Interaction Design

To observe and analyze
# Four approaches to design

<table>
<thead>
<tr>
<th>Name</th>
<th>Style</th>
<th>User</th>
<th>Designer</th>
</tr>
</thead>
<tbody>
<tr>
<td>User-centered</td>
<td>User needs</td>
<td>Do the design</td>
<td>Work with users</td>
</tr>
<tr>
<td>Activity-centered</td>
<td>Tasks and activities</td>
<td>Perform tasks</td>
<td>Create tools</td>
</tr>
<tr>
<td>Systems design</td>
<td>Divide system to smaller parts</td>
<td>Define goal of the system</td>
<td>Design parts and assemble</td>
</tr>
<tr>
<td>Genius</td>
<td>Skilled designer</td>
<td>Test the design</td>
<td>Inspiration and inventor</td>
</tr>
</tbody>
</table>

- [http://www.aiga.org/content.cfm/designing-for-interaction-an-interview-with-dan-saffer](http://www.aiga.org/content.cfm/designing-for-interaction-an-interview-with-dan-saffer)

To be a good designer

- It’s always about usability, and users
- A sensitive eye
  - Learning to see things as they are
- Be creative – challenge things
- Everything takes time
  - To learn
  - To develop
Good design from bad design

- The good ideas do not come easy!
- You don’t know what is good from the beginning.
  - "The two most important tools an architect has are the eraser in the drawing room and the sledge hammer on the construction site." — Frank Lloyd Wright
  - Hemingway rewrote the ending to *A Farewell to Arms* 39 times. When asked about how he achieved his great works, he said, "I write 99 pages of crap for every one page of masterpiece."
  - "The physicist's greatest tool is his wastebasket." — Albert Einstein
Frank Lloyd Wright (1867 – 1959) was an American architect, interior designer, writer and educator.
To be inspired...

Frank Lloyd Wright
Chair Barrel, 1937

Mats Theselius
"Älgskinnsfåtöljen"
1990
OBSERVING DESIGN
Stand up!

- Going by taxi from the city to the airport takes about 1 hour
- Latest check-in is 1 hour before departure
- You may sit when you know at what time the taxi should pick me up at the hotel?
Välj belopp eller kontouppgift.

Använd snabbvalstangenter eller sifftangentbordet och tryck på "KLAR".

Konto-uppgift
1931
1936
Madrid
Singapore
Although the Democrats are listed second in the column on the left, they are the third hole on the ballot.

Punching the second hole casts a vote for the Reform Party.
Good design bad design?
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TO DO week 4

- Per group, create your group blog
- Use a blog/web for your project, maybe one of these:
  - http://wordpress.com/
  - https://www.blogger.com/start
  - http://www.flickr.com/
- Design your blog – have your own ideas, be inspired by what you see.
- Allow for other groups to comment on your blog.
- Email your blog address to Anette, before Friday 12.00
TO DO week 4

- Per group, observe something, reflect
- Post to your blog
  - 1 photo
    - Make it your own!
  - Reflect (short)
    - Usability problem? Why?
    - How to approach the problem?
    - Your own reflections?
- Fail – poor or no result, no contact
- 3 – just meets the specification, from the web, nothing new...
- 4 – own material, depth in analysis
- 5 – original work, reflection and activity