



# Interaction Design

Do you want to design products that are easy to use? Through this course you'll develop an understanding of the patterns and principles that govern interaction design. You'll become familiar with a framework for assessing the success of interaction design, you'll learn to structure the design of products around the goals of users, and you'll learn to sketch and wireframe your design ideas.

OVER FOUR WEEKS, WE WILL COVER

## Introduction to Interaction Design

Interaction design is a major component of the user experience. It incorporates information architecture and usability to define how a product will behave.

- Basics of interaction design
- What is interaction design?
- What are UI elements?

**Project:** Identify business goals, research competition, and define the context of use

## Usability

To create products that are easy to use, designers obey a set of usability guidelines. These rules of thumb are good points of reference for making decisions, and for communicating and justifying design decisions to others.

- Heuristics
- Usability Principles
- Why Heuristics are important

**Project:** Look at competitors and identify problems with usability and heuristics

## Intro to Sketching

Sketching is a fast and easy way for designers to get their ideas out and discuss them collaboratively with team mates.

- Learning to sketch
- Types of sketching

**Project:** Choose a product that you are familiar with and sketch three key screens while identifying key elements that you use and explain how and why they work.

## Information Architecture

Information Architecture is the structural design of an interface that allows a user to access the right content at the optimal time so that she can navigate the product most effectively.

- IA Heuristics
- IA Deliverables
- Card Sorting
- Sitemaps

**Project:** Create a sitemap based on the card-sorting activity

## User Flows

User flows are the paths that a user takes through a product in order to complete her tasks.

- What is a user flow?
- User flow tactics

**Project:** Sketch main user flows in a product which help accomplish key tasks

## Wireframes

Once a designer hashes out the overall structure and navigation patterns of a product, she draws up the product's blueprints, or wireframes.

- What is wireframing?
- Navigational elements
- Low & High Fidelity wireframing
- Identifying product requirements

**Project:** Combine site wireframes that are created in an activity with a sitemap to provide a complete blueprint of the site and IA

## Design Patterns

Effective interaction design relies on industry standard patterns for the behavior of interface elements.

- What are design patterns?
- Navigation patterns
- Pattern Libraries
- Mental models

**Project:** Update wireframes with elements taken from design patterns and design the navigational system as well as forms that appear on the site

## WHAT YOU'LL LEARN

---

- ✓ Develop a strong foundation in interaction design
- ✓ Develop a portfolio of interaction design work that demonstrates various principles
- ✓ Learn to evaluate interaction design by a set of heuristic guidelines

## WHAT YOU'LL PRACTICE

---

- ✓ Design patterns for site navigation and recurring/foundation UI elements such as dropdown, forms, and error handling.
- ✓ Creating effective log in/sign up flows
- ✓ How to sketch and wireframe layouts effectively