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INTERACTION DESIGN



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Introduction

- Part 1: Information Design
 - Focused on planning the design and answered the question : “What is this product ?”
- Part 2: Interaction Design
 - Focuses on the mechanics of the design and answers the question : “How should it work ?”
- What is Interaction Design ?
- Before that...what is interactivity ?

2

Introduction

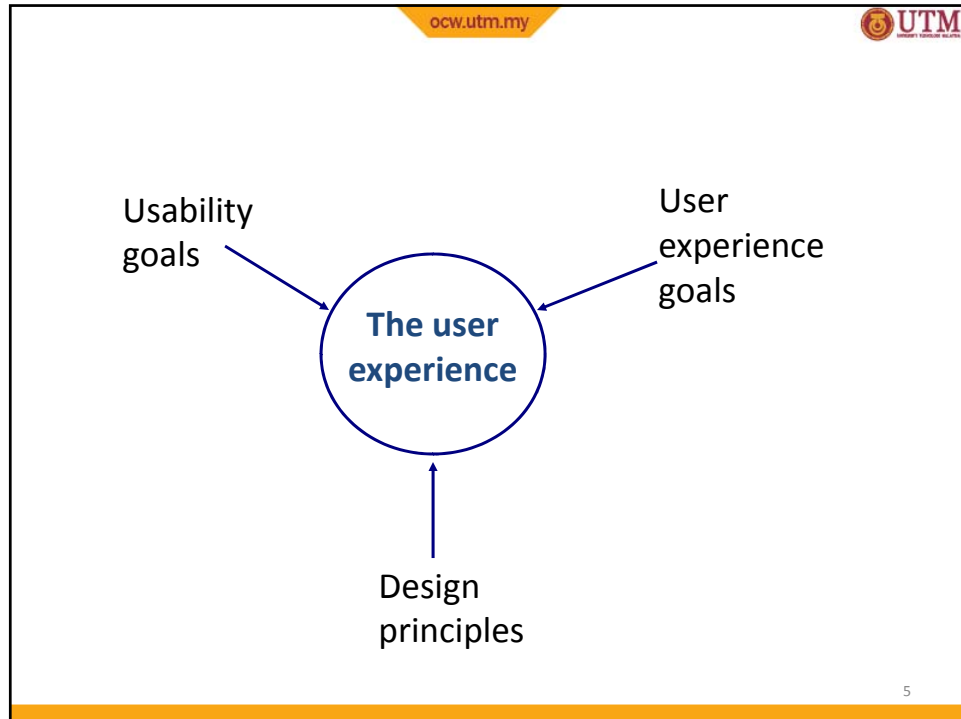
- We know how to 'embed interactivity' into the interface - use buttons, clickable icons, 'interactive sequences', drag and drop behaviours, enable users to draw directly to screen, search texts, VRML, immersive environments....the list goes on.
- But do we really know anything about **interactivity?** What do you think it means?

3

Introduction

- Interactivity in a computer products means that **the user**, not the designer, **controls the sequence, the pace, and most importantly, what to look at and what to ignore.**

4



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- The slide is titled "Information to Interaction" and features a bulleted list. The text "ocw.utm.my" and the UTM logo are in the top right corner, and the number "6" is in the bottom right corner.
- *How to move* from information design to interaction design ?
 - Information design provides the logical organizing principles for the program information by detailing content and structure.
 - Designing interaction turns the information design into a **storyboard** which shows navigation pathways, media inclusions and controls.

Information to Interaction

- Moving from information design to interaction design means **turning information into an experience**.
- This means:
 - **Motivating users** to have the experience, by giving them clear guidance and options.
 - **Creating an interesting journey**, or clear path, through the information.
 - **Giving users controls** that allow them to go where they want and do what they want.
 - **Making the experience as easy** and intuitive as possible.

Interaction Design in Web Design

Introduction

- Critical tasks of interaction design.
 - Create a **guidance system** to orient users.
 - Design the **navigation system**.
 - Define **what happens** on each screen.
 - **Design the controls** for interaction.
 - Determine **how much interaction** is to be included.

9

Introduction

- What are the **basic elements** in Interaction Design.
- Three essential elements:
 1. **Organization** – How the information will be organized on the pages ?
 2. **Navigation** – How people will find their way around your web site ?
 3. **Interactivity** – What controls you give your users to work with ?

10

Introduction

- What are the **3 basic elements** in Interaction Design.

Organization

How the information will be organized on the pages ?

Navigation

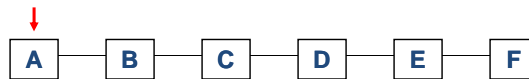
How people will find their way around your web site ?

Interactivity

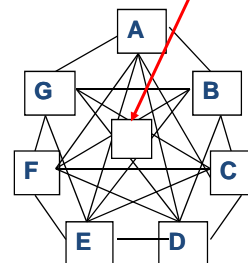
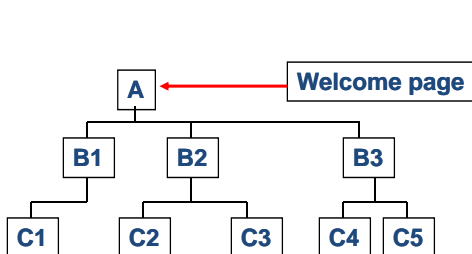
What controls you give your users to work with ?

Interaction Design: Organization

Welcome page



Welcome page



Interaction Design: Navigation

- What is effective navigation ?
- Effective navigation provides enough location information (Orientation) to let users answer the following question:
 1. **Where am I?** - let the user know their current page.
 2. **Where can I go?** – let users know where they are in relation to the rest of the website
 3. **How do I get there?** – provide consistent, easy to understand link.
 4. **How do I get back to where I started?** – provide alternatives to the browser’s back button to let users return to their starting point.

13

Interaction Design: Navigation

- Effective navigation will limit information overload
 - Create manageable **information segments** – **break your content** into smaller files or logical groupings then link it together.
 - Control page length – **do not make user scroll** through never ending pages (*provide internal link*)
 - **Use hypertext** to connect facts, relationships, and concepts.

14

Interaction Design: Navigation


- Nielsen suggests these ways a designer can aid their users with navigation:
 - include a **site identifier** on every page.
 - **make it easy to go to landmark pages** such as the home page or the search page.
 - **emphasize the structure** of your site by making each page show which sub site it belongs to.
 - **do not change the default colors** for links and visited links.
 - **draw a sitemap** or use some other orienting devices to illustrate the relationships between main areas of your site.

¹⁵
[Refer to http://www.nielsendesign.net/](http://www.nielsendesign.net/)

Interaction Design: Navigation

- Orientation
 - In order to navigate effectively, **users need to know where they are** in the context of the overall site structure.
 - One way to help users orient themselves is by **reinforcing placement, or position.**

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Interaction Design: Orientation

- Site Map
 - A site map's purpose is two fold:
 - It provides **direct links**, or shortcuts, to all of the content pages on a site, and it **illustrates how content relates** to the overall site structure.

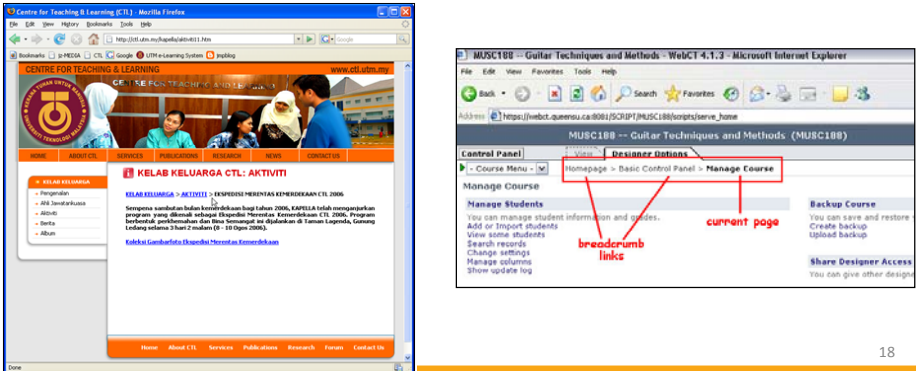
17

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Interaction Design: Orientation


- Topic Paths
 - Bread-crum trail, sometimes called **topic paths**, which ideally consist of clickable links that show how the current page fits into the overall hierarchy of the site.




18



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Thank You !



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