Interaction Design BDes

Interaction Designers define the structure and behavior of interactive products and services. Interaction Designers create compelling relationships between people and the interactive systems they use, from computers to mobile devices to appliances; Interaction Designers lay the groundwork for intangible experiences.

The need for interaction designers for the development of new interactive products, systems and services has increased exponentially in recent years in virtually all industries. Interactive systems are present in many areas in everyday life where people coordinate tasks and engage in activities in collaboration with others, facilitated through technology. Examples range from mobile phones to computer software, from GPS systems for cars or navigation in the open ocean, and information systems that support the work of expert practitioners in technology-driven domains such as aviation, medicine, and process control.

The design of interactive systems poses new types of challenges for designers. In the course of the interaction design sequence, students are introduced to the opportunities for designing interactions. They learn how to identify design problems in interactive devices, systems, and services. They learn how to respond to these design challenges by a) applying observation techniques to understand interactions in context, b) develop conceptual models and representations (stories, scenarios, mock-ups and prototypes) to assess the perspectives of prospective users (understand their understanding) in the course of a participatory design process to develop interactions that are understandable and useful.

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