

Interaction design

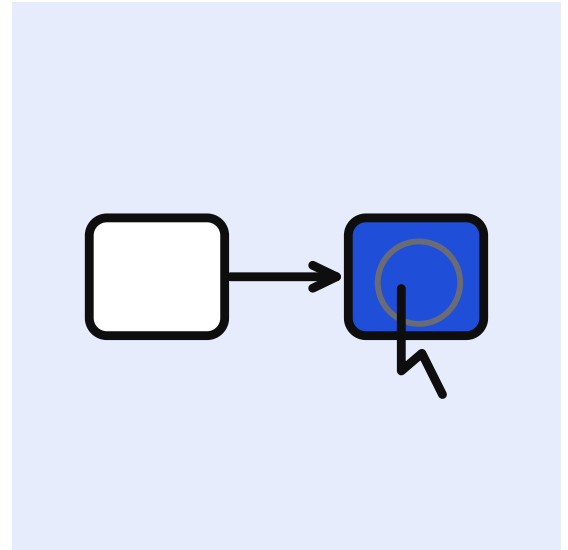
Designs the dialogue between a person and an interactive product: what they can do, how they discover it, how the product responds and how the person knows what happened.

In Spanish

Diseño de interacción

Origin

Bill Moggridge and Bill Verplank coined the term in the mid-1980s (Moggridge, 2007)



What it deals with

A digital product isn't just seen: it responds. If it isn't clear what can be done or what happened after an action, people get lost even if the screen looks nice.

Principles

Signifiers

You can see what can be done and where.

Mapping

The relationship between each control and its effect is obvious.

Feedback

Every action gets an immediate, clear response.

Conceptual model

The person understands how the system works.

Constraints

What shouldn't be done is hard or impossible to do.

Applications in design

✓ Use it like this

For each action, define what the person sees before, during and after.

✗ Avoid

Designing only static screens: interaction lives in transitions and responses.

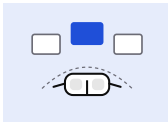
👁 Don't fall for it

If something needs instructions to be used, check its signifiers first.

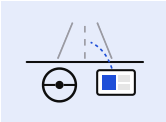
Especialidades



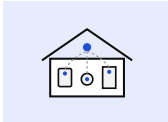
Specialty
Haptic design
Designs what you feel through touch when using a device, mostly vibrations, to inform without looking.



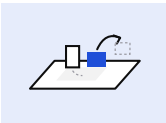
Specialty
XR design (extended reality)
Designs virtual, augmented and mixed reality experiences, where the interface fills the space around you.



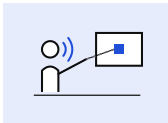
Specialty
Automotive HMI design
Designs how a car's screens and controls are used without taking attention off the road.



Specialty
Ubiquitous computing design
Designs technology spread across everyday objects and spaces, connected and almost invisible.



Specialty
Tangible interaction
Designs interfaces in which digital information is touched and moved with physical objects.



Specialty
Multimodal interaction
Designs systems used through voice, gestures, touch and screen, using whichever works best at each moment.

Methods and tools



Method
Prototyping
Building quick, incomplete versions of an idea to test it before developing it.

Connections

Builds on

■ Human-computer interaction (HCI)	■ Affordance	■ Usability
■ Cognitive psychology	■ Mental model	■ Gamification
■ Tesler's law	■ Microinteractions	

Related to

■ Conversational design	■ Mobile app design	■ UI design
■ Game design	■ Product design	■ Industrial design
■ AI design	■ Sound design	■ UX design
■ UI motion design		

Authors and works

2007	Bill Moggridge	Told how he named the discipline with Bill Verplank and collected interviews with some forty interaction designers.
1988, 2013	Don Norman	Formulated the basic principles of interaction, such as mapping and feedback, and in 2013 added signifiers.

Sources

Original sources

- Moggridge, B. (2007). Designing interactions. MIT Press.
- Norman, D. A. (1988). The psychology of everyday things. Basic Books.
- Norman, D. A. (2013). The design of everyday things (Rev. and expanded ed.). Basic Books.

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