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# Designing Interactions

Bill Moggridge

Amy Lew :: Activating Environments

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# What is Design?

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What's the Problem?

Doing

VS

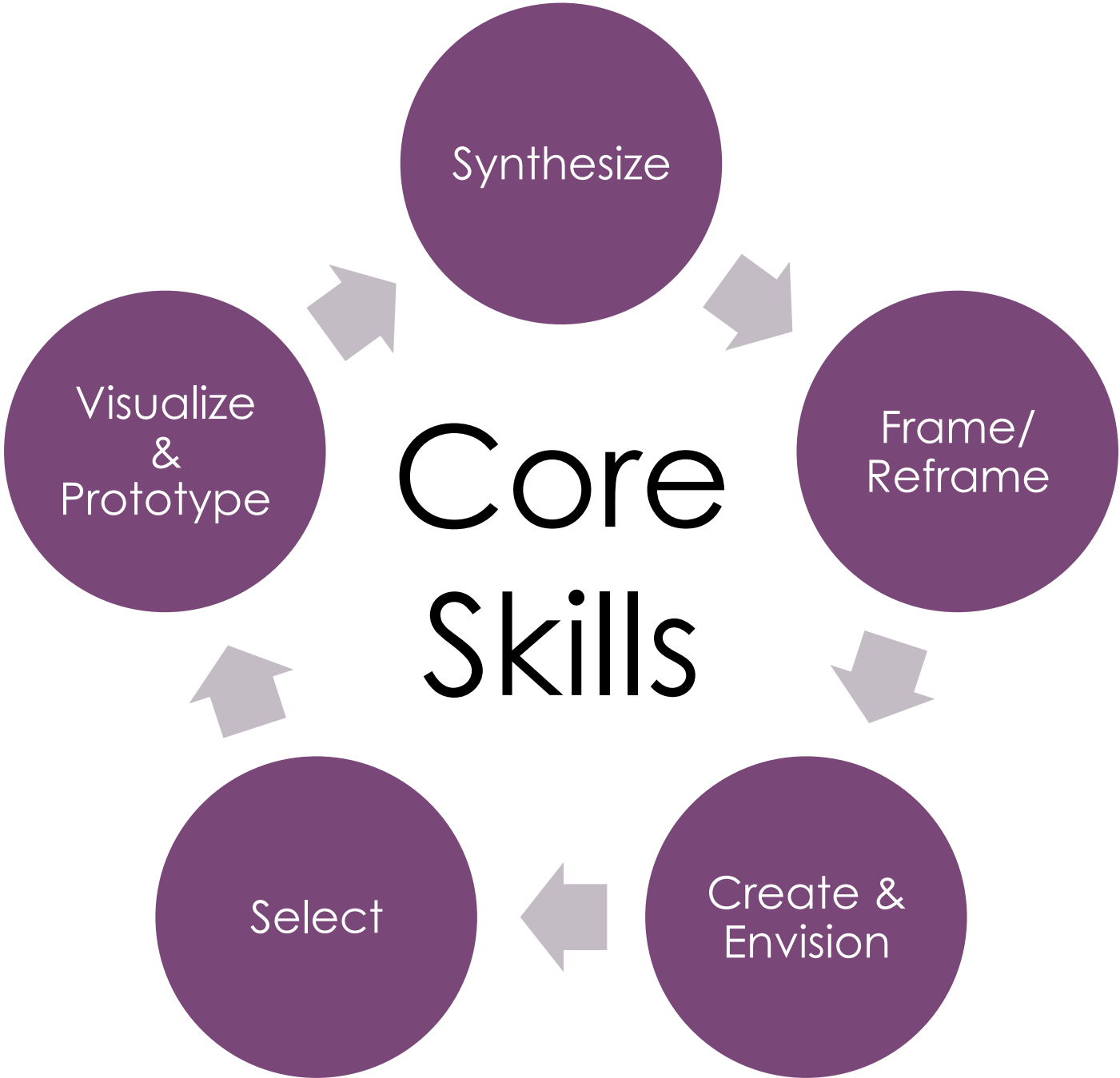
Explaining

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# Eames on Design

- ▣ Accomplishes & expresses a **purpose**
  - ▣ Is a **solution** to a bounded problem
  - ▣ Depends on the sum of all **constraints**
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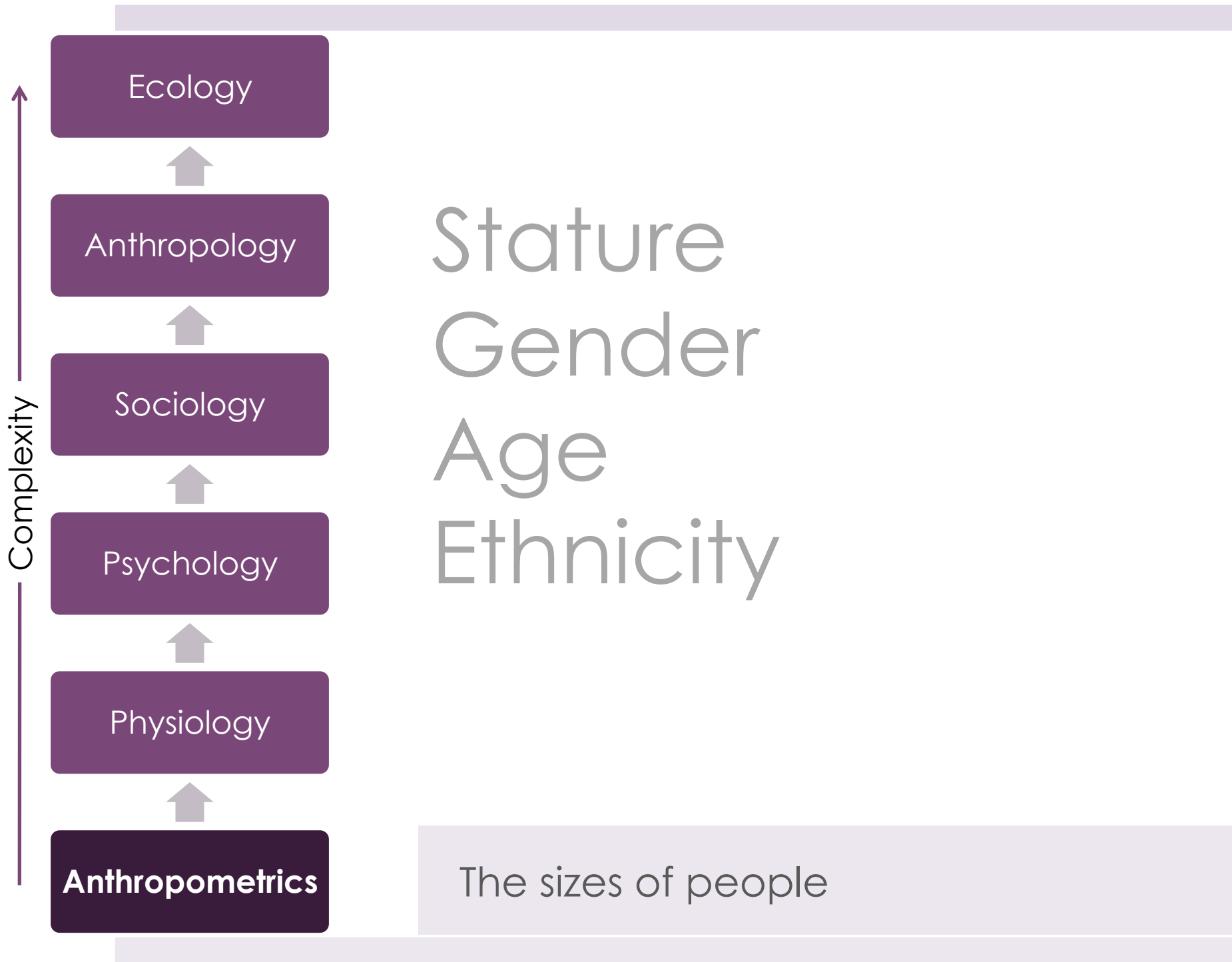
Remember This?

Doing

VS

Explaining

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Ecology

Anthropology

Sociology

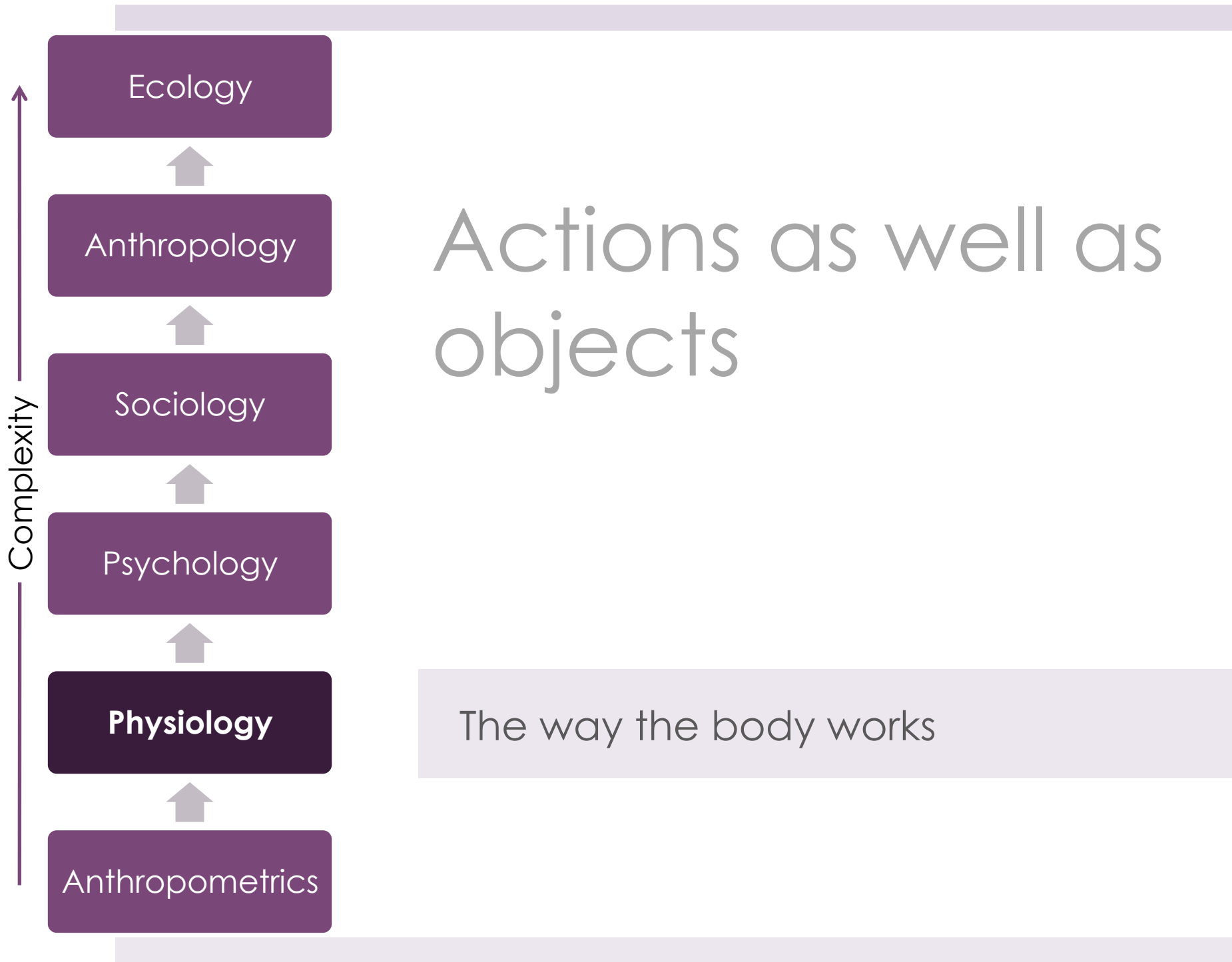
Psychology

Physiology

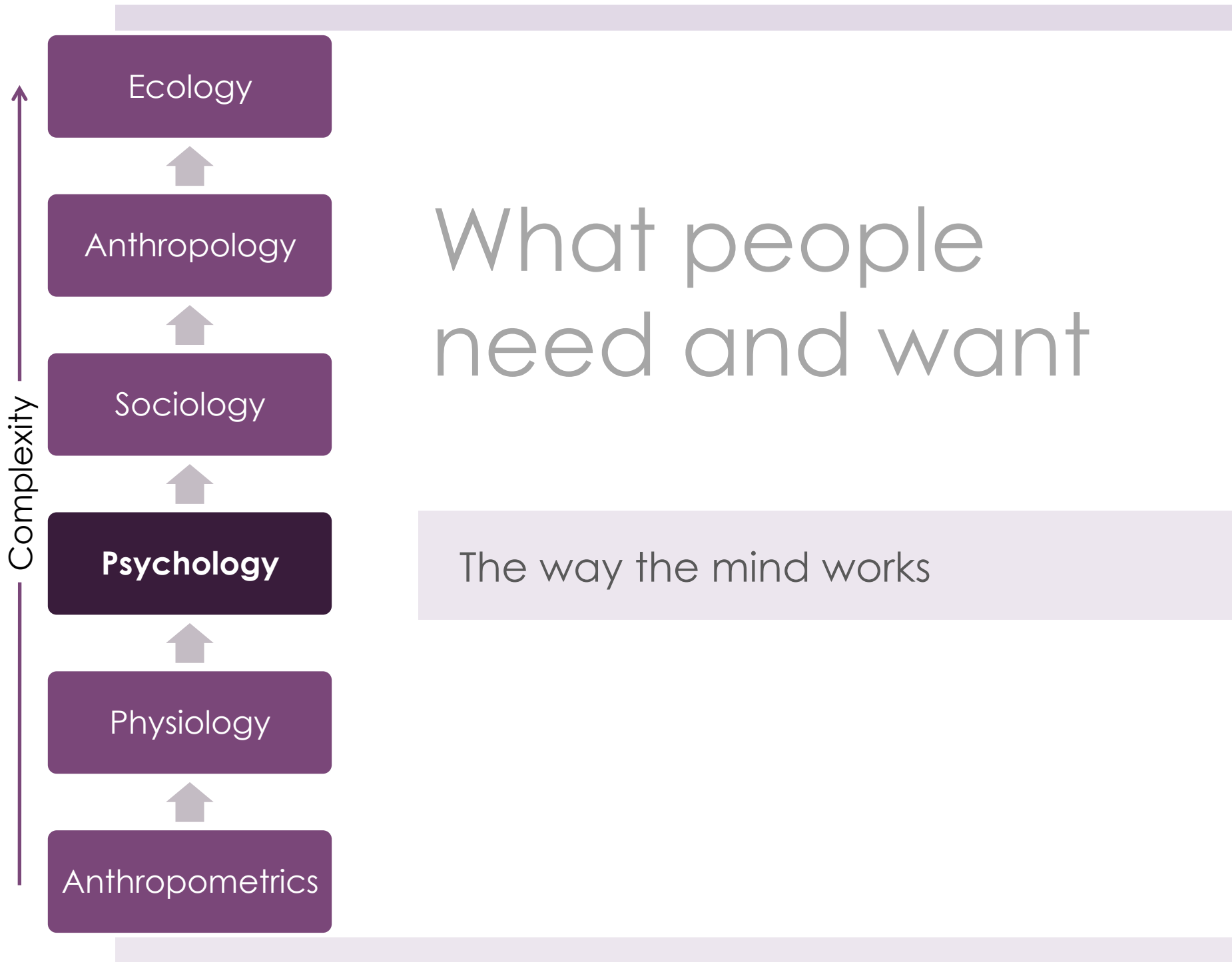
**Anthropometrics**

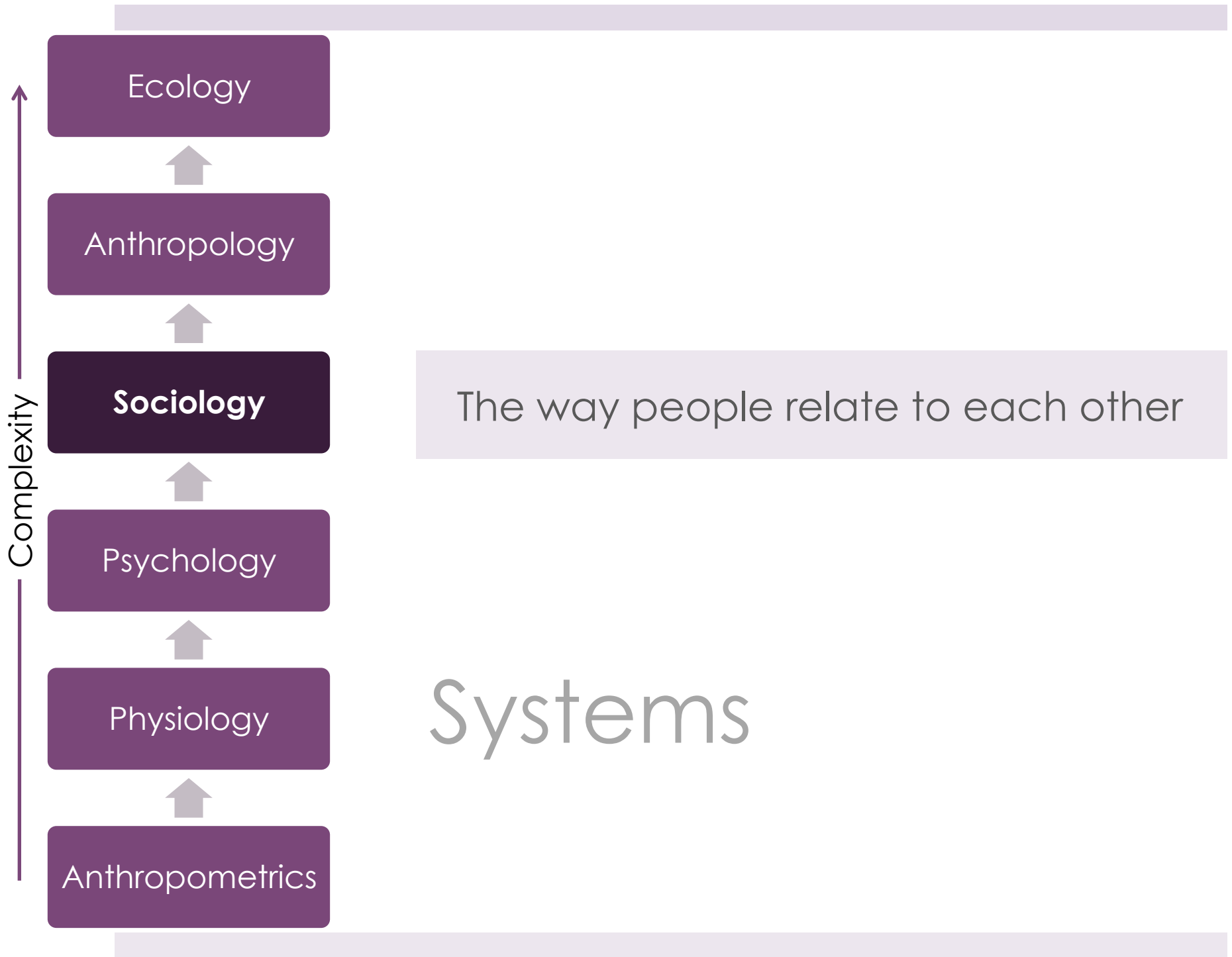
Stature  
Gender  
Age  
Ethnicity

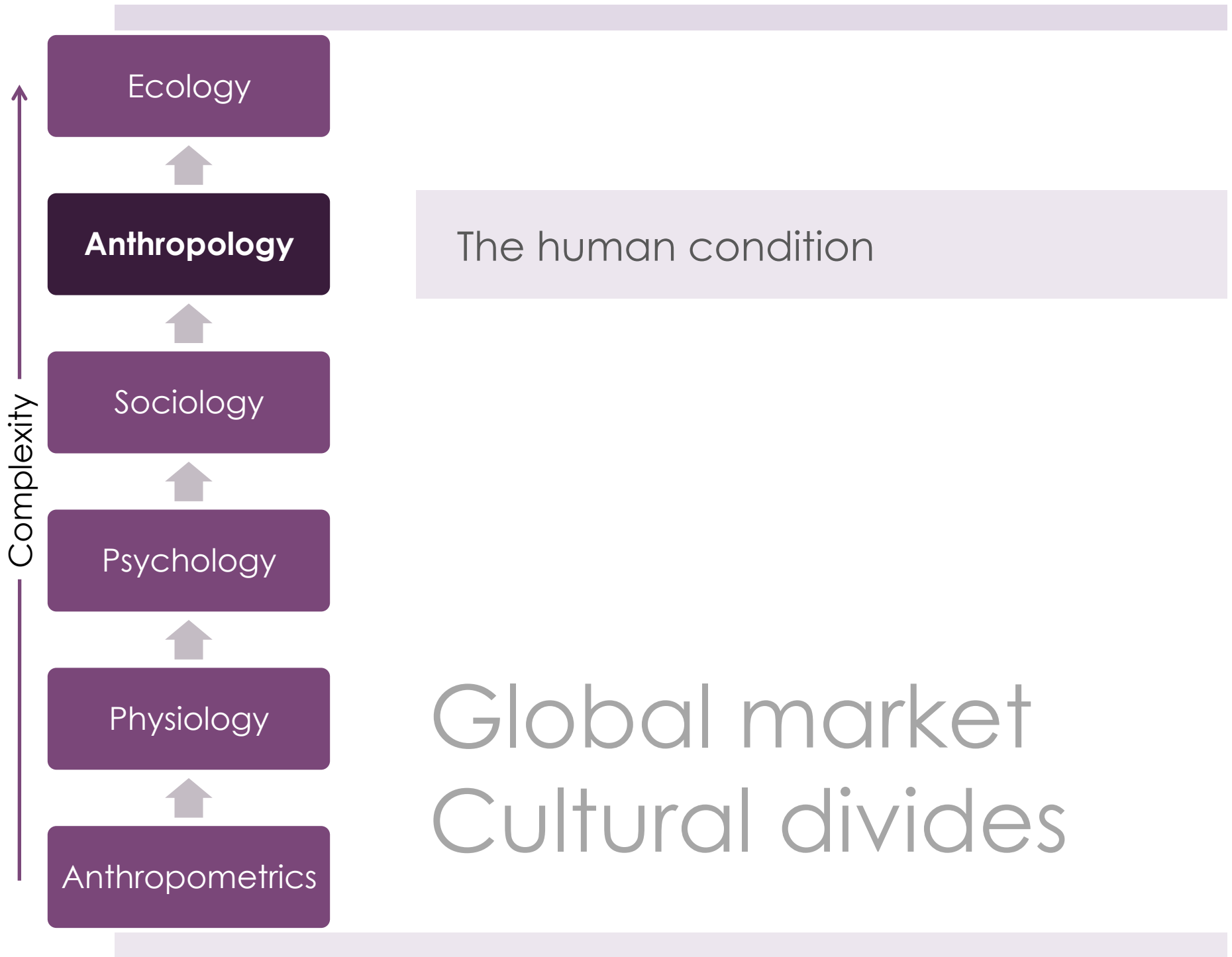
The sizes of people

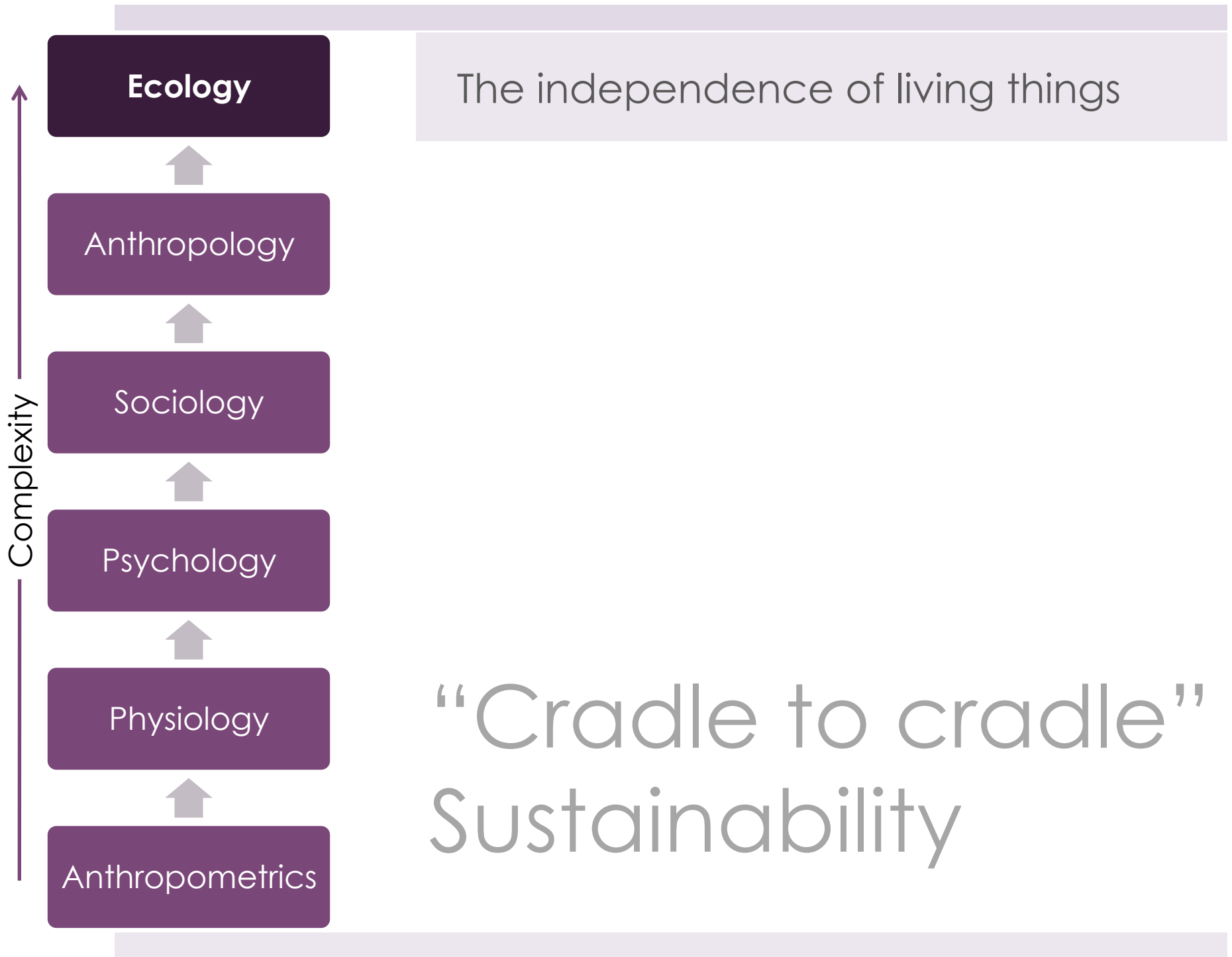












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# Why Interaction Design?

- ▣ Design solutions have:
  - ▣ Human and subjective qualities
  - ▣ Digital context

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# Interaction Design as a Discipline

- ▣ A narrow definition:
  - ▣ “The design of the subjective and qualitative aspects of everything that is both digital and interactive”

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# Interaction Design as Holistic

- ▣ A broad definition:
  - ▣ “The design of everything that is both digital and interactive”

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Where does Interaction Design  
ultimately fit?

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