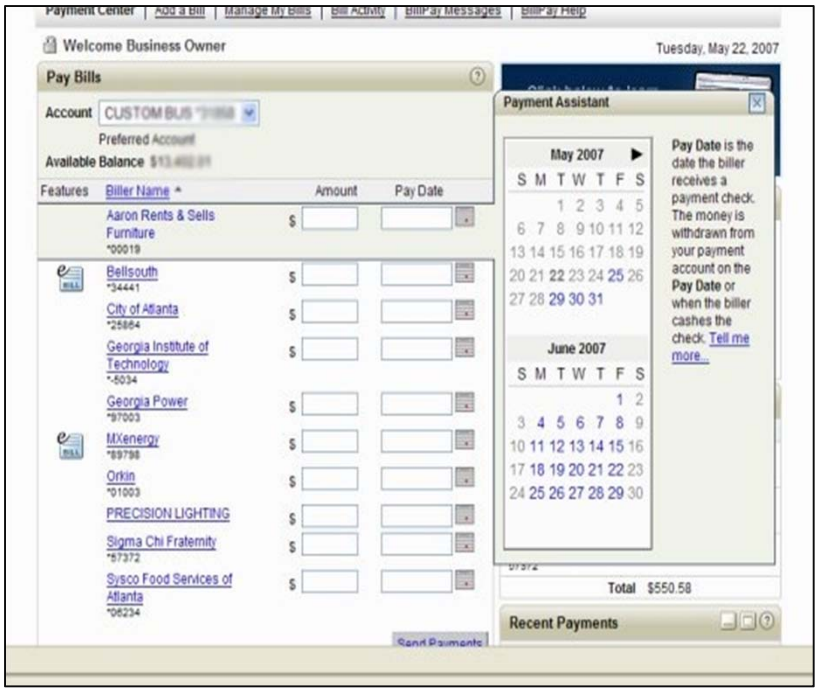
Q: **How many Interaction Designers does it take to screw in a light bulb?**

A: **Does it have to be a light bulb?**

What's this Interaction Design stuff anyway?

Finding the right metaphores

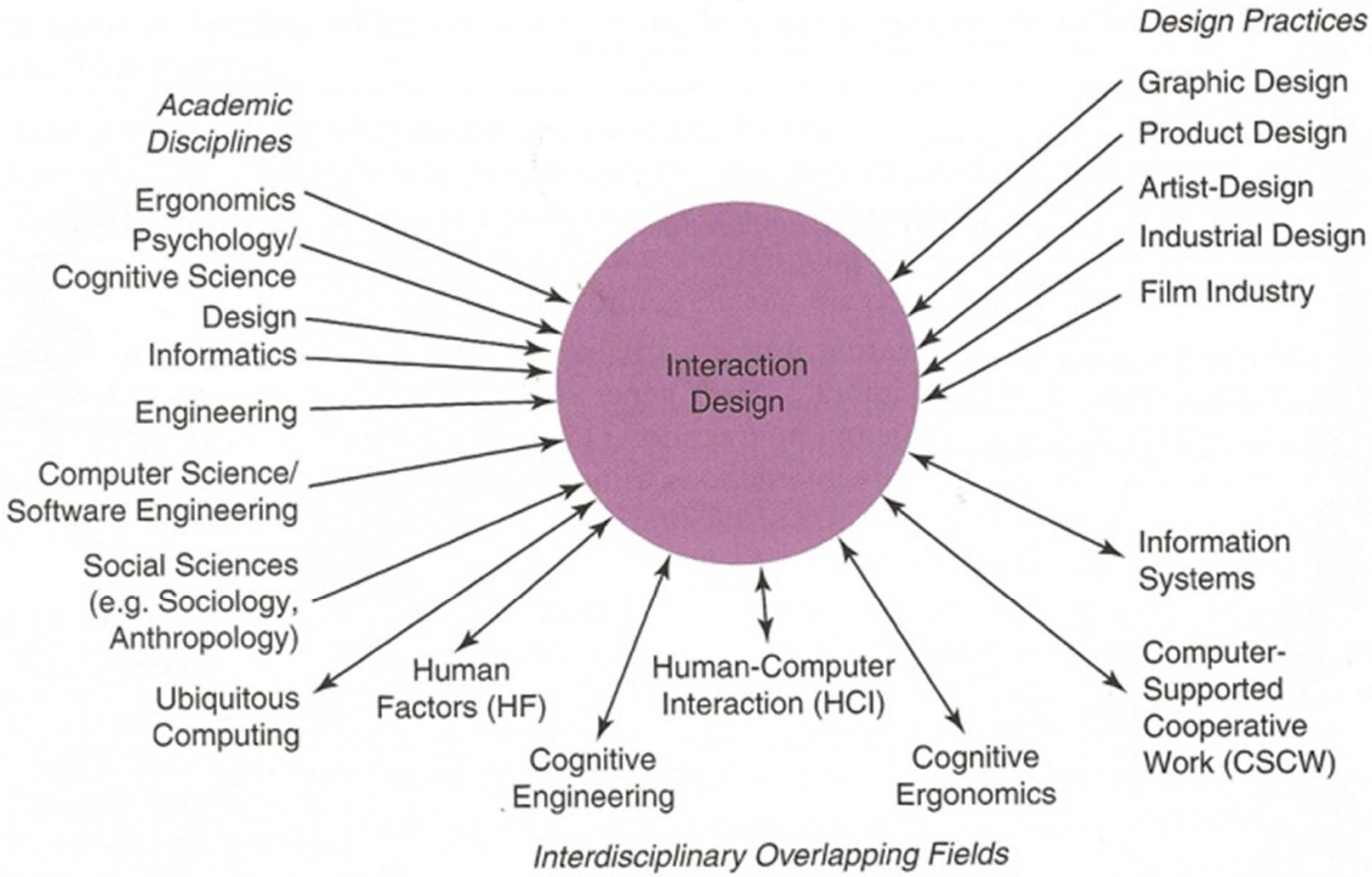


The three deadly sins of digital products

- They can be rude
- They make people think like computers
- They have temper tantrums

Why do they suck so bad? Glad you asked?

- Ignorance about users
- Conflicting interests
- Lack of process


Design Practices
Graphic Design
Product Design
Artist-Design
Industrial Design
Film Industry
Academic Disciplines
Ergonomics
Psychology/ Cognitive Science
Design
Informatics
Engineering
Computer Science/ Software Engineering
Social Sciences (e.g. Sociology, Anthropology)
Ubiquitous Computing
Interaction Design
Information Systems
Computer-Supported Cooperative Work (CSCW)
Human Factors (HF)
Human-Computer Interaction (HCI)
Cognitive Engineering
Cognitive Ergonomics
Interdisciplinary Overlapping Fields

Eh? User Experience?

Tell me more!

Positive experience goals! ☺

Satisfying
Enjoyable
Engaging
Pleasurable
Exciting
Entertaining
Helpful
Motivating
Challenging
Enhancing sociability
Supporting creativity
Cognitively stimulating
fun
provocative
Surprising
Rewarding
Emotionally fulfilling

Negative experience goals! ☹

Boring
Frustrating
Making feel guilty
Annoying
Childish
Patronizing
Unpleasant
Making feel stupid
Gimmicky

Our secret weapon: Usability!

Is it **effective**?

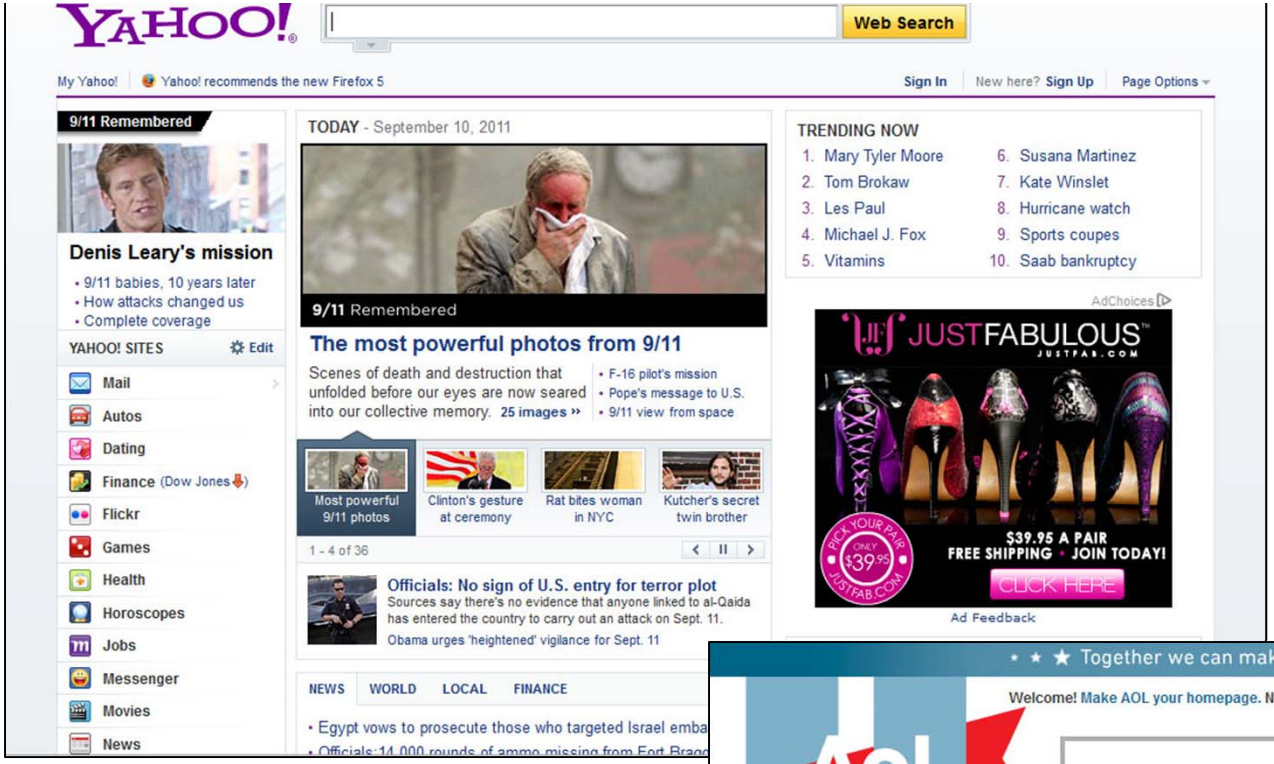
Is it **efficient**?

Is it **safe**?

Does it have enough **utility?**

Is it **learnable**?

What's its **memorability**?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Scenes of death and destruction that unfolded before our eyes are now seared into our collective memory. 25 images »
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• Pope's message to U.S.
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Most powerful 9/11 photos
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Officials: No sign of U.S. entry for terror plot
Sources say there's no evidence that anyone linked to al-Qaida has entered the country to carry out an attack on Sept. 11.
Obama urges 'heightened' vigilance for Sept. 11
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3. Les Paul
4. Michael J. Fox
5. Vitamins
6. Susana Martinez
7. Kate Winslet
8. Hurricane watch
9. Sports coupes
10. Saab bankruptcy
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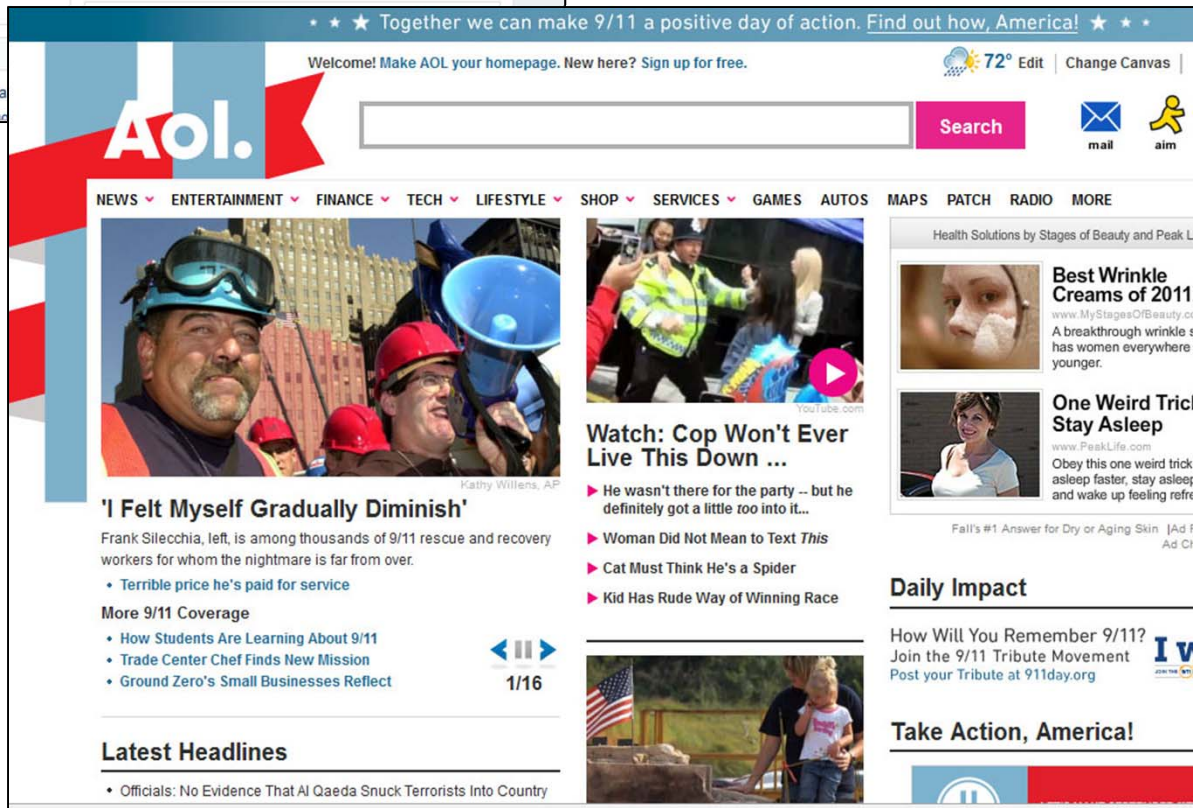
Get organized!
Keep your to-dos, notes, ideas, and schedule online with Backpack.
Take a tour or Sign up for free
Over 300,000 people signed up! Got an account? Log in.
"Tremendous."
PCWORLD
"Best of the Web. Editor's & Readers Choice."
BusinessWeek
"A cool organizational tool. How very cool."
The New York Times


Together we can make 9/11 a positive day of action. Find out how, America!
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Aol.
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MAPS
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Kathy Willens, AP
'I Felt Myself Gradually Diminish'
Frank Silecchia, left, is among thousands of 9/11 rescue and recovery workers for whom the nightmare is far from over.
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How Will You Remember 9/11?
Join the 9/11 Tribute Movement
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Take Action, America!

Live in your
strength.

Avgang
Departure
Tog til
Destination
Forsinkelse
Delay
17:45
Oslo Lufthavn
Flytoget - Ingen avstigning før Oslo Lufthavn
Stockholm C
2 min
Arlanda
www.eirikso.com

Q: **How many Interaction Designers does it take to screw in a light bulb?**

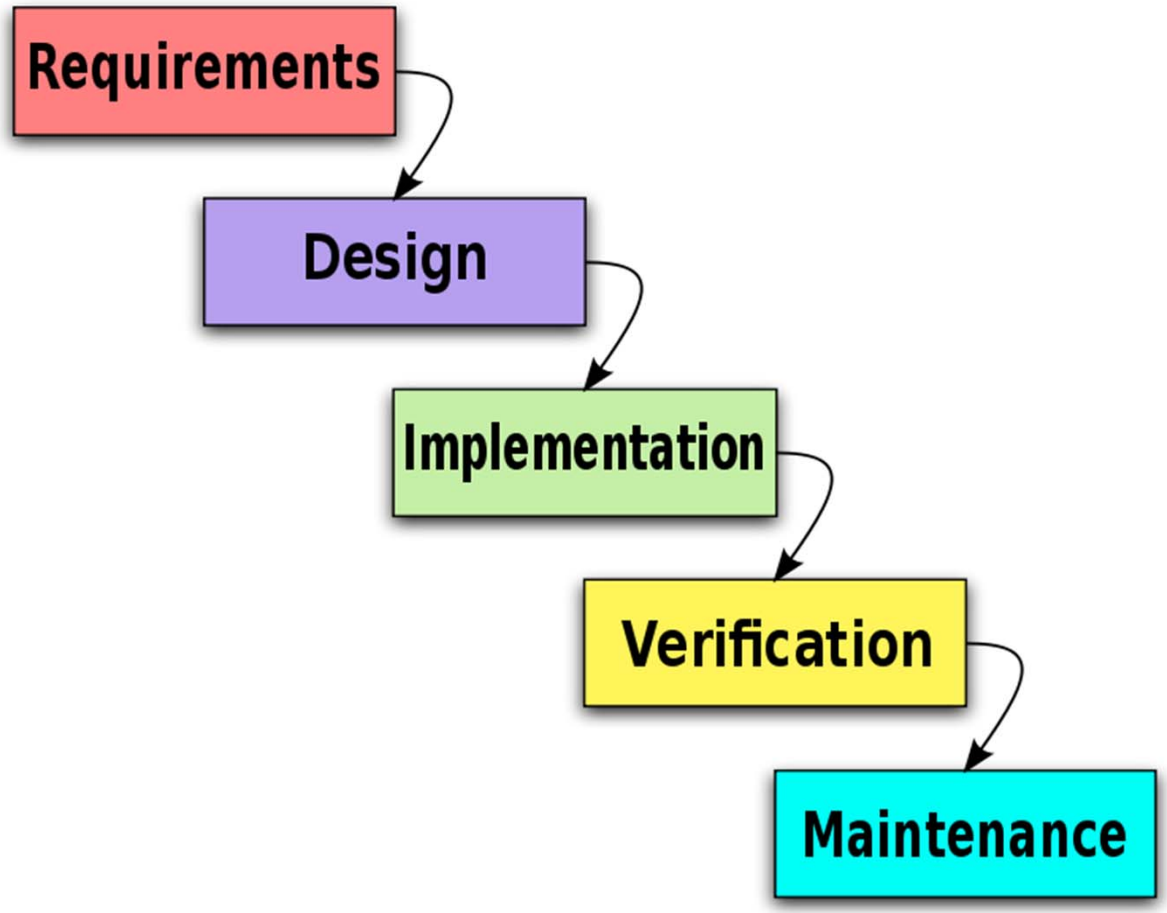
A: **Does it have to be a light bulb?**

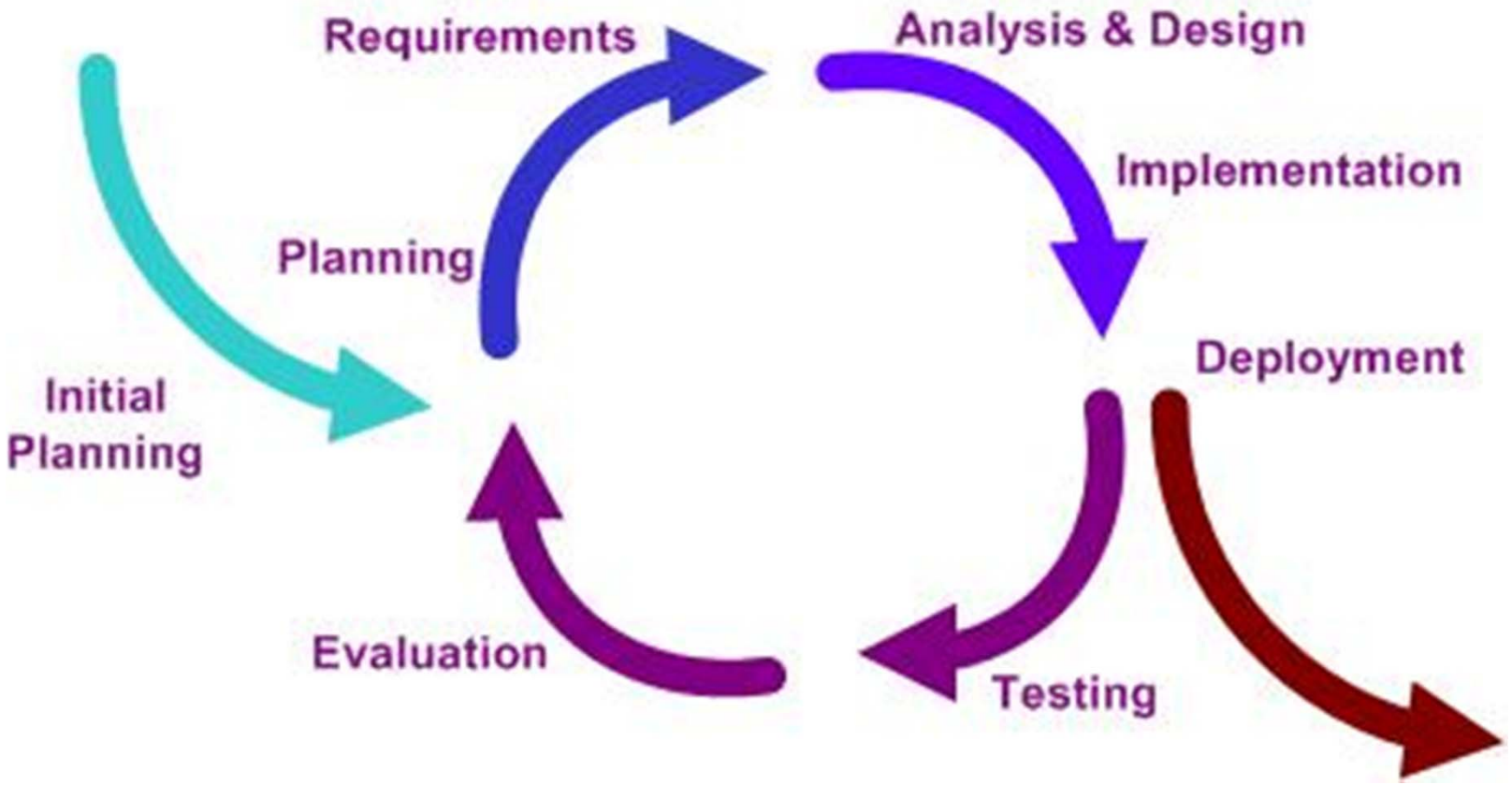
www.binaryspark.com/interdes

Nice to meet you, Design Process!

1. Planning and requirements
2. Analysis and Design
3. Prototype Implementation
4. Testing and Evaluation

Sequential Design: The Waterfall method. ☹



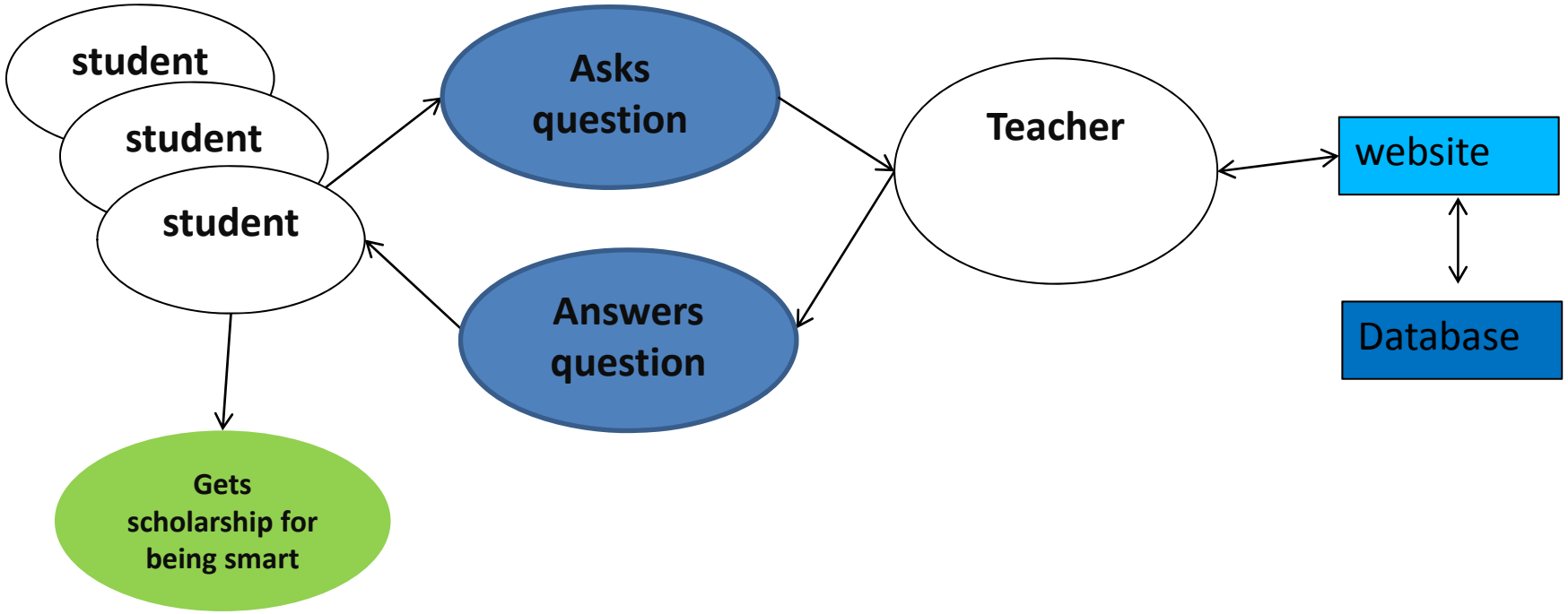

Requirements
Analysis & Design
Implementation
Planning
Deployment
Initial
Planning
Evaluation
Testing

The three slide method
(dun dun dunnn….)

Title of Project

- One sentence describing what the project does and who it's for

How does it work?



•Background and effects:

- What specific problem is this system a response to?
- What user population is this for?
- What is their motivation to use the project?
- What are the user requirements to be able to use it correctly?