

*Interactivity By Design [Ray Kristof, Amy Satran] on calendrierdelascience.com *FREE* shipping on qualifying offers. This is the first title of an exciting new series from Adobe Press.*

It focuses on the process of interface design, rather than on specific tools or techniques. Its message is applicable across a number of development platforms, including web page design, authoring programs and presentation software. The authors, Ray Kristof and Amy Satran divide the development process into three phases: In the first phase, Information Design, the authors explain why it is important to define goals for the project, analyze audience and environment and establish a basic information flow before thumbing through ClipArt™ galleries. The purpose of the second phase, Interaction Design is to flesh out the information flow by determining the level of interaction and the types of navigation and access most appropriate for the project. Interaction Design focuses on the experiential aspects of interface design, but not actual images. The final phase, Presentation Design is the one concerned with selecting and editing visual and auditory artifacts. It addresses the question, "How should the product look? Strengths There is a natural tendency among multimedia designers, whether new to the field or seasoned veterans, to jump right in and do the fun stuff first. Selecting backgrounds and buttons is much more tantalizing than defining objectives and goals. *Interactivity by Design* provides practical advice on how to wade through the initial boring steps in the design process, and explains why a little planning up front will save a lot of grief later. Multimedia designers are a mixed lot. They may have a background in computer science, graphic design, instructional design, technical writing or desktop publishing. Their approach to interface design is heavily influenced by what they know best. Kristof and Satran have taken the approach that interface design is both an art and a science. By systematically applying basic concepts from analysis, project planning and graphic design, they have created a workable model for the development of user interfaces that is acceptable to all designers, no matter what their frame of reference might be. Often, designers include features in a product not because they should, but because they can. Kristof and Satran emphasize practicality and usability in the design of an interface. They caution the overzealous to design only what they can accomplish with available time, money and resources. They also stress that the designer rarely controls the type of equipment that the user operates. What looks good on a Mhz machine may look stilted, or worse, lock up a 66 Mhz. Defining the lowest common denominator at the beginning of a project will save time and embarrassment later on. Printed text is a basic form of user interface, and Kristof and Satran have done an admirable job organizing content and engaging users. They designed a page layout, using highlighted and dimmed tabs that act as a content map. Open the book to any page and, at a glance, you know exactly where you are. Objectives are clearly presented in a graphical format at the beginning of every chapter, and the purpose and meaning of all icons is clear and consistent. Kristof and Satran present much of the material in tables and charts. Not only does this technique make a first reading of the book easier, it also provides a handy reference point when the book is consulted at a later date. Unlike many text books on interface design, Kristof and Satran illustrate their points with real-world examples. The use of sample screens in a variety of styles demonstrate more clearly than any paragraph could that the concepts they are presenting can be applied to a variety of projects. Weaknesses In the second phase of the development process, Interactive Design, the authors tend to equate interaction with navigation. Although the authors discuss access, control, feedback, and organization, most of their examples feature menu layouts. Novice designers using this book as a guide may get the impression that interface design starts and stops with menu design, and overlook the other aspects of a good user interface. Recommendation Overall, I was pleased with the concept and content of *Interactivity by Design*. On its back cover, Molly Tyson of Apple Computers is quoted, "It *Interactivity by Design* will help creative people be more practical and practical people be more creative. There is something new in this book for every designer to discover.

Chapter 2 : Interaction design - Wikipedia

The book explores how to use Interactivity, one of the hottest topics in the computer design industry. It highlights professional quality, 4-color groundbreaking design techniques, and features Interactivity as a design application in multimedia, CD-ROM, On-line and other applications.

A simple and useful understanding of interaction design Interaction design can be understood in simple but not simplified terms: Most often when people talk about interaction design, the products tend to be software products like apps or websites. The goal of interaction design is to create products that enable the user to achieve their objectives in the best way possible. And of course, each of these elements can involve even more specialised fields, like sound design for the crafting of sounds used in user interactions. After all, UX design is about shaping the experience of using a product, and most part of that experience involves some interaction between the user and the product. But UX design is more than interaction design: The 5 dimensions of interaction design The 5 dimensions of interaction design 1 is a useful model to understand what interaction design involves. Gillian Crampton Smith, an interaction design academic, first introduced the concept of four dimensions of an interaction design language, to which Kevin Silver, senior interaction designer at IDEXX Laboratories, added the fifth. Words Words “especially those used in interactions, like button labels” should be meaningful and simple to understand. They should communicate information to users, but not too much information to overwhelm the user. Visual representations This concerns graphical elements like images, typography and icons that users interact with. These usually supplement the words used to communicate information to users. Physical objects or space Through what physical objects do users interact with the product? A laptop, with a mouse or touchpad? And within what kind of physical space does the user do so? For instance, is the user standing in a crowded train while using the app on a smartphone, or sitting on a desk in the office surfing the website? These all affect the interaction between the user and the product. Time While this dimension sounds a little abstract, it mostly refers to media that changes with time animation, videos, sounds. Also of concern is the amount of time a user spends interacting with the product: Behaviour This includes the mechanism of a product: How do users operate the product? It also includes the reactions “for instance emotional responses or feedback” of users and the product. See how 5 dimensions of interaction design come together in the animation below: Important questions interaction designers ask How do interaction designers work with the 5 dimensions above to create meaningful interactions? To get an understanding of that, we can look at some important questions interaction designers ask when designing for users, as provided by Usability. What can a user do with their mouse, finger, or stylus to directly interact with the interface? This helps us define the possible user interactions with the product. What about the appearance colour, shape, size, etc. This helps us give users clues about what behaviours are possible. Do error messages provide a way for the user to correct the problem or explain why the error occurred? This lets us anticipate and mitigate errors. What feedback does a user get once an action is performed? This allows us to ensure that the system provides feedback in a reasonable time after user actions. Are the interface elements a reasonable size to interact with? Questions like this helps us think strategically about each element used in the product. Are familiar or standard formats used? Standard elements and formats are used to simplify and enhance the learnability of a product. So what do interaction designers do? For instance, if the company is large enough and has huge resources, it might have separate jobs for UX designers and interaction designers. In a large design team, there might be a UX researcher, an information architect, an interaction designer, and a visual designer, for instance. In any case, here are some of the tasks interaction designers handle in their daily work: Design strategy This is concerned with what the goals of a user are, and in turn what interactions are necessary to achieve these goals. Depending on the company, interaction designers might have to conduct user research to find out what the goals of the users are before creating a strategy that translates that into interactions. Wireframes and prototypes This again depends on the job description of the company, but most interaction designers are tasked to create wireframes that lay out the interactions in the product. It provides an authoritative introduction to the field, as well as other references where you can learn more. Psychology of

Interaction Design: Copyright terms and licence: CC0 Topics in this article:

Chapter 3 : Design, Interactive and Presentation - eLearning Learning

Interactive By Design: Home; Web Hosting by iPage by iPage.

Scrolling, especially for one-page websites When it comes to transitions, seamless film-like animation is the key to illusion. Users are accustomed to television-style, high definition and pixel-perfect design. While both graphic formats follow the same idea, webgraphics use tools such as HTML5, CSS3 and jQuery to deliver an interactive experience through color, type and slick animations. This action can be as simple as a click or more involving requests such as typing in words or touching an image on the screen. The real power of webgraphics lies in their effortless integration into the user path. The website combines information, mapping, video, facts and numbers to help users understand the dangers of winter sports in a way that might otherwise feel like a boring lecture. For example, imagine if an outdoor sport retailer created this site as part of a seasonal campaign – you could embed a few relevant products for potential hazards or link out to product categories. We understand that not everyone has the resources to build a standalone interactive infographic whether in their site or as a standalone URL , but you certainly apply some of its techniques to make any website feel more immersive. House of Borel above , a luxury fashion brand, certainly feels more like an interactive story than a traditional website. You can see elements of interactive infographics at play here: The treatment certainly makes sense for an elegant brand that wants you to feel the lifestyle first before revealing its products. Micro Interactions A micro interaction is a momentary event that completes a single task, such as the ding of an alarm in an iPhone to notify users. Logging in to your online banking portal and even liking content on a site like Facebook are just some of the micro interactions that define the details of experience design. As a website and app user, you probably take part in hundreds of daily micro interactions, all of which add up to one cohesive user experience. Arguably the smallest interactive elements of a design, micro interactions are some of the most vital in fact, FastCo Design even calls it the future of design. Consider, for instance, how quickly you would abandon a website if you could not set a username and password in only a few clicks or if the push notifications from your favorite news site appeared too frequently. Accomplish a task – This includes simple action such as logging in, adding a status update or setting an alarm. Making an adjustment – Any change to a website setting such as muting the volume on an app or turning down the volume on a music player and the corresponding visual and audio feedback constitutes a micro action. Some of these are so small users perform many of the actions without any thought, which is why micro interactions must be carefully designed to provide just enough feedback without feeling intrusive. Change in state – Turning a website, or function therein, off or on changes the state and completes a small action. Unique data interaction – This refers to getting an in-time bit of data, such as checking the weather or traffic in your area, as result of a direct action such as opening an app or checking a website with location tools. An action initiates every one of the actions above; the user does something in a website or app to start the process even if it continues after the initial step. This follows a pattern of call-to-action from a user, rules for engagement as determined by the interface what will happen and how , feedback from the user did it work or not and patterns or loops does the action happen once or repeat on a schedule. Every one of these tiny pieces is part of the design plan when it comes to interaction. To learn more about micro interactions, we highly recommend checking out the site of Dan Saffer who coined the term. Layering Effects Creating an engaging interactive experience is not about adding a single effect to your website design. It is a planned effort that requires layered design techniques and careful thought for user flow and habits. By combining effects like parallax , long scroll, background video, etc. The trick is not to go overboard – and there is a fine line between a careful hierarchy of user interactions and a chaotic mess. AIGA Years of Design The Years of Design website , designed to celebrate the history of design as an art form, uses a variety of techniques and trends, from scrolling actions to a hamburger menu to user-submitted visuals. Each new screen includes information scroll down , animation to support the concepts, and cues for moving to the next element whether through navigation or using on-screen cues. Eventbrite Seat Designer Used by event planners everywhere for ticket sales, the Eventbrite interface offers phenomenal tools for users to create custom seating charts for specific venues or

events, something that was once unique to large venues. With a few clicks on the template, users can easily create a custom arrangement. The interface uses an almost-flat design style with bright colors, easy menus and smooth-loading transitions. The site is layered with phenomenal animation and video effects while using a standard hamburger style navigation. The main screen starts with a minimal-style aesthetic but opens into a wide-screen video experience. You could play with this site for hours on end. One of the best ways to stay ahead is to think ahead. Looking at how user needs are evolving, we can confidently “but not assuredly” predict what will be popular in the future. When it comes to wearable interaction, the design will probably shift to more subtle tactile patterns that might be less visual. Vibrations from a watch might be the preferred method of notification, rather than a large image or sound on the screen. As a visual medium, the line between screen devices “TVs, computers and phones” will blur even more. Interaction design, while primarily visual when we think about websites, will continue to combine visuals with environmental factors. Vibrations, sounds and forced actions will become more common, especially for user-controlled elements such as websites or apps designed for mobile or wearable devices. While a lot of future-planning is merely guesswork, the fundamentals of our users will, more-or-less stay the same. Users will, predictably, always enjoy interactivity and engagement “the only thing that changes is the avenues available to offer this to them.

Chapter 4 : Interactivity By Design: Ray Kristof, Amy Satran: calendrierdelascience.com: Books

Interactivity by Design is a manual for planning and implementing interactive multimedia projects. It focuses on the process of interface design, rather than on specific tools or techniques. It focuses on the process of interface design, rather than on specific tools or techniques.

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. Everything from a button to a link to a form field is part of interaction design. Over the past several decades, a number of books have been released that explain facets of interaction design, and explore the myriad ways it intersects and overlaps with experience design. Interaction design has evolved to facilitate interactions between people and their environment. Unlike user experience design, which accounts for all user-facing aspects of a system, interaction designers are only concerned with the specific interactions between users and a screen. Of course, in practice things are never so crisply delineated. Common Methodologies Although interaction design spans myriad types of web and mobile applications and sites, there are certain methodologies that all designers rely on. Alan defines goal-driven design as design that holds problem solving as a highest priority. In other words, goal-driven design focuses first and foremost on satisfying specific needs and desires of the end-user, as opposed to older methods of design, which focused on what capabilities were available on the technology side of things. Today, some of the points Alan brings up seem obvious, since designers rarely select interactions based solely on development constraints. The process involved in goal-driven design, according to Alan, requires five shifts in the way we think as interaction designers. Design first; program second. In other words, goal-driven design begins with considerations for how users interact and how things look! Separate responsibility for design from responsibility for programming. This refers to the necessity of having an interaction designer who can champion the end-user, without worrying about the technical constraints. A designer should be able to trust his or her developer to handle the technical aspects; in fact Alan Cooper suggests that to do otherwise places the designer in a conflict of interest. Hold designers responsible for product quality and user satisfaction. Though stakeholders or clients will have their own objectives, the interaction designer has a responsibility to the person on the other side of the screen. This particular idea has developed into something that is now more commonly associated with user research: Yet Alan reminds us to connect personas back to the product, and constantly ask: What do they want to accomplish? Work in teams of two. Lastly, interaction designers should never work in a silo. Though the design communicator Alan envisioned in was typically a copywriter intended to provide marketing copy for products, today that has expanded to include a project manager, content strategist, information architect, and many others. Abowd, Russell Beale, usability is broken down into three principles: Meanwhile, Nielsen and Schneiderman explain usability as being made up of five principles: Lastly, the international standard ISO has also broken down the word into five principles: The four original dimensions are: They should be used in moderation, so as to not overwhelm. It includes the ways in which the user might measure progress, as well as sound and animation. It is the emotions and reactions that the user has when interacting with the system. Using these five dimensions, an interaction designer can pay attention to the very experience the user has when communicating and connecting with a system. Cognitive Psychology Cognitive psychology is the study of how the mind works, and what mental processes take place there. Here are just a few. Interface metaphors make use of known actions to lead users to new actions. For example, the trash icon on most computers resembles a physical trash can, in order to alert a user to the expected action. Affordances are things that are not only designed to do something, but that are designed to look like they are designed to do something. A button that looks like a physical object you can push, for example, is an affordance designed so that someone unfamiliar with the button will still understand how to interact with it. Human Interface Guidelines This section is a bit of a misnomer; there actually is no single set of human interface guidelines. However, the idea behind creating human interface guidelines is in itself a methodology. Guidelines have been created by most major technology

design businesses, including Apple and Android, Java and Windows. The goal is the same for all of them: Daily Tasks and Deliverables An interaction designer is a key player throughout the entire development process. They have a set of activities that are key to the project team. These typically include forming a design strategy, wireframing key interactions, and prototyping interactions. Design Strategy Although the boundaries here are fuzzy, one is certain: Typically, this is provided by a user researcher. In turn, an interaction designer will assess the goals and develop a design strategy, either independently or with help from other designers on the team. A design strategy will help team members have a common understanding of what interactions need to take place to facilitate user goals. Wireframes of Key Interactions After the interaction designer has a good idea of the strategy motivating a design, they can begin to sketch the interfaces that will facilitate the necessary interactions. The devil here lies in the details: Some professionals will create these interfaces collaboratively while others will create them alone. It all depends on the interaction designer and their particular workflow. Prototypes Depending on the project, the next logical step for an interaction designer might involve the creation of prototypes. Stay Current One of the hardest parts about being a practicing interaction designer is the speed of change in the industry. Every day, new designers are taking the medium in a different direction. Consequently, users are expecting these new kinds of interactions to appear on your website. Interaction designers also stay current by following thought leaders like the notable designers below on Twitter, and pushing the medium forward themselves. The field overlaps with UX design, UI design, development, and visual design, and as a result not all the designers listed here even refer to themselves as interaction designers. He is widely known for his role in humanizing technology through his groundbreaking work in software design. He is also the author of the books *About Face: Brad Frost* and *Twitter Brad Frost* is leading a charge: While Brad is technically a front-end developer, the line between developer and interaction designer is thin, and his work has had a huge impact on the interaction design community, in part because of the tools and resources he has created. Brad also coined the phrase and wrote the book on *Atomic Design*. Kim is currently consulting for clients in varied industries including aviation, consumer electronics, and retail. She spent most of the last decade as Vice-President, Design and General Manager at Cooper, leading an integrated practice of interaction, visual, and industrial designers and the development of the acclaimed Cooper U design curriculum. Brenda Laurel *Twitter Brenda Laurel* has been part of several major revolutions in the way humans use computers: She has worked for Atari, co-founded game development firm Purple Moon, and served as an interaction design consultant for multiple companies, including Sony Pictures, Apple, and Citibank. Mat Marquis *Twitter Mat Marquis* is another interaction designer who blurs the line between designer and developer. He is the technical editor at *A List Apart*, where he curates articles by designers and developers to help educate the design community. He has also spoken at several *An Event Apart* conferences. He chairs the *Responsive Images Community Group*, a group that seeks solutions for images in responsive design. He is also an active member of the open source community, helping other designers to move their work forward by building off one another. Mat was most recently at *Bocoup*, a web platform consulting firm that builds or contributes to open access projects. Karen McGrane *Twitter Karen* has spent more than fifteen years trying to make the web a better place through usability, user experience design, and content strategy. Karen consults in content strategy, user experience, and information architecture; and she teaches design management in the MFA in Interaction Design program at the School of Visual Arts in New York. Mike Monteiro *Twitter Mike Monteiro* is the co-founder of *Mule*, a design agency renowned for exploring those dark territories where content strategy, online identity, and cutting-edge web technology with classic, timeless design blend together. She has led the design for more than web, desktop and mobile applications since Clients include a diverse mix of Fortune companies, non-profit organizations, and local Austin start-ups. She co-authored *Designing Web Interfaces* with designer and developer Bill Scott, and she wrote *Mobile Design Pattern Gallery* to help designers with app and smartphone designs. Her work can be seen at www.donnorman.com. Don Norman *Twitter Don Norman* studies how real people interact with design, exploring the gulf between what a designer intends and what a regular person actually wants. His work has resulted in some classic books, including *The Design of Everyday Things*, which is generally considered to be a cornerstone of the user experience canon. He was previously the creative director of new products at *Jawbone*, where he designed

next generation products and services for wearables and consumer electronics. His latest book, *Microinteractions*, was published in 2015. Over 15 years as a practicing designer brought Brenda through design studios, print shops, daily newspapers, publishing companies and the advertising industry. Design Pattern Library in 2012. His work on the pattern library has impacted designers around the world since that time. Bill is a designer and developer, and his work has included the creation of a 3D graphics library, wargaming interfaces for NATO, and many open source projects. Tools of the Trade Interaction designers use a number of different tools to get their jobs done. Above all else, interaction designers need to communicate well. The list below is a sampling of tools used to facilitate conversations. Keep in mind that the web interfaces that are created are typically done so with user-facing front-end technologies such as JavaScript or CSS. The team at Balsamiq has done a superb job, providing users with a number of interaction design patterns that are ubiquitous to contemporary application design. Think of it as an online version of paper prototyping! InVision is designed to facilitate communication and does so by integrating with Photoshop, Sketch, Slack, Jira, and other applications. Designers can upload wireframes and string them together via hotspots into a 2D navigable experience.

Chapter 5 : Complete Beginner's Guide to Interaction Design | UX Booth

Interaction by Design helps you create digital products that are not only useful and usable, but also so desirable that people can't live without them. Because regardless of whether it's a website, software application or any other "product with a brain," compelling experiences create compelling returns.

Interactive design has been widely used in website design and mobile app design. There is no lack of such articles about what is interaction design and how it works, as well as the great interactive design examples. You can easily find one or two on the internet. So that you will get more inspiration to be an advanced designer. Here are 10 great interactive design examples about mobile app design and website design.

Interactive Design Examples for Mobile App

- 1. Sliding the time axis on the left side**, it will show the corresponding picture according to the shooting time. The selected picture will be displayed in the middle of the mobile interface. Picture shows by stack cards This case uses a card-style design, users can switch pictures by sliding up and down. Card design not only provides a good visual consistency for users but also gives designers a convenience for design iteration. The advantage of the mixed texts and graphics is keeping the visual balance of the whole content and the stack pictures. So the combination of the interaction effect and sliding gestures is also a good idea.
- Search page star elements** The star icons on the navigation page represent a different navigation function. Sliding the selected navigation icon on the page, it will automatically zoom in, and the other icons will automatically change the position and size. The advantages of interactive design performed perfectly in the cool and concise stars navigation page. If you are the full stack designer who can handle mobile app design and website design, you may also want to know some great interactive design examples about websites.

Interactive Design Examples of Website

- 1. Sketchin** The simple navigation bar makes the whole site look very simple and beautiful. Seeing Data This site is a dynamic information chart, it can provide users with information statistics and drawing charts.
- Carbon Studio** Miss the old-style drag and drop navigation? Take a look at Carbon Studio.
- Nick Jones** This site may be out of date, but it still is a good interactive design example.

Conclusion Experiencing great interactive design examples is always a pure pleasure, no matter the mobile app design or website design. They are innovative, inspiring and engrossing, and all of them encourage us to discover new solutions, adopt out-of-the-box techniques and test the limits of current technologies. These interactive design example for mobile apps and websites are good resources for designers, hope you guys will like and get inspiration from them.

Chapter 6 : interaction by design :: compelling experience for compelling returnsâ,,ç

Interactive Design is defined as a user-oriented field of study that focuses on meaningful communication of media through cyclical and collaborative processes between people and technology.

Presented in partnership by Adobe and the Interaction Design Association, events take place in communities across the world one day in September each year. This includes presentations, workshops, and design showcases focused on elevating the work of interaction designers, and knowledge sharing. The theme for was diversity and inclusion in design. World Interaction Design Day events looked at how design affects and is affected by all of aspects human diversity. Who is this day for? World Interaction Design Day is first-and-foremost for interaction designers; events will focus on the practice of creating interactive digital products, environments, and services. How do I find events near me? To see the events that happened in your community in , visit our Events page. Sign up to be notified of activities. How do I host an event? Start planning for ! Sign up for updates for more information. Are there guidelines for what activities should take place at events? While there are no specific guidelines, all events should host activities that support and advance the cause of interaction design as it relates to the annual theme. What do I do? Sign up for updates on I have more questions. Who can I contact for more information? Stay Informed Sign up to receive email updates about IxDD events and activities, and learn how you can be part of advancing interaction design in communities across the globe. Email Please enter a valid email address.

Chapter 7 : What is Interaction Design? | Interaction Design Foundation

Interaction design focuses on creating engaging interfaces with well thought out behaviors. Understanding how users and technology communicate with each other is fundamental to this field.

While these elements do contribute to the overall user experience, they are actually pieces of a larger puzzle: This concept can be more subtle to end-users than a flashy, new homepage, but it is essential in creating an engaging, intuitive digital experience. What is interaction design? Interaction design is about facilitating interactions between users and products most often, those products are apps or websites. The five dimensions of interaction design serve as a helpful model to understand what it involves. First introduced by Gillian Crampton Smith, an interaction design academic, the model only included four dimensions. Words should be simple to understand and should communicate the right amount of information to the user too much detail can overwhelm, while too little information can cause confusion. Visual representations, like images, typography , and icons , should supplement the words to communicate information to the user. Physical objects or space refers to the actual hardware and objects that a user interacts with. For example, are they using a smartphone or a laptop with a mouse? And where are they, at their desk or on a crowded subway? Time refers to how users might measure progress, with sound and animation for example, as well as how long they spend interacting with the first three dimensions. Behavior was added by Kevin Silver and includes how the previous dimensions define the interactions of a product. It also includes the reactions of users and the product. Here are some of our favorite examples found on Dribbble. This app concept lets you input the total bill, select the tip percentage, and then see how much each person will pay. On most e-commerce sites, you have to navigate to a completely different part of the website or app to view your cart. The cart continues to visually surface your items, even as you explore other parts of the site. Social media apps are notorious for information overload, showing you all the top stories, trending videos or articles, and breaking news at once. This card-like layout also eliminates the need to jump between apps to consume your favorite content. There are a million and one ways to customize your burger. This UI concept for the Tasty Burger app simplifies the ordering experience by bucketing ingredients by type. Instead of displaying a long list of every possible variation of cheese, produce, meat, or bun, you first click the category of ingredient like cheese and then you are presented with the different types, like gouda or comte. This concept for real estate app, Spec, leverages our natural behavior when looking at a new space. You can click into any room, like the kitchen or living room, and move your phone to get a degree view. Filters offer a powerful, easy way to surface different slices of information. But, the problem with a lot of filter interactions is that they open a popup or new page in the app, hiding the very information you want to filter. This micro-interactions keeps everything in the same view, even when you do filter. This way, you can see the data change instantly when you select different filtering criteria. Creating a tool that records user interactions By Gil. This simple page interaction improves the user experience on-site and helps the company keep visitors on their pages, longer. The main purpose of the site is to showcase how these properties can be used in nature, as an office, and as extensions. Instead of creating separate experiences for each purpose, this page mimics the user flow of comparing and contrasting the different uses, and seamlessly bouncing between them. This app concept simplifies a behavior that we all despise – picking our country of residence from a long list. Instead of having users scroll through the list and find their country, this micro-interaction first has you pick the first letter of your country and then find it from a much smaller, focused list of countries. This concept takes it one step further and lets you view each product in its different available colors, without having to leave the category page. Did we miss your favorite interaction design example? Share it with us on Twitter: The new InVision Studio makes designing for interactions simple and easy. Studio is in early access now, so give it a try!

Chapter 8 : Interactive By Design - Home

Interactive design has two meanings: 1) design is performed in an interactive fashion, and 2) the items are designed to be used in an interactive fashion. Interactive design provides a number of.

Musicality Computers and Interactive Design[edit] The birth of the personal computer gave users the ability to become more interactive with what they were able to input into the machine. This was mostly due to the invention of the mouse. With an early prototype created in by Douglas Engelbart , the mouse was conceptualized as a tool to make the computer more interactive. The most important characteristic of the Internet is its openness to the communication between people and people. In other words, everyone can readily communicate and interact what they want on the Internet. Recent century, the notion of interactive design started popularity with Internet environment. Stuart Moulthrop was shown interactive media by using hypertext , and made genre of hypertext fiction on the Internet. Stuart philosophies could be helpful to the hypertext improvements and media revolution with developing of Internet. This is a short history of Hypertext. Their efforts brought immense political ramifications. And Nelson joined Autodesk, which announced plans to support Xanadu as a commercial. The World Wide Web trivializes our original hypertext model with one-way ever-breaking links and no management of version or contents. In the late s, Apple computer began giving away Hypercard. Hypercard is relatively cheap and simple to operate. In the early s, the hypertext concept has finally received some attention from humanist academics. This transition caused many of the agencies to reexamine their business and try to stay ahead of the curve. Although it is a challenging transition, the creative potential of interactive design lies in the fact that it combines almost all forms of media and information delivery: Founded in by Richard and Robert Greenberg, the company has reconstructed its business model every nine years. This is one example of how to adapt to such a fast paced industry, and one major conference that stays on top of things is the How Interactive Design Conference, which helps designers make the leap towards the digital age. Most technologies described as " new media " are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive like internet, video game and mobile. In the industry field, companies no longer focus on products itself, they more focus on human-center. Interactivity is not only computer and video signal presenting with each other, but it should be more referred to communication and response among viewers and works. This communication is specific to the partner. Feedback is based on recognition of the partner. When a learner inputs information into a computer and the computer responds specifically to that input, there is mutual recognition. The menu format allows mutual recognition. The responses are based on previous feedback. As the communication continues, the feedback progresses to reflect understanding. When a learner refines a search query and the computer responds with a refined list, message exchange is progressing. There is an opportunity for a two-way flow of information. It is necessary both the learner and the computer have means of exchanging information. The search engine tool allows for learner input via use of the keyboard and the computer responds with written information. For instance newspapers and television, they have been produced from traditional outlets to forms of interactive multimedia. In addition, it also promotes interactive feedback, participation, and community creation around the media content. New media is a vague term to mean a whole slew of things. The Internet and social media are both forms of new media. Any type of technology that enables digital interactivity is a form of new media. Video games, as well as Facebook, would be a great example of a type of new media. New media art is simply art that utilizes these new media technologies, such as digital art, computer graphics, computer animation, virtual art, Internet art, and interactive art. New media art is very focused on the interactivity between the artist and the spectator. A Telesymphony , involve audience participation. Other works of New Media art require audience members to interact with the work but not to participate in its production. In interactive New Media art, the work responds to audience input but is not altered by it. Audience members may click on a screen to navigate through a web of linked pages, or activate motion sensors that trigger computer programs, but their actions leave no trace on the work itself. Each member of the audience experiences the piece differently based on the choices he or she makes as while

interacting with the work. However, two successful characters are Lisa Graham and Chris Crawford. Graham and Crawford both have written industry respected books and are leaders in the field today. Graham explains the brains and layout of how good Interactive Design is achieved, whereas Crawford is the theory behind Interactive Design. Her expertise is in Graphic Design and Interactivity. One of her books, Principles of Interactivity, has gained much recognition from the design world. Graham explains in her writing that Interactive Design is a meaningful arrangement of graphics, text, videos, photos, illustrations, sound, animation and 3D imagery. She begins to explain interactivity by giving the reader an example of a simplified version of Interactivity. Her example of simple interactivity is something like an all-text web page with a few links to other webpages navigating to other pages with similar and more in depth information. Her idea of a more complex interactive project is something like a document all or any forms of digital media. In her writing, the Interactive Design Process begins with Problem Definition and follows steps like fact finding, idea finding and project visualization. Graham breaks down successful interactive Design into establishing content, planning, flowcharts, storyboards, creating sample layouts, determining navigation, prototyping, usability testing and mastering. To Graham, understanding the goals of an interactive project is critical to the creation of a good interactive document. Graham has a very different view and idea of Interactive Design from that of Chris Crawford, who believes good Interactive Design is based on three main ideas: Listening, Thinking and Speaking. Graham has a great understanding of the process for creating Interactive Design whereas Crawford gives us a straightforward understanding of the theory and definition of Interactive Design.

Chapter 9 : SXSW Conference & Festivals

Interaction by Design has a new site with current information about us. Thumbnails, a blog by Interaction by Design's principal, George Olsen, will making the transition "and re-activating" as well.