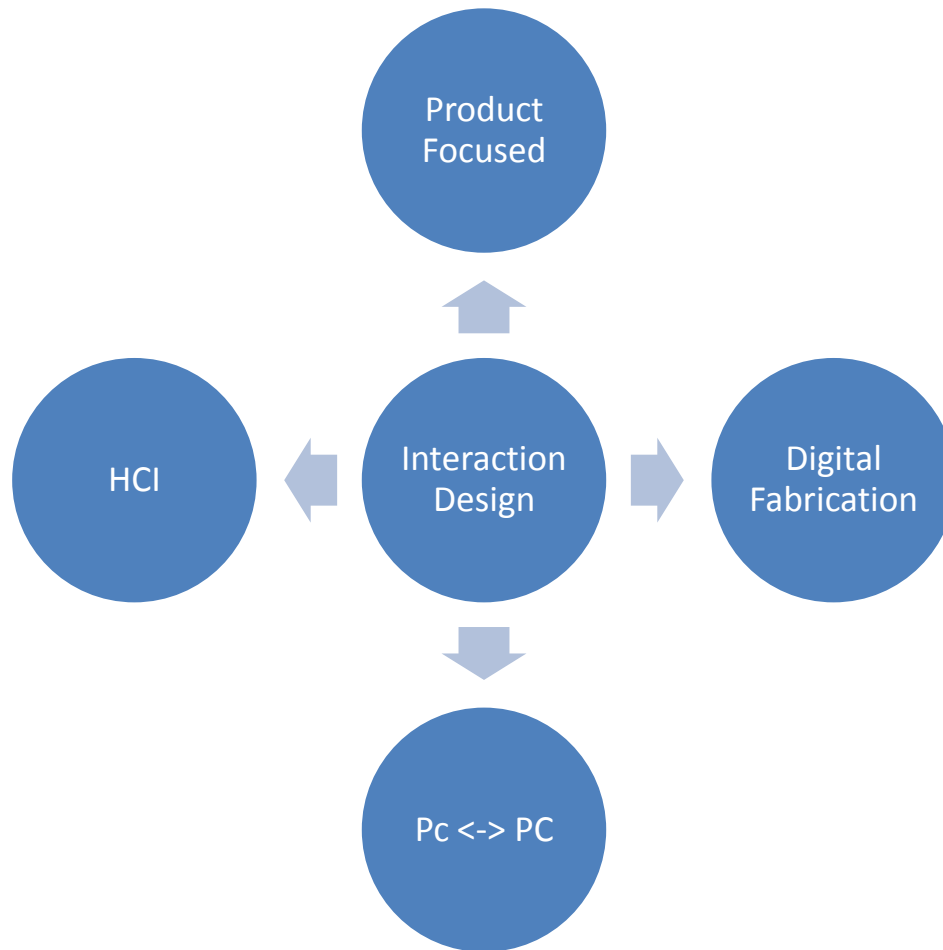


The Big Picture with Interaction Design

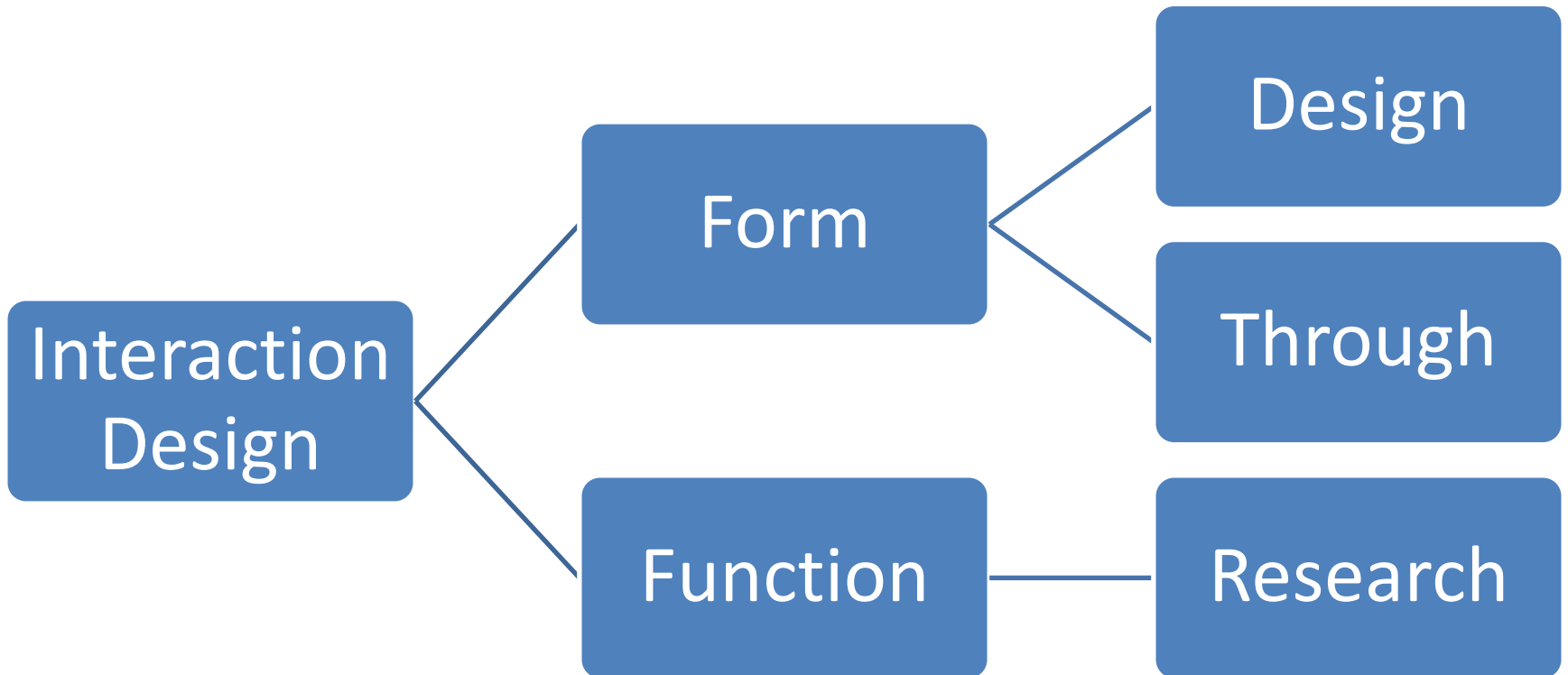
When you talk about this, what do
you talk about

Shift in Focus

Interaction Design *had* Many Faces



Now Interaction Design *is*



Multi-disciplinary

- Computation research in computer science
- Cognitive science and psychology
- Communication theory
- Storytelling

Foundations

- Heuristics: experienced-based solutions to non-generalize-able problems
- Foundations: fact-based research that generalizes out to a larger problem universe

The Design Circle

- Assumptions begin design
- Design creates a product
- That can't be conceptualized until it's built

- Design is the concrete of an abstraction, which creates a gap

Design Derivation

- In order to design, we begin to use derivations of what we see, for instance
- We can think of this as the Design Alternatives component, which also helps us understand the User Requirements
- This “Lifecycle” of product development extends into the Design of the Creative Project

Derivation by Form

- We find elements of what a form *is* before we can begin imagining what it *may* be

Derivation by Functionality, by Problem Solving

- We design elements of action based upon movements in the world
- But
- Empirical testing v. Rational thought
- Testing only gets us so far through this process
- “The Four Pleasures” examines design through an affective, emotional design process

Derivation by Usability

- This is User-Centered Design, giving the design reigns to the users based upon testing to see if a product does what they want.
 - We have discussed foundations for user-centric design

- You go through these steps to find the “Foundations” of Design with respect to your Creative Project
- Form and Function oftentimes suggest design

The Disappearing User

- Design is not entirely (or maybe even slightly) empirical
- Creating a user for a non-existent product is then not possible for empirical study

2 Fallacies

- **Empirical Fallacy:** We can't test for our designs
- **Interactive Fallacy:** Users exist outside of systems, and can't be designed for empirically within a system

Hermeneutical Gap

- What is given v. what is actually designed
 - “users” versus actual users
 - Expected use versus actual use

What This Means...

- We've discussed four types of Interaction Design (user-centered, activity, system, genius)
- This reading suggests a bent towards genius design
- The goal is to have you consider your Design Process, and place a name to it