

INTERACTIVE EXPERIENCE DESIGN

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Learning how designers produce interactive experiences through
the lens of an interactive app design.



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INTRODUCTION

Interactive Experience design is a rapidly growing field of design. It is very broad in nature and has many overlaps with environment, object and message design.

In effect though, interactive experience design is the design of things that people interact with, in order to achieve certain goals.

GOALS OF INTERACTIVE EXPERIENCE DESIGN

Every interactive experience has its own unique goals, most Interactive experience designs have multiple goals. These goals are often determined by who the audience is, what they are needing and how the interactive experience can help them to do what they need to do.

Goals can be broken down into four basic categories:

Find

Library based experiences, such as Digital Kiosks, Apps like Netflix and Spotify)

Plan

Tools that help manage and organise tasks, such as calendars, event planners and project management systems

Learn

Tools that help you to learn or develop skills in a certain field. An example of this is Kahoot.

Network

These are tools which help you to connect with people, these largely entail (but are not limited to) social media applications such as X, Facebook and LinkedIn.

PEOPLE YOU WILL WORK WITH

Interactive Experience design often involves large scale, complex projects, where many specialists are called on.

The design of digital interfaces such as apps, online platforms and wearables like digital watches, is the most common form of Interactive Experience Design. Here are some of the people you will be working with

User Researchers

This person gathers information on what users need and want to ensure the design is human-centered and functional. User researchers can help to discover opportunities and also to define the brief

Front end developers

Front end developers translate your high fidelity artwork into a working interface. Front end developers can help by highlighting possibilities for interactions, as well as providing constraints and expectations which will help you produce a more feasible design.

Accessibility Expert and User Testing

Accessibility experts and user testers can provide feedback on how well your design can be navigated and understood by your target audience.

QUICK REFERENCE GUIDE

COMPONENTS OF INTERACTIVE EXPERIENCE DESIGN

Every interactive experience design is different, but there are components which are common among most interactive experience designs.

Icons

These are universally understood pictograms which are a direct representation of what they mean, such as a trash bin icon on your computer.

Symbols

Very similar to icons, but do not need to be a direct representation, for example, a light bulb is a symbol for an idea or thought.

Type and Image

The use of illustrations and photographs combined with text to communicate messages within the interactive experience design

Sound and Animation

These are often used to draw attention to components of an interactive experience design, they can also help to create a more satisfying experience for the user.



YOU NEED TO DOWNLOAD AND INSTALL ADOBE XD IN ORDER TO PRODUCE YOUR FINISHED PRESENTATION

EVALUATING INTERACTIVE EXPERIENCE DESIGN

Intuitiveness

Is the interactive experience easy to understand and navigate. What has been done to guide the user toward the goal of the design?

Efficiency

Does the design achieve its goal in the most efficient way possible? What has been done to expedite the path to the goal?

Satisfaction

Is the interactive experience design fun and rewarding? What has the designer done to make interacting with the design enjoyable for the user?

Accessibility

Is the design usable for its entire audience? What has the designer done to make sure everyone is able to access and use the interactive experience?

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PROJECT OVERVIEW

You are to produce a phone or tablet app design which solves a design problem that you have identified through your own research.

CLIENT

Your client is an application developer, who is looking to produce a new application.

AUDIENCE

You are to determine your own audience based on real world research into a demographic or special interest group that may benefit from an app.

COMMUNICATION NEED

The communication need is an interactive experience design, specifically the design of a phone or Tablet app

PURPOSE

The purpose of the finished presentation board is to communicate the aesthetic and functional components of your app, including an example of a single use case.

PRESENTATION FORMAT

A3 presentation board containing screens, colour palettes, symbols and other components of the application.

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70
MARKS
IN TOTAL

REPRESENTS 100% OF YOUR
GRADE FOR THIS OUTCOME

ITEMS TO SUBMIT

DISCOVER

FIND

PLAN

LEARN

Locate twelve examples of apps

CASE STUDY - APP NAME

PURPOSE

AUDIENCE

INTUITIVE

SATISFYING

EFFICIENT

ACCESSIBLE

Produce a case study of an app

DEFINE

DESIGN BRIEF

DESIGN PROBLEM

AUDIENCE

CONTEXT

USE CASES

Produce a design brief for your own app

DEVELOP

USE CASE WIREFRAME

USE CASE 1

Develop wireframes for a single use case

USE CASE PROTOTYPE

USE CASE 1

Develop a prototype for a single use case

EVALUATION OVERVIEW

INTUITIVE

SATISFYING

EFFICIENT

ACCESSIBLE

CONCLUSION

Evaluate your app using audience feedback

DELIVER

CHEATSHEET 2024

Produce a hero image presentation

USE CASES/SCREENS

Produce high fidelity screens for a use case

COMPONENTS

Produce a components page



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5
MARKS

FIND			
PLAN			
LEARN			

Locate nine examples of apps

TWELVE EXAMPLES

You are to locate twelve examples of apps, three for each of the following fields: Find (Libraries such as Spotify, Netflix, Audible), Learn (Education Apps like Kahoot, Duolingo, TED) Plan (Google Calendar, Eggy) and Network (X, Facebook, LinkedIn). Produce a single sentence summary of each app.

10
MARKS

CASE STUDY - APP NAME
PURPOSE
AUDIENCE
INTUITIVE
SATISFYING
EFFICIENT
ACCESSIBLE

Produce a case study of an app

THREE CASE STUDIES

Produce three case studies of an app that reflects the nature of the app that you are looking to produce. You are to critically analyse each app, looking at its unique purpose, perceived audience. You are also asked to look at what the designer has donw to make the app more intuitive, efficient, satisfying and accessible.

DISCOVER AND DEFINE

10
MARKS

DESIGN BRIEF
DESIGN PROBLEM
AUDIENCE
CONTEXT
USE CASES

Produce a design brief for your own app

DESIGN PROBLEM

This needs to be only one or two sentences, which briefly states what the problem is that you are seeking to solve (*i.e. I am required to produce a more intuitive and satisfying student homework planner*)

AUDIENCE

This refers to the target audience group, include relevant details such as demographics, habits, experiences and mindsets.

CONTEXT

Where will the users be when they use the app (Workplace, home, bed, school, outdoors). What device will they be accessing the app from (Phone, Tablet)

USE CASES

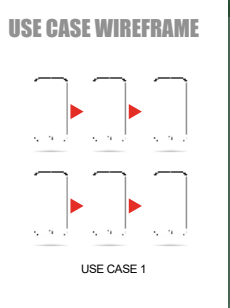
What are the key functions of the application. (*i.e. Student can view homework assignments that are due at the end of the week*)

WHAT YOU WILL BE MARKED ON

Your research will be marked on how well you are able to understand the unique characteristics and goals of the apps that you research. Your brief will be marked on how compelling and clear your idea is.

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5
MARKS

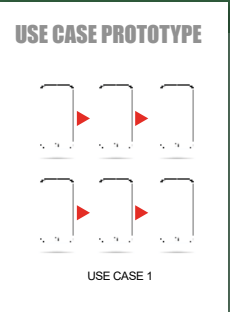


LOW FIDELITY WIREFRAME

You are to produce a low fidelity wireframe which covers off a single se case which was outlined in the brief. Ideally this will be the primary use case. You may produce as many iterations as you like, however you will be handing in just the one final hand drawn wireframe.

Develop wireframes for a single use case

10
MARKS



HIGH FIDELITY PROTOTYPE

You will be producing a High Fidelity Prototype using adobe XD, this will include buttons that lead to the next screen or action. The purpose of this prototype is to conduct user testing, where the audience is able to interact with the design and provide feedback on how intuitive, efficient, satisfying and accessible the application design is.

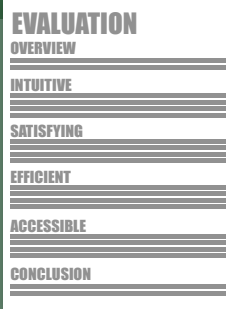
Develop a prototype for a single use case

WHAT YOU WILL BE MARKED ON

You will be marked on how well considered the process is. Have you thought through what the user needs to do and how best to facilitate the functions of the site. You will also be marked on the aesthetics and detail of your prototype.

DEVELOP

10
MARKS



OVERVIEW

A brief outline of what youu were seeking to achieve in your user testing (i.e. The purpose of this user testing was to see if the audience were able to view and understand their weekly homework schedule)

INTUITIVE

Did the users know what buttons to push? did they understand the desired sequence? Did the audience know their options?

SATISFYING

Did the users find the experience enjoyable? Would they prefer to use this app over their existing process? Did they find the app aesthetically pleasing and fun to use?

EFFICIENT

Were the users able to navigate the application quickly? Were there any ways in which you could expedite tasks?

ACCESSIBLE

Was the text easy to read? Were buttons large enough to tap? Did the symbols help communicate functions?

WHAT YOU WILL BE MARKED ON

You will be marked on how insightful your evaluation is. A good evaluation will show that you have carefully considered what sort of information you wanted to get from your audience and how well you have translated that into meaningful information which can inform improvements in your application design.

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DELIVER



Produce a hero image presentation

HERO IMAGE PRESENTATION

The purpose of this presentation is to provide a overview which promotes and communicates the essence of your application. It communicates the aesthetic and core function of your application.

This presentation must include a brief, yet compelling rationale of the purpose of your app. The idea behind this is to ‘sell’ your app by highlighting the viability of the idea as well as the effectiveness of the design solution.

DELIVER



Produce high fidelity screens for a use case

USE CASE SCREENS

The purpose of this is to show an example of one of the key functions of the app, it must communicate exactly what the user will see at each stage of the process. You may also highlight which buttons they may push to get to the next screen - this may also include a brief description for each screen.

These screens are to be high fidelity and cover the process from beginning to end - This should be at least 3 screens in length.

DELIVER

DELIVER



Produce a components page

COMPONENTS

This is a library of the symbols, typefaces, text sizes and colour palettes that you have used. This is very similar to a styleguide in that it may be used to inform future developments within the application.

WHAT YOU WILL BE MARKED ON

You will be marked on the quality of your presentation and how comprehensive your presentation is in communicating your ideas, aesthetics and style.

20 MARKS

