Designing Interactions

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Communication

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In Theory

goal?

purpose?

"In order to achieve **high-quality user experience** in a company's offerings there must be a **seamless merging** of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design"

"**True user experience** goes far beyond giving customers what they say they want, or providing checklist features"

"What users believe they know about a UI strongly impacts how they use it. **Mismatched mental models** are common, especially with designs that try something new"

exper-
ience

"In short then, the particular quality that marks out **aesthetic experience** is that it is creative, enlivening, and expressive, and involves the senses and values in inclusive and fulfilling activity that is considered worth **engaging in for its own sake**"

In Practice

"Everything sounds good in theory but everything needs to be **adapted** after ~~client~~ and project"
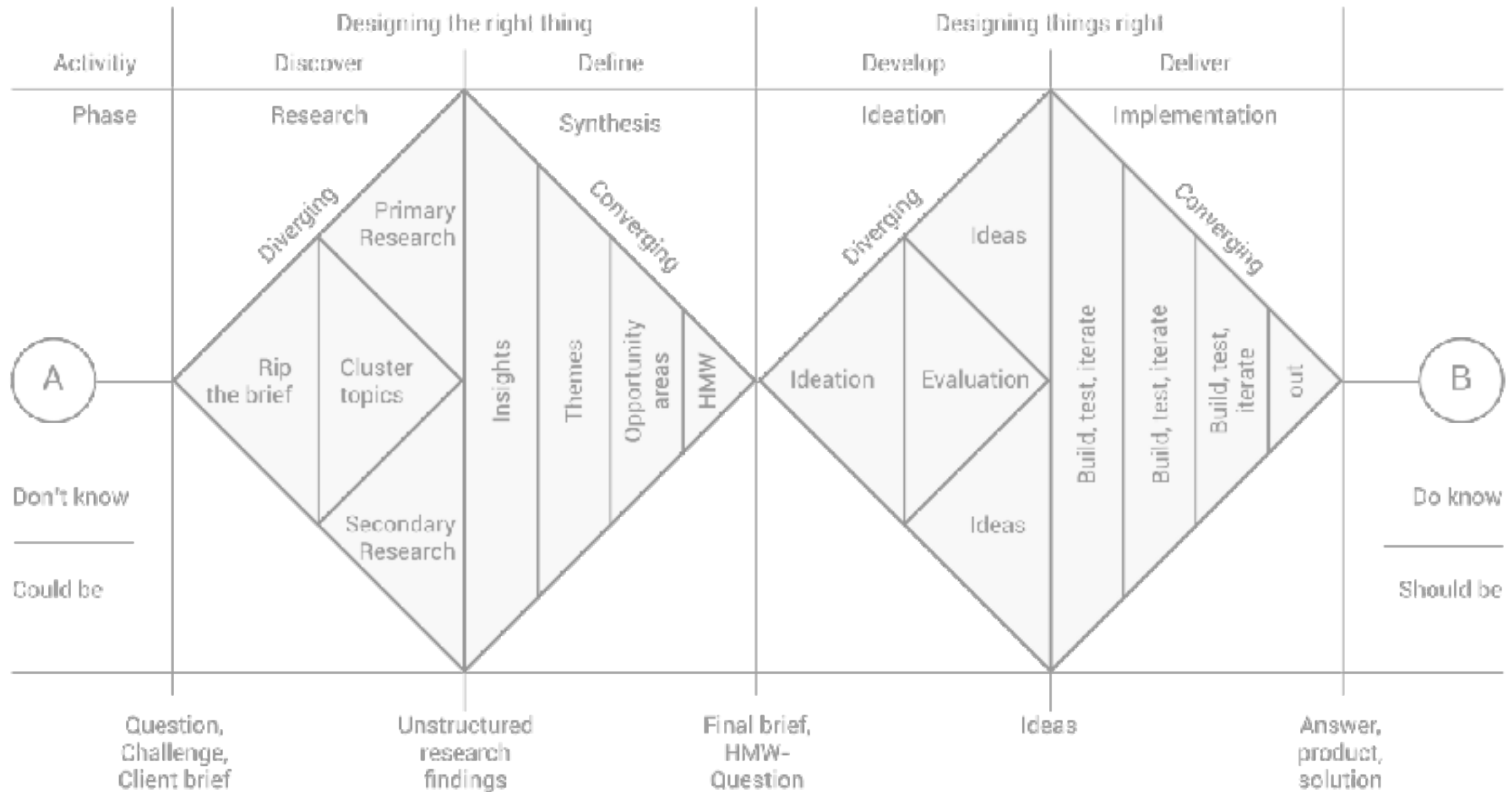
process

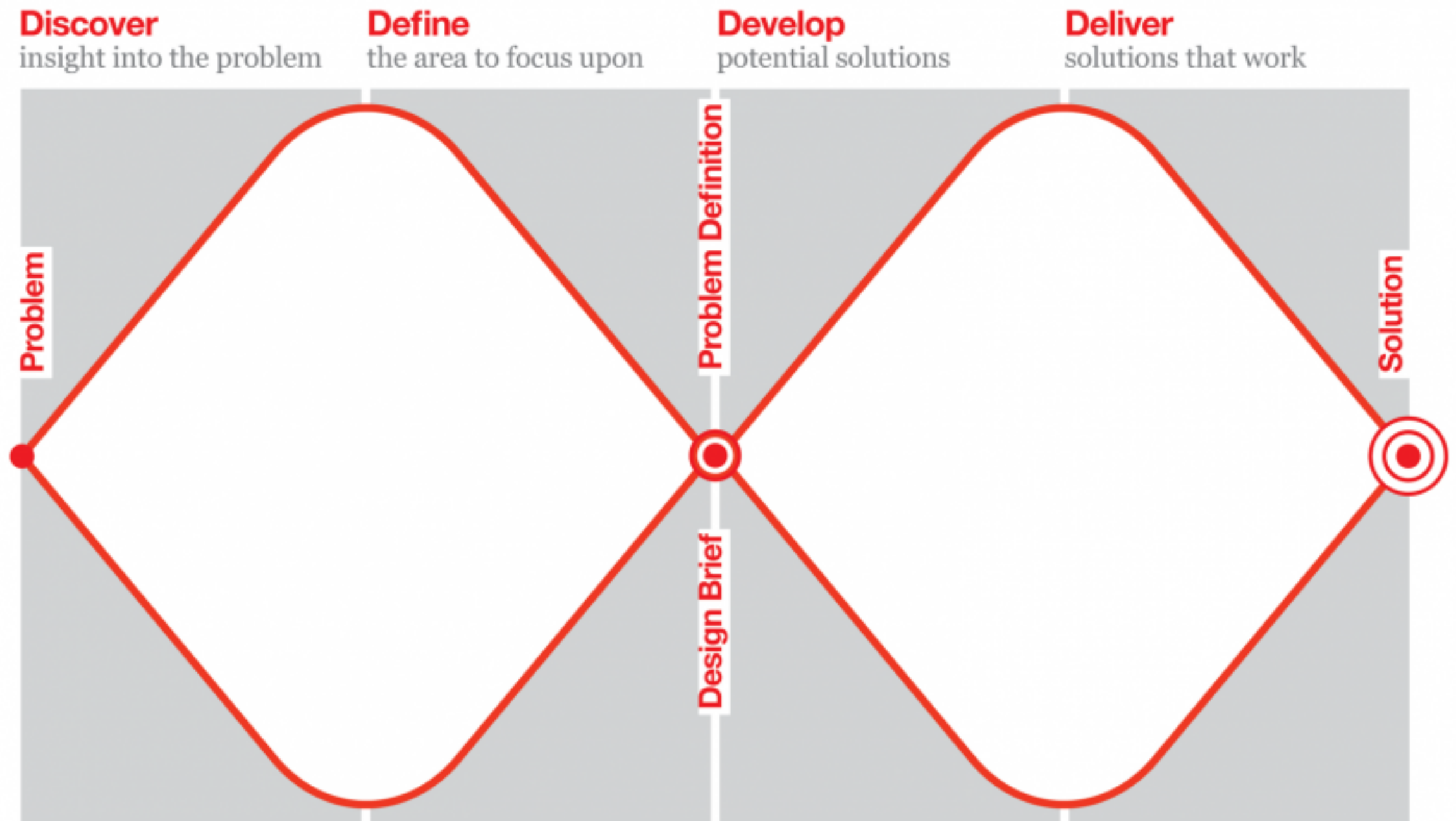**insight** - *understand*

ideation - *prototype*

implementation - *build*

"Various companies, organisations and educational institutions have taken on this challenge and have therefore come up with models in order to provide structure to the **process of human centred design or design thinking**"

process

Activity	Designing the right thing		Designing things right	
	Discover	Define	Develop	Deliver
Phase	Research	Synthesis	Ideation	Implementation

Diverging — Primary Research — Converging

Rip the brief · Cluster topics · Secondary Research

Insights · Themes · Opportunity areas · HMW

Diverging — Ideas — Converging

Ideation · Evaluation · Ideas

Build, test, iterate · Build, test, iterate · Build, test, iterate · out

A — Don't know — Could be

B — Do know — Should be

Question, Challenge, Client brief

Unstructured research findings

Final brief, HMW-Question

Ideas

Answer, product, solution

process

Discover
insight into the problem

Define
the area to focus upon

Develop
potential solutions

Deliver
solutions that work

Problem

Problem Definition

Design Brief
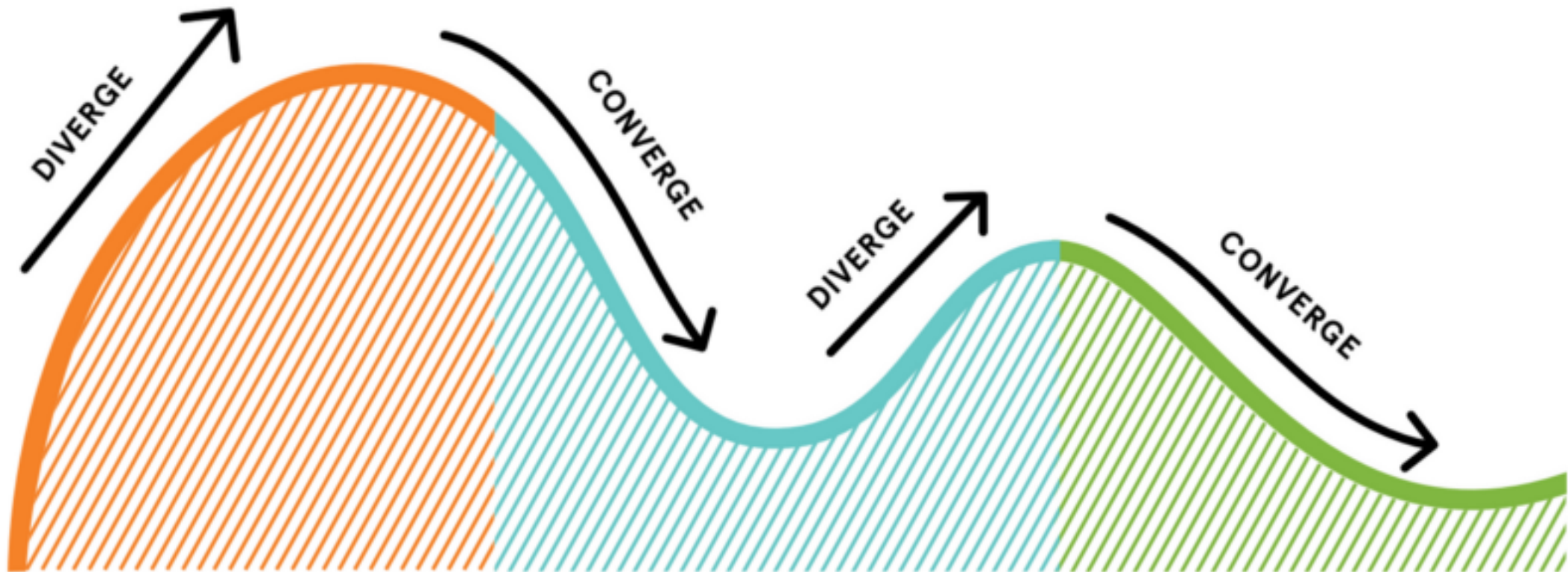
Solution

process

INSPIRATION

I have a design challenge.
How do I get started?
How do I conduct an interview?
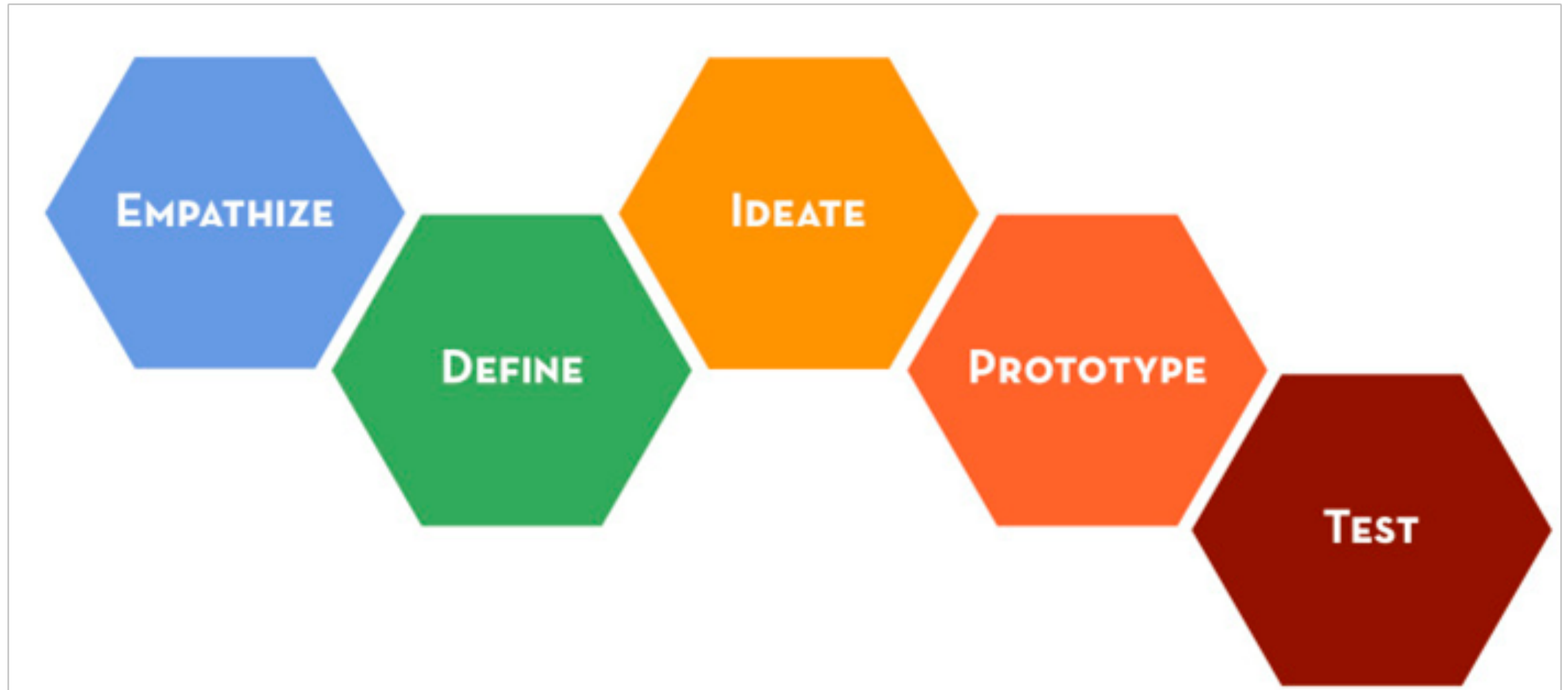How do I stay human-centered?

IDEATION

I have an opportunity for design.
How do I interpret what I've learned?
How do I turn my insights into tangible ideas?
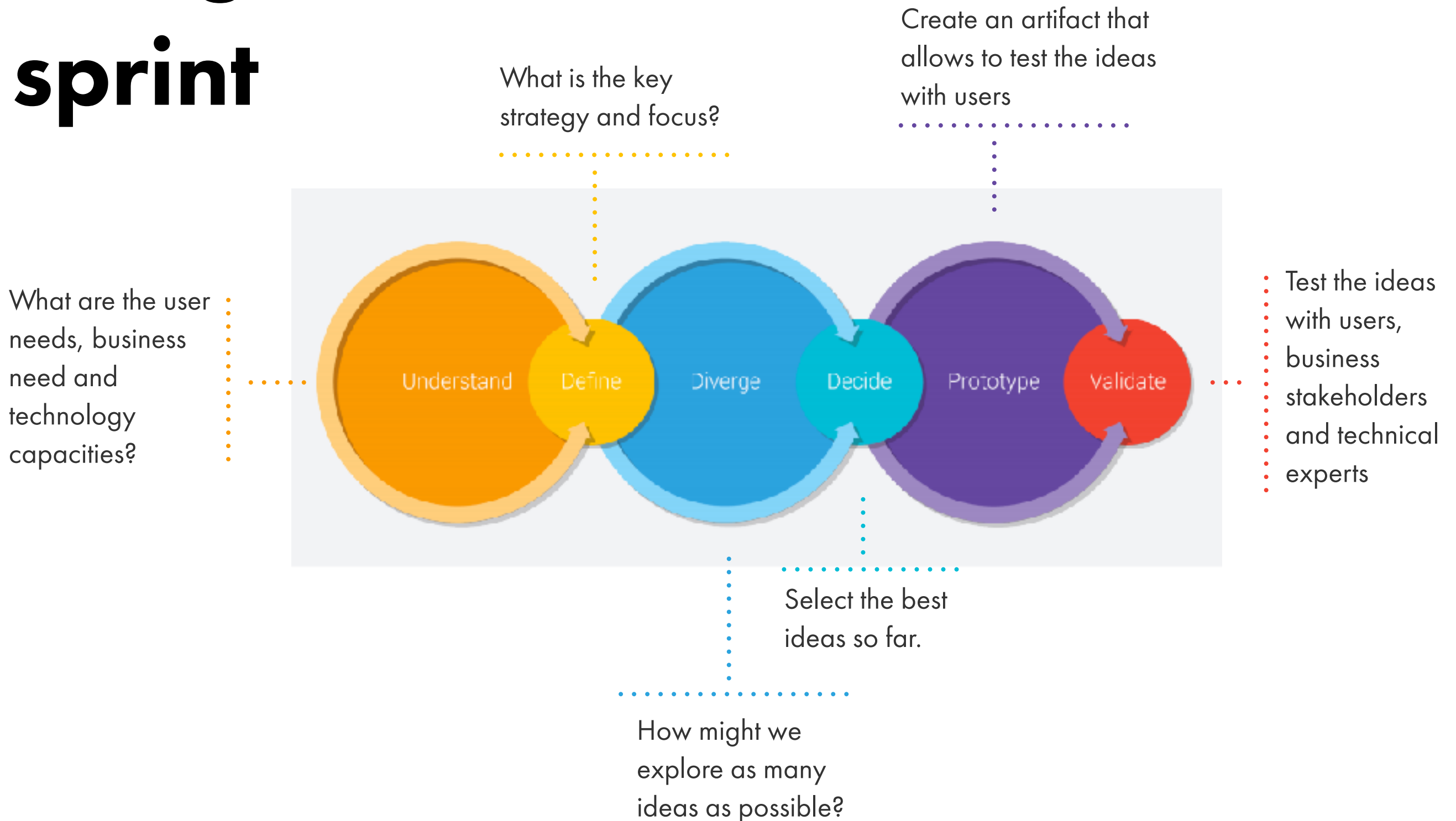How do I make a prototype?

IMPLEMENTATION

I have an innovative solution.
How do I make my concept real?
How do I assess if it's working?
How do I plan for sustainability?

DIVERGE

CONVERGE

DIVERGE

CONVERGE

process

google design sprint

What is the key strategy and focus?

Create an artifact that allows to test the ideas with users

What are the user needs, business need and technology capacities?

Test the ideas with users, business stakeholders and technical experts

Understand · Define · Diverge · Decide · Prototype · Validate

Select the best ideas so far.

How might we explore as many ideas as possible?

Don't make users think (obvious and self-explanatory)

Users do not have patience (play with the service)

Manage to focus users attention (can instantly recognise edges, patterns and motions)

Strive for simplicity

Don't be afraid of the white spaces (reduce the cognitive load)

Test early and often

76% The website makes it **easy** for me to find what I want

10% The website has a **beautiful** appearance

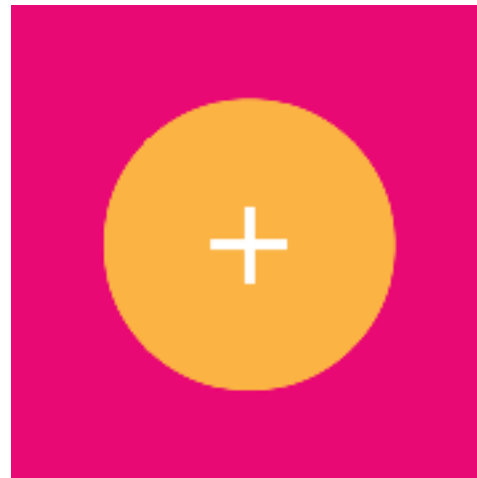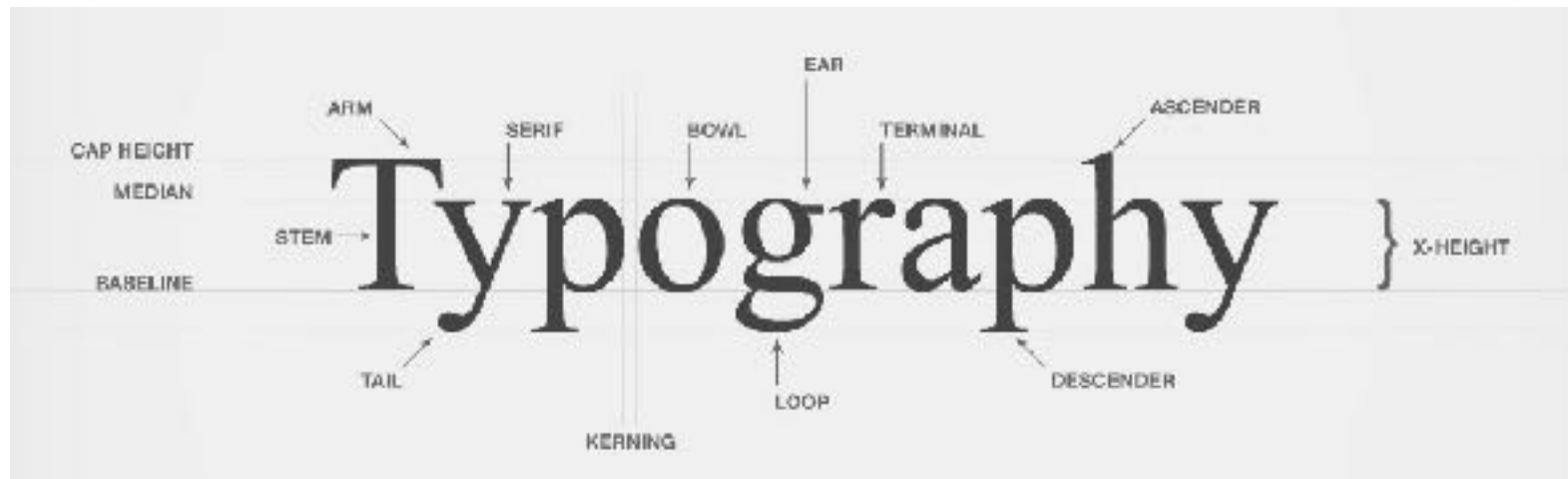**9%** The website offers a **cutting edge** interactive experience

5% other

is it trustworthy?

is this site credible?

does it look professional?

How can I find what I want or need?

Create a visual language that synthesizes **classic principles** of good design with the innovation and possibility of **technology and science** / google

"We should also **distinguish UX and usability**: According to the definition of usability, it is a quality attribute of the UI, covering whether the system is easy to learn, efficient to use, pleasant, and so forth. Again, this is very important, and again total UX is an even broader concept"

"In the last few years, the design of computer application interfaces has evolved in order to **improve efficiency**, **effectiveness**, and user **satisfaction** by way of the usability engineering approach"

"Nowadays, the design of a device or program without taking the final users and their capacities into account would be strictly devoid of sense"
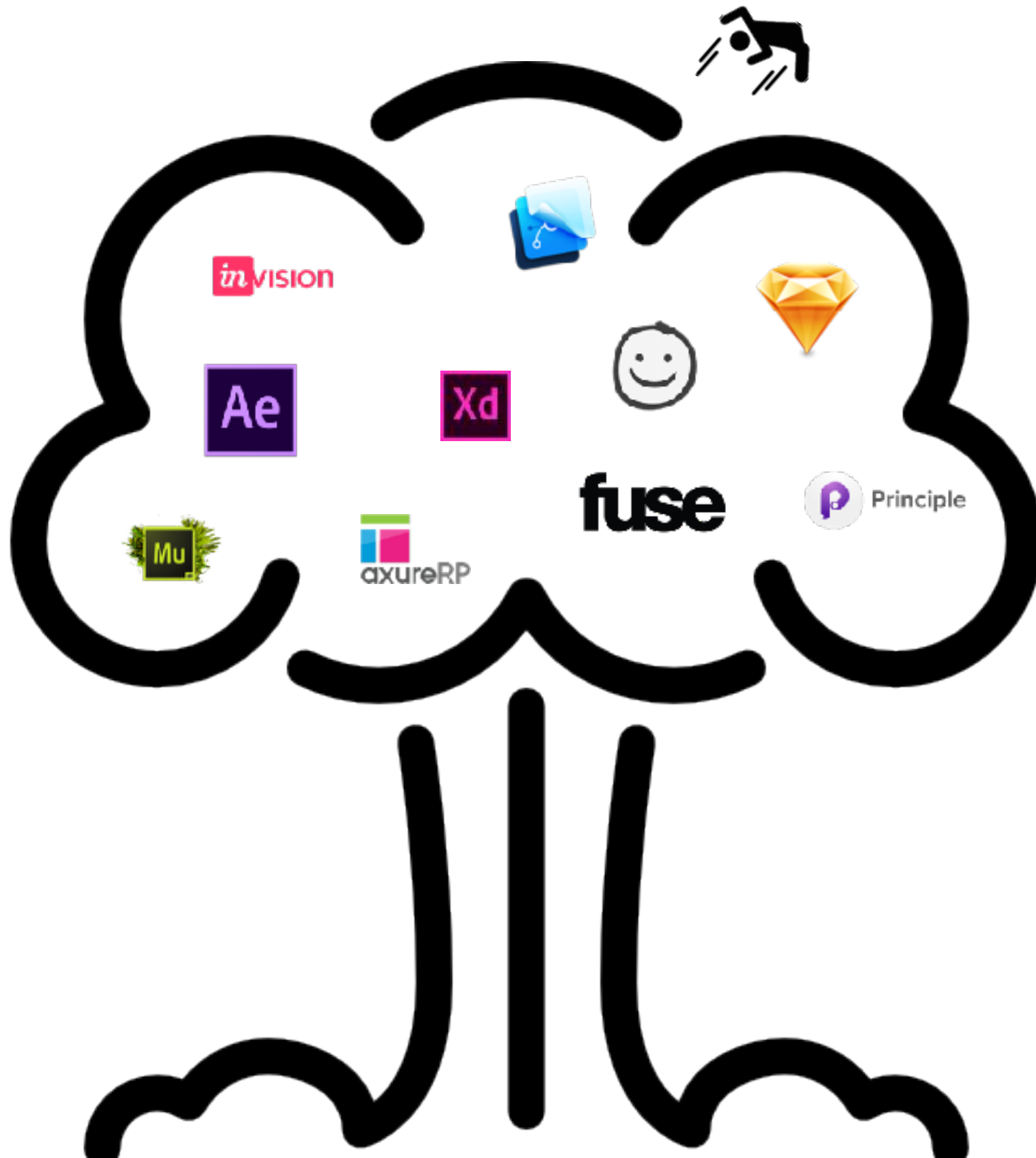
Let us Discuss stuff

where do I belong?

what do I want to do?

what should I learn?

do I need to be a wizard?

methods?

the
end

"Design has been designed in response to demand from industry. There is currently a **gap** between what schools teach and what a designer needs to know to build products, services and systems in the real world"

"Some people think design means how it looks. But of course, if you dig deeper, **it's really how it works**"

not yet

assets?

inspiration?

frameworks?

not yet

WE OFFER 3 KINDS OF SERVICES
GOOD · CHEAP · FAST
BUT YOU CAN ONLY PICK TWO
GOOD & CHEAP WON'T BE FAST
FAST & GOOD WON'T BE CHEAP
CHEAP & FAST WON'T BE GOOD

VIA 9GAG.COM

Inspiration

https://www.siteinspire.com/

https://www.typewolf.com/

http://www.typetoken.net/

https://sitesee.co/

https://dribbble.com/

https://www.behance.net/

https://muz.li/ - test the plug in for chrome, for a more inspiring start page

http://www.awwwards.com/

https://material.uplabs.com/

http://designspiration.net/

https://fontsinuse.com/

Assets

https://fonts.google.com/

https://developers.google.com/design-sprint/

http://www.flaticon.com/

https://thenounproject.com/

https://unsplash.com/

https://design.google.com/resources/?gclid=CIHKlb7L0tACFaEK0wodHk0BFQ

https://design.google.com/?gclid=CMjShIvL0tACFcwV0wodjbgPPQ

http://toolbox.hyperisland.com/

Read
http://alistapart.com/
https://medium.com/
http://cc.droolcup.com/wp-content/uploads/2015/07/The-Design-of-Everyday-Things-Revised-and-Expanded-Edition.pdf
https://uxdesign.cc/
https://uxdesign.cc/ux-design-methods-deliverables-657f54ce3c7d#.oa0ehfal7 - a list of links to methods

Good Luck
and don't hesitate to contact me
if you have any questions
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