Interaction Design Basics

8231 Media Production 2 · Information and Communication Design · Winter semester 2026/27

Design one interaction

Design a digital guide for the annual exhibition. Choose one action a visitor should be able to complete. For example, a visitor wants to save a work for later and check that it is on their list. You may choose another setting if you can describe a user, a situation and one equally specific action.

Work on your own project. Your classmates will be testers and give you feedback. Design **two to four meaningful states** of the interface. For the exhibition guide, these might be the work before it is saved, confirmation that it has been saved, and the view after the visitor removes it. Several states can share a single screen.

Core reading · Designing Interactions

Bill Moggridge's *Designing Interactions* (MIT Press, 2006) is our casebook. In chapter 2, Bill Verplank asks how someone acts, senses a response and understands what to do. In chapter 3, Jeff Hawkins uses a wooden PalmPilot model to try an everyday activity. For your sketch, choose one of those ideas and write a testable question. Bring that same question to your final discussion. Publisher and book details · See Hawkins' model at the Computer History Museum

Block 1 · Build a first version

Write one sentence describing what someone wants to do and why. Sketch alternative designs and select one. Draw three moments of the visitor's journey. Turn them into interface states and let someone operate the paper version. Give a classmate a task and let them operate it while you play the part of the system. Observe where they hesitate and how they know they have finished. Keep the first version so you can compare it with later decisions. Apply Don Norman's three questions to the sketch. What signals that the action is possible (signifier)? Which work will it affect (mapping)? What tells the visitor it succeeded (feedback)? Norman on signifiers · IDEO.org method cards: Storyboard and Rapid Prototyping. To decide which part to build, use IDEO.org's Prototype Mapping (PDF).

Between the blocks · Develop and test independently

Allow about **12 hours**. Use a clickable tool of your choice, such as Figma, or create a simple browser prototype.

1. Build a clickable version of the complete action. Add realistic labels and content so that someone can try it without an explanation.

2. Run **two short tests with two different people** during this phase. Allow about 10–15 minutes per person. Give each person a goal without naming the control they should use. For example, "You've found a work you'd like to visit later today. Make sure you can find it again."

3. Record what each person actually did. Pick one observation, change the interface in response and keep a before-and-after screenshot or sketch.

4. Post the current prototype link, your test task, one observation from each test, your before-and-after comparison and one question for feedback in Moodle. Check that the link opens for a classmate. For help inviting specific feedback, see the IDEO.org method card Get Feedback. The optional IDEO.org Prototype Report Card (PDF) helps you record what you will change. Use the IDB test card on page 3 of the PDF.

Optional project coaching. Bring your current prototype and one question about planning a test or interpreting an observation. The lecturer will announce the coaching dates.

> **Moodle checkpoint before Block 2. The date will be announced in Moodle.**

Block 2 · Build and critique the browser version

Thursday 14–Saturday 16 January 2027. Bring your clickable version, your observations and your feedback question when we meet on Thursday afternoon. Use HTML, CSS and a small amount of JavaScript to implement the interaction in the browser. Make the active control, its keyboard focus and the result of an action easy to recognise. In E08, exchange prototypes. Use Jakob Nielsen's heuristics to inspect three details: Is the saved state visible? Can the visitor undo a choice? What prevents an accidental action? Write down one predicted difficulty. In E09, give someone a neutral task and record what actually happens. Try the interaction using a keyboard as well as a pointer. Nielsen's heuristics On Saturday afternoon in E10, present your current project to the group. Show the task, let us see the interaction, and use one observation to explain a change. Use the discussion to identify what you will complete after the block.

After Block 2 · Finish and submit

After the presentation in **Block 2**, allow about **12 hours** to act on the workshop feedback, finish the browser prototype, and ask someone to repeat the task on your revised version. Record whether the change helped. You can complete the final submission online.

Optional project coaching after the critique. Bring your revised prototype and one question about implementing a change or retesting it.

> **Final submission after Block 2. The date will be announced in Moodle.**

Submission checklist

- ☐ **Browser prototype as a ZIP.** Include your HTML, CSS, JavaScript and any assets the interaction uses. Add a short note explaining how to start it. Unzip and open a fresh copy to check it.
- ☐ **One- to two-page process note as a PDF.** Describe the user, the situation and the action. Include your test task, one observation from each of the two tests, and one before-and-after comparison. Explain what you changed and what happened in the final check. Credit any assets or code you adapted.
- ☐ **Check the interaction.** Another person can complete the core action without coaching, see the result, and reach and activate the controls with a keyboard. Both uploaded files open correctly.

Test card · Copy once per participant

Prompt	Your notes
Prototype version and participant code (A or B)	
Task I gave the participant	
What I expected to see if the task succeeded	
What the participant actually did or said	
How the task ended and where help was needed	
What I will change or investigate	