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
VID UTPASSERING
ANVÄND TRYCKKNAPPEN

TRYCK

Lås dörren!
VID UTPASSERING
ANVÄND TRYCKKNAPPEN

TRYCK

Lås dörren!
Stand up!
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 up the passenger at the hotel?
Välj belopp eller kontouppgift.

Använd snabbvalstangenter eller sifftangentbordet och tryck på "KLAR".

- 2000
- 3000
- 5000

Konto- uppgift
1930
1936
2010

Oyster rail services in London

MAYOR OF LONDON

Transport for London
Stockholm
Madrid
Other perspective!
Odd functionality – good design!
Background knowledge

RED TEXT ON BLUE BACKGROUND

BLUE TEXT ON RED BACKGROUND
Standard functionality – bad design!
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.

Write-in candidate
To vote for a write-in candidate, follow the directions on the long stub of your ballot card.
Good design bad design?
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Good design bad design?
Small things...
Small things...
Open your eyes!

- Don’t
- Get
- Surprised!
TO DO week 4 - 5

- 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