# INTERACTION DESIGN (IXD)

- Subject: Advanced User Interface Design (31901-2001)

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- Level: Vocational Certificate (High Vocational Diploma)

# WHAT IS INTERACTION DESIGN?

- Interaction Design (IxD) is the practice of designing interactive digital products and systems.

- - Focuses on how users interact with technology.

- - Goal: Create meaningful and efficient user experiences.

# THE CORE QUESTION OF IXD

- How do users interact with technology — and how can we make that interaction better?

# KEY ELEMENTS OF INTERACTION DESIGN

- 1. Users – Who will use the system?

- 2. Goals – What do they want to achieve?

- 3. Context – Where and how is the interaction happening?

- 4. Feedback – How does the system respond to user actions?

- 5. Flow – How smoothly can users complete tasks?

# THE 5 DIMENSIONS OF INTERACTION DESIGN

- 1. Words – Text, labels, and instructions.

- 2. Visual Representations – Icons, images, and graphics.

- 3. Physical Objects/Space – Devices and environments.

- 4. Time – Changes, animations, transitions.

- 5. Behavior – User and system responses.

- (Source: Gillian Crampton Smith, 2007)

# PRINCIPLES OF GOOD INTERACTION DESIGN

- **-** Consistency: Keep interactions predictable.

- **-** Visibility: Make important functions easy to find.

- **-** Feedback: Let users know what's happening.

- **-** Affordance: Show what actions are possible.

- **-** Error Prevention: Help users avoid mistakes.

# INTERACTION DESIGN PROCESS

- 1. Identify user needs.

- 2. Define interaction goals.

- 3. Design and prototype interactions.

- 4. Test with real users.

- 5. Refine based on feedback.

# TOOLS FOR INTERACTION DESIGN

- Common tools:

- - Figma

- - Adobe XD

- - Sketch

- - Axure RP

- - InVision

- (All useful for creating prototypes and testing user flows.)

# EXAMPLE – INTERACTION FLOW

- Scenario: Online food ordering

- 1. User selects restaurant

- 2. Chooses items

- 3. Adds to cart

- 4. Confirms payment

- 5. Gets confirmation & tracking

- Goal: Each step should feel clear, smooth, and responsive.

# CLASS ACTIVITY

- Task:

- **-** Choose a simple mobile app (e.g., weather app, calendar, or bus ticket app).

- **-** Sketch an interaction flow.

- **-** Present how users navigate and receive feedback.

# COMMON MISTAKES IN INTERACTION DESIGN

- **-** Too many steps or clicks

- **-** Unclear feedback messages

- **-** Inconsistent icons or layouts

- **-** Hidden or confusing navigation

# SUMMARY

- **-** Interaction Design = Designing how users and systems communicate.

- **-** Focus on usability, feedback, and user goals.

- **-** Test early, test often!

# REFERENCES

- - Preece, Rogers & Sharp (2015). Interaction Design: Beyond Human–Computer Interaction.

- - Nielsen Norman Group (nngroup.com)

- - Interaction Design Foundation (IDF)