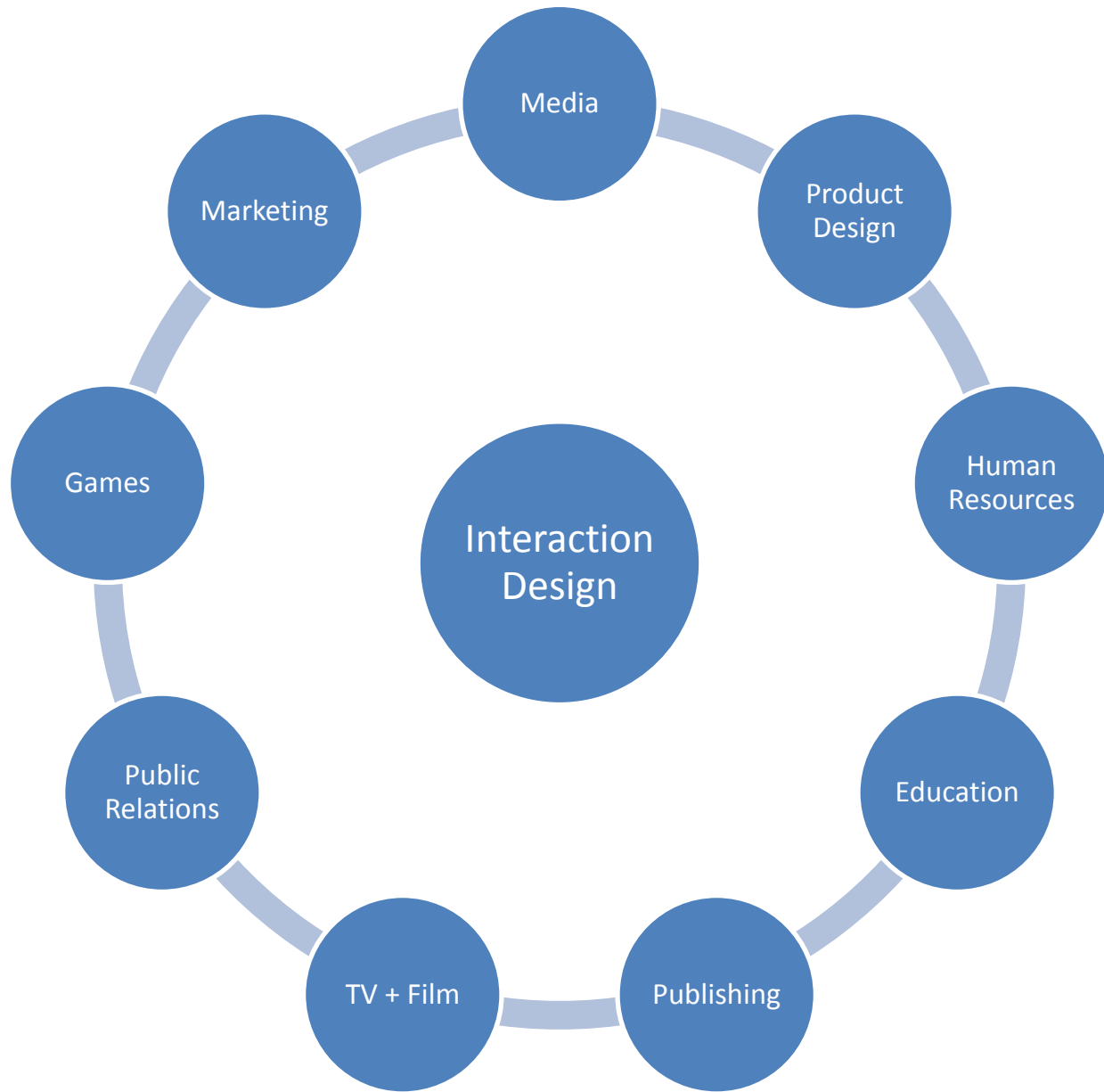


What is Interaction Design

Definition	Components	Goal
<p>Creating products that enhance the way people live, communicate, and work using multi-disciplinary approaches</p>	<ul style="list-style-type: none">•Identifying the problem space•User requirements•Design Alternatives•Prototyping•Evaluating	<ul style="list-style-type: none">•To understand how to conceptualize, plan, build and test usable products•In this case, the produce is the Creative Project•This is your resume when you leave the school•You may take that resume to a wide variety of places...



Media

Product Design

Human Resources

Education

Publishing

TV + Film

Public Relations

Games

Marketing

Interaction Design

Interaction Design + Your Project

Interaction Design

User Requirements	Design Alternatives	Prototyping	Evaluation
<ul style="list-style-type: none">•There are a host of methodologies used to acquire user feedback.•Surveys, Questionnaires, Focus Groups, ect•For now, it's important to simply indentify your audience	<ul style="list-style-type: none">•Once you have a list of functions, you should begin to conceptualize how you might accomplish this•You should think through multiple designs before starting	<ul style="list-style-type: none">•Rapid prototyping is important during the Design Alternative stage•You can get a sense of what works and development time•Low fidelity prototypes are best initially; high fidelity near the end	<ul style="list-style-type: none">•Just as you did in the User Requirements section, you will need to get feedback (qualitative and quantitative) on your prototypes•Empirical evidence will help you make design decisions

Beginning the Design Process

Considerations before starting:

What information are you going to use?

What level of interaction do you want to give your audience?

How can you best convey that information to your audience using different sensory media?

Questions to ask before starting:

What are people good and bad at?

How will this help people with something they currently do?

What might improve a user experience they have already?

How do you create user-centric design?

How can you incorporate tested methodologies?

User Requirements

User Requirements	Designer Requirements: Usability goals
<p>You'll want users to leave with a sense that the product is pleasure-able.</p> <ul style="list-style-type: none">•Satisfying•Enjoyable•Fun•Helpful•Entertaining•Motivating•Aesthetically Pleasing•Supporting Creativity•Rewarding•Emotionally Fulfilling <p>Evaluating these in the prototyping stage is important</p>	<p>You'll want to identify usability goals within your project, and then test whether you've accomplished your goals:</p> <ul style="list-style-type: none">•Effectiveness: does the product work?•Efficiency: do users feel supported along the way?•Safety: is the system keeping data safe?•Utility: can users do what they need?•Learnability: is it easy to figure out?•Memorability: can people return easily?

This is my class website.
From an Interaction Design
perspective:

phone: 285-8692
TR 1230 - 145

These are the hours I'm on campus, however, I usually available for meetings particularly if you're amenable to Skype, GTalk, or G+.

Please use the scheduling mechanism below, and make sure to include multiple times and days.

Sked A Meeting

If you can't meet during office hours, please offer times when you can meet through **Meet With Me**. Nothing is finalized, though, until it's confirmed.

Contact Me

email: jbojng (at) bsu (dot) edu

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ICOM 495: Senior Capstone

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ICOM 495: Senior Capstone

This capstone experience requires the student to demonstrate a working knowledge of the skills learned in the Digital Media Minor. This class will require a project and presentation as the final portfolio piece.

Assignments:

- [Creative Project](#): downloadable PDF + (video lecture)
- [Thesis](#): downloadable PDF + (video lecture)
- [Minute Essays](#): downloadable PDF + (video lecture)

Lectures:

- **Week 1:**
 - Interaction Design Overview: downloadable PDF + (video lecture)
- **Week 2:**
 - What is Interaction Design: downloadable PDF + (video lecture)
- **Week 3:**
 - User-Centered Design: downloadable PDF + (video lecture)
 - Project Management: downloadable PDF + (video lecture)
- **Week 4:**
 - Telling Stories Within Your Story: downloadable PDF + (video lecture)
 - Writing the Academic Thesis Paper: [downloadable PDF](#) + (video lecture)
- **Week 5:**
 - Prototyping: downloadable PDF + (video lecture)

... - -

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Emerging AdPR
Intro to
Mag Intro to
Social
Media
Media
Ethics MIN
SM and The
News SohoTheater
Transmedia
Indiana Video

User Requirements:
This is probably too busy to create a pleasure-able experience. If I was a designer, I'd re-architect the information to create a more satisfying experience.

Usability Goals:
Instead, I tried to make this learnable, memorable, efficient (although I could add better descriptions to help you find information

Design Alternatives

- If I was re-architecting the site, I would create a survey of current and former students to measure the User Requirements and Usability Goals of the current site.
- I would take that data, and then create Design Alternatives and Prototypes to test

Design Alternatives + Prototyping

Design Considerations	Reasoning
Visibility	Make sure that all your navigation and media is see-able. Hiding information makes it difficult for people to find.
Feedback	Create sensory components so that people know something is happening
Constraints	Determine technological and time constraints
Mapping	Make sure your navigation is consistent with real-world metaphors
Consistency	Make sure navigation and design is the same
Affordance	Your project should be learn-able

- As you create low fidelity prototypes (e.g. sketches), make sure you are mapping the experience from the real world into the interactive world
- Test these low fidelity prototypes, even if you just have friends.
 - Give people designs and ask simple question such as: “Describe to me what you think this prototype does.”

Heuristics

- Heuristic: an experience-based methodology for problem solving.
 - Not scientific
 - Used to complete a task
 - Almost never generalize-able
- Jakob Nielsen describes 10 basic design heuristics
 - Before designing a solution, you should look for other heuristics (e.g. Google Scholar, for instance)