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Interactive Design: An Introduction

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experience design is one of the  
fastest-growing specialties in  
design. Smart companies realize  
that the most successful products  
are designed to meet the needs  
and goals of real people - the  
users.

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that govern the use of scripting  
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theory to support digital media  
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With rich imagery, Interactive Design introduces the different UX players, outlines the user-centered design process from user research to user testing, and explains through various examples how user-centered design has been successfully integrated into the design process of a variety of design studios worldwide.

Interactive Design: An Introduction to the Theory and ...

A Brief Introduction To Interaction

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Design. By Alan Smith. Most companies understand why they need a strong web presence, but they often leave the users out of the process. In a competitive digital landscape, businesses must do all they can do to assure a seamless user experience (UX). In our digital age, a company ' s website is often the first interaction a person has with a company ' s brand.

## A Brief Introduction To Interaction Design - Usability Geek

Interaction design can be understood in simple (but not simplified) terms: it is the design of the interaction between users and products. Most often when people talk about interaction design, the products tend to be



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software products like apps or websites. The goal of interaction design is to create products that enable the user to achieve their objective(s) in the best way possible.

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design. This free course, **An Introduction To The Theory And Application Of User-Centered Design**, explores this topic. You will learn: what interaction design is; the importance of user-centred design; how interaction design focuses on the characteristics of the user; and the core activities and methods of the interaction design process.

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