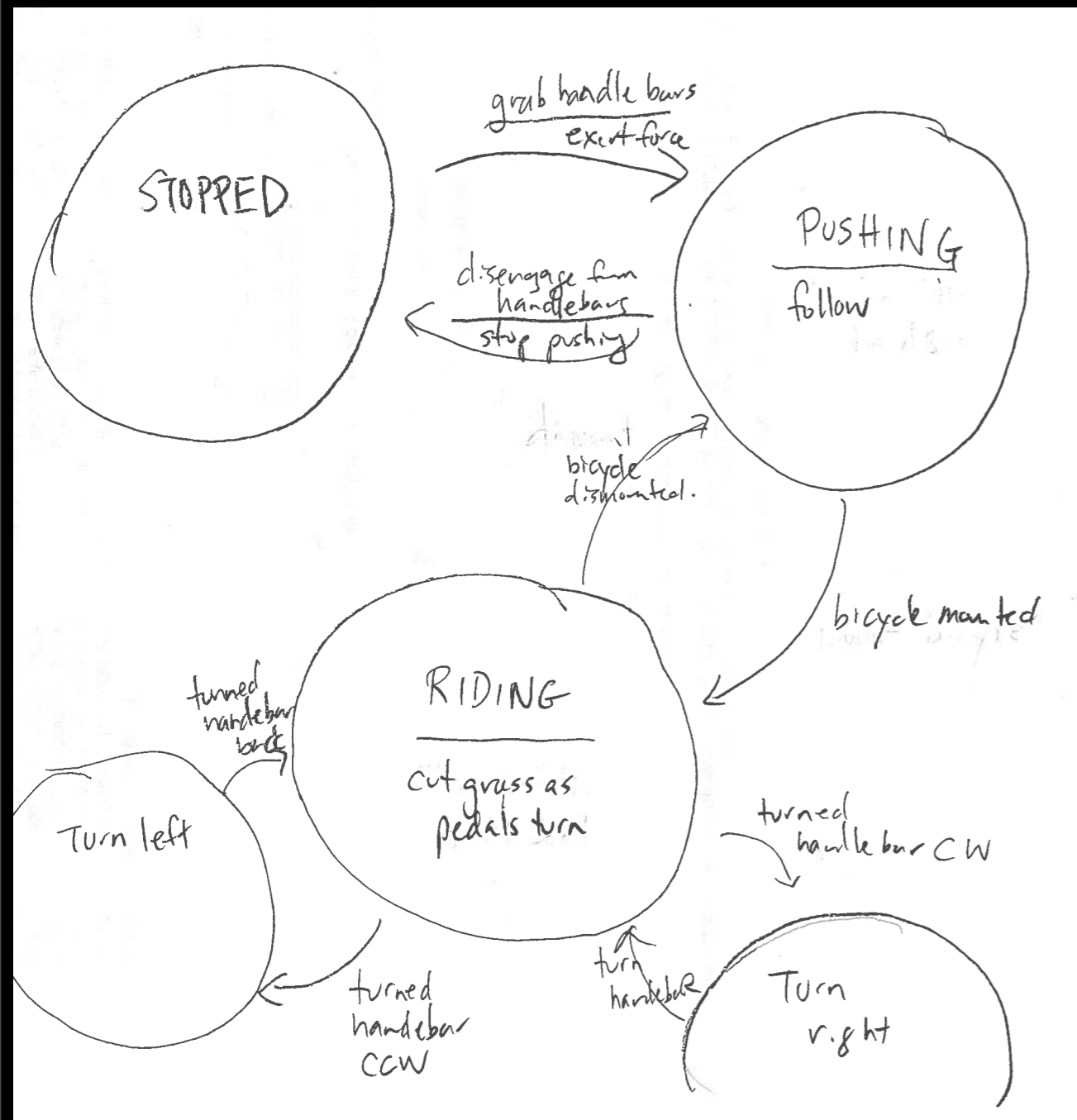


# Model

Model can also be referred to as “conceptual model” which has to do with how the user is supposed to think about the design. Usually the user shouldn't have to know about all of the inner workings of the system.



# Task



Task describes in detail what the person can do, and what the designed system needs to do. This can be done at a high level, or in great detail. In particular, it is important to enumerate the key states.

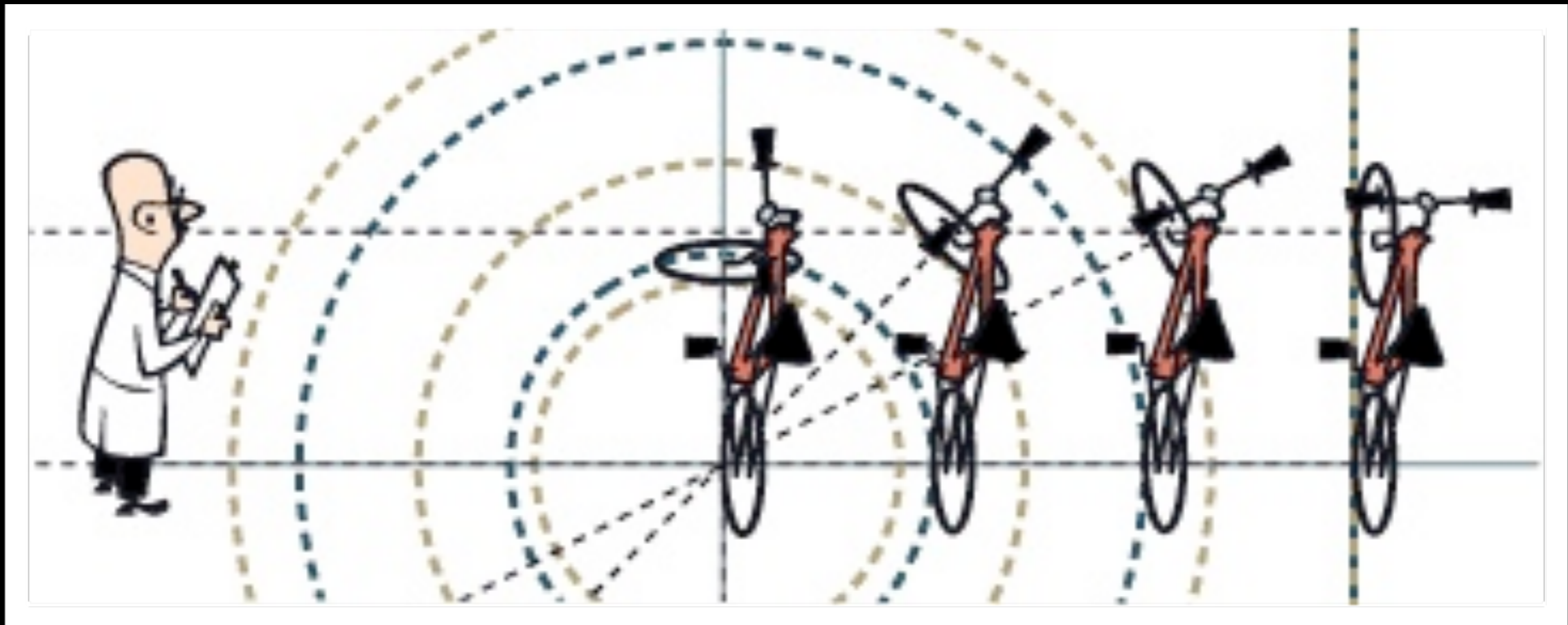


# Display



This is what the user sees. This can be a visual display, but can also include auditory, olfactory and tactile cues.

# Control



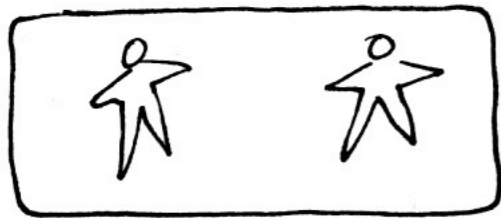
This is how the user engages with the designed system.  
This can be handles, buttons, verbal commands, gestures...



# Example

## Celine Perrin's Haptic Pager

### IDEA



one-to-one silent and personal.

### METAPHOR



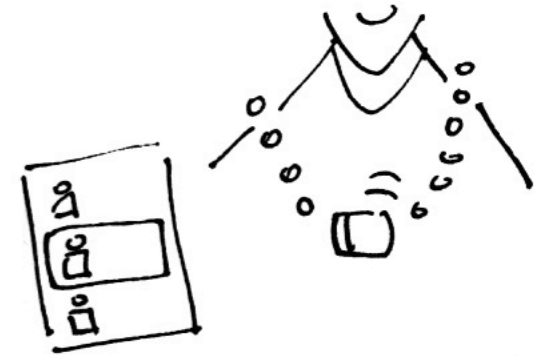
Holding hands give a squeeze

### MODEL



1. Single Channel
2. Packets

### DISPLAY



List  
on  
Pilot

Vibration  
on  
necklace

### ERROR



Cell phones ring in public.

### SCENARIO



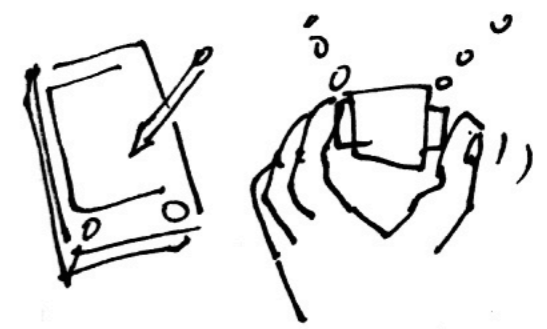
Sam at home  
Sally stuck  
at checkout

### TASK



1. SET UP Sam/Sally
2. SQUEEZE

### CONTROL



SELECT  
(tap)

SQUEEZE

# In-Class Activity

Brainstorm about alarm clock designs.

Draw a Verplank diagram of a solution.

# 7 Rules of Brainstorming

Build on the ideas of others

One conversation at a time

Stay focused on the topic

Encourage wild ideas

Defer judgment

Go for quantity

Be visual



# Interaction Design Framework

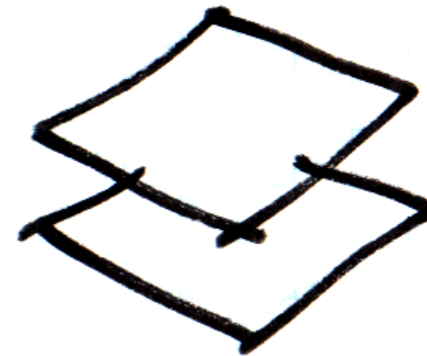
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