

2.0 Interaction Design (Part Two)

USER-CENTERED DESIGN (HUMAN CENTERED DESIGN)

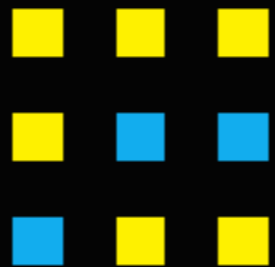
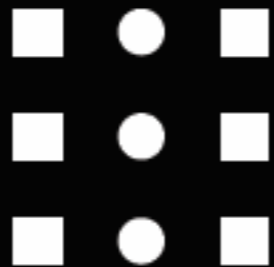
PERCEPTION: GESTALT PRINCIPLES

The whole is different than the sum of its parts.

Max Wertheimer,
German psychologist, 1910

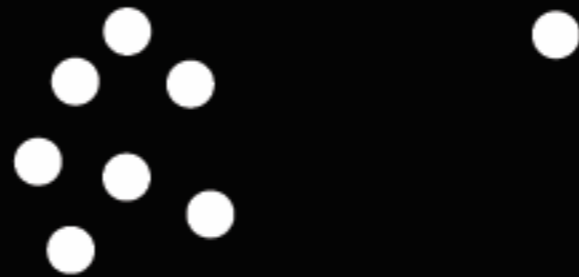
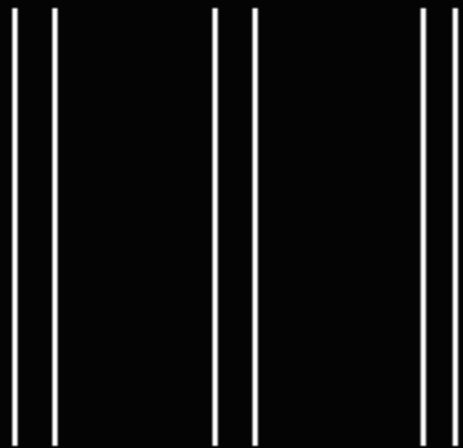
SIMILARITY

Objects that look similar are grouped together.



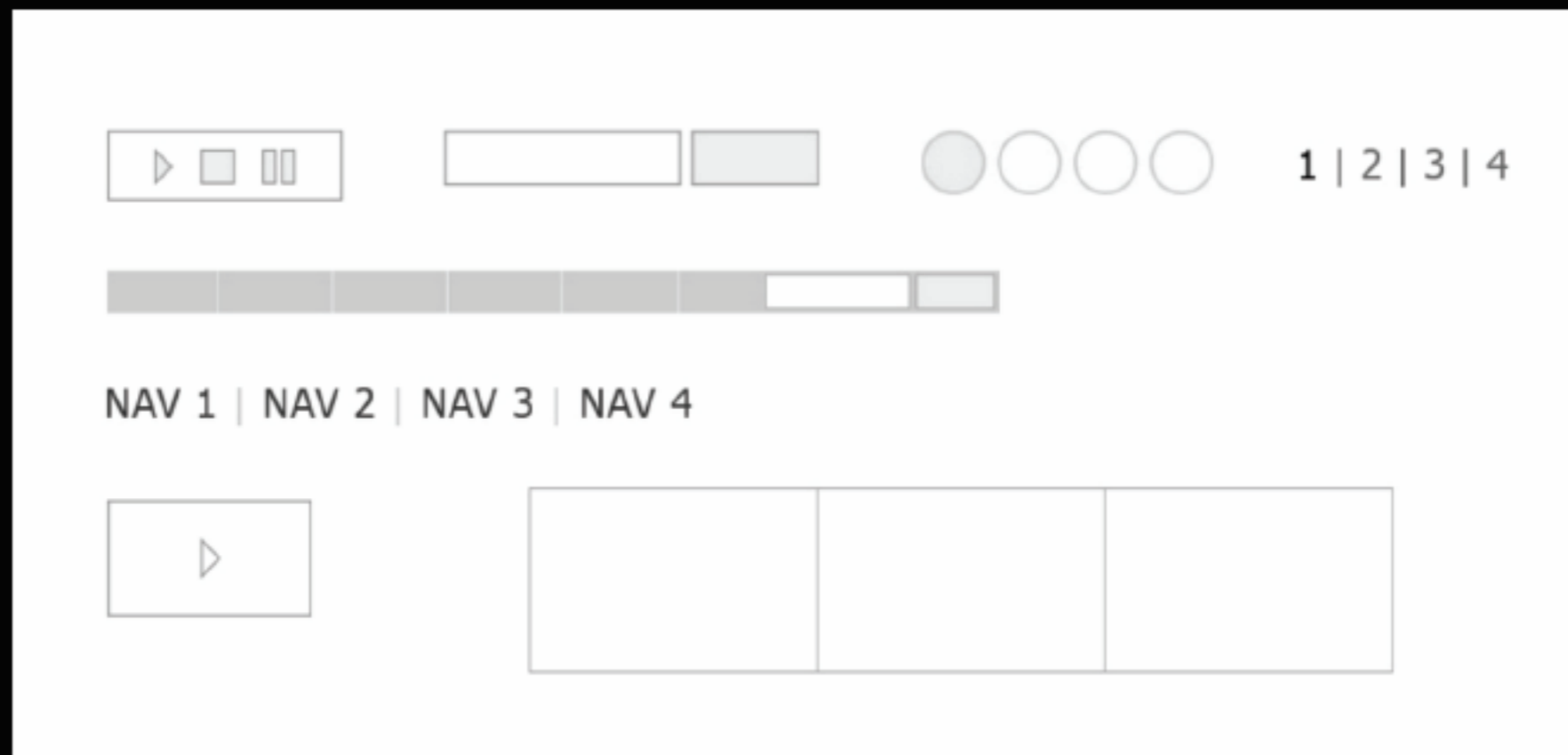
PROXIMITY

Objects positioned close together appear grouped.



APPLYING SIMILARITY AND PROXIMITY

Similarity in appearance indicates a likeness in functionality.



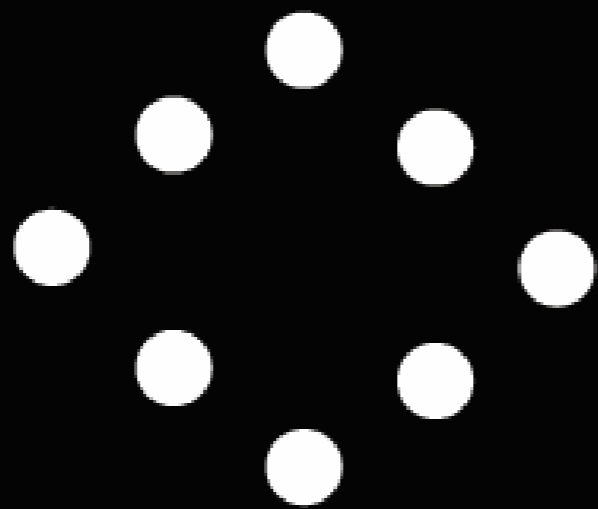
APPLYING SIMILARITY AND PROXIMITY

Proximity helps us to imply relationships between similar objects.



CLOSURE

Objects grouped together are seen as a whole shape, our brain fills in any missing information.



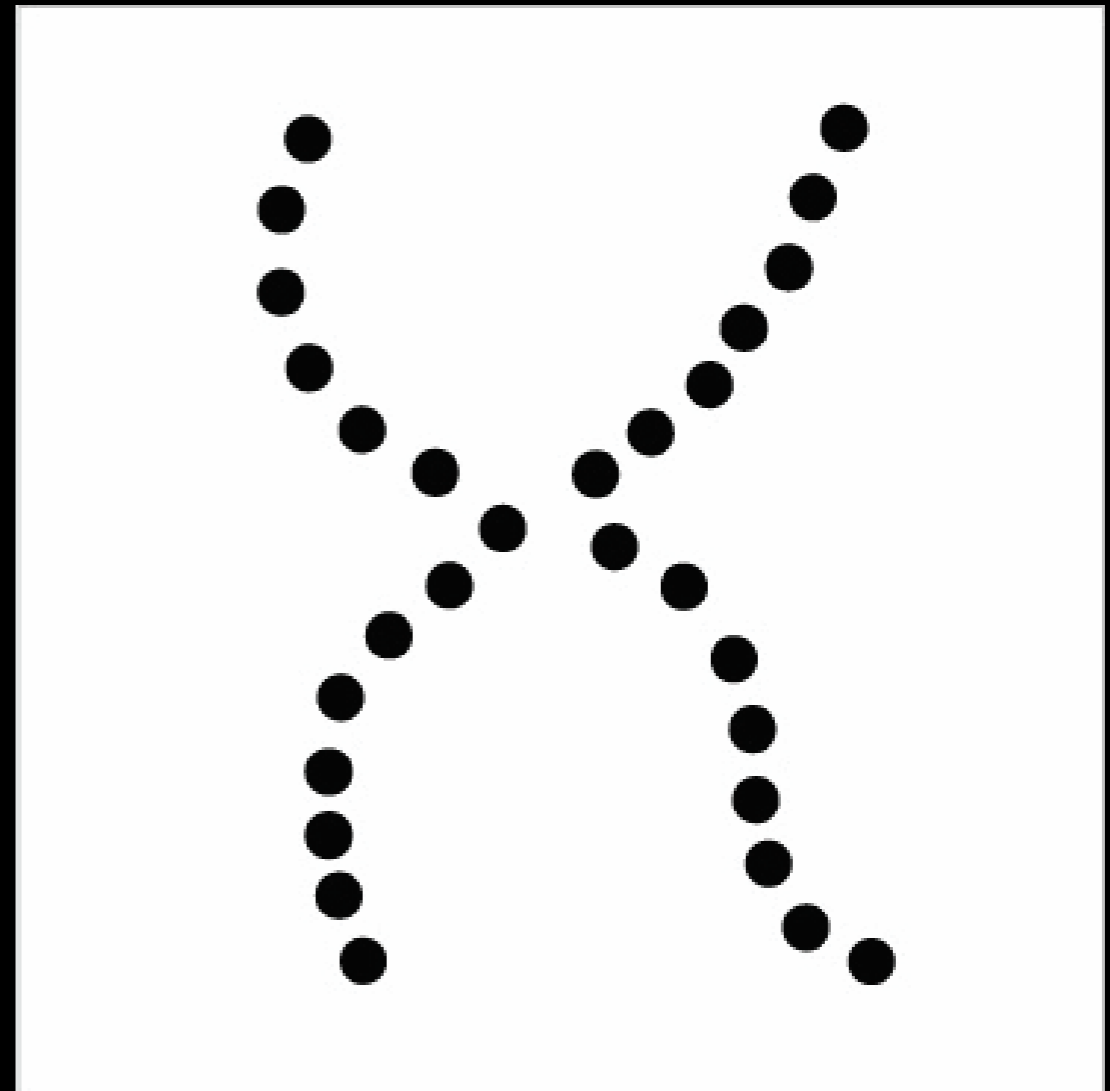
APPLYING CLOSURE

Closure allows us to view the top and bottom area as separate, even though they are surrounded by white space.

The screenshot displays the CuroSphere website interface. At the top, there is a search bar and contact information. The main navigation includes 'Explore CuroSphere', 'Industry Perspective', 'Experience That Counts', and 'Get CuroSphere'. A sidebar on the left lists 'Product Features' such as Overview, Setup, Registration, Clinical, Scheduling, Billing, Documents, Streamlining Processes, Implementation, Support, and Training & Education. The main content area features a large image of a smiling healthcare professional and an 'Overview' section. Below this, there are tabs for 'For Clinicians' and 'For Managers', followed by a headline: 'Home care IT solution CuroSphere™ makes home care clinicians more effective and improves patient care.' The page also includes a 'Get to Know CuroSphere' button, a 'Experience that Counts' section with a link to 'Are we hunters or home-care providers?', and an 'Industry Perspectives' section with links to 'FY 2012 Budget Proposals Across Care Settings' and 'CMS Open Door Forum'.

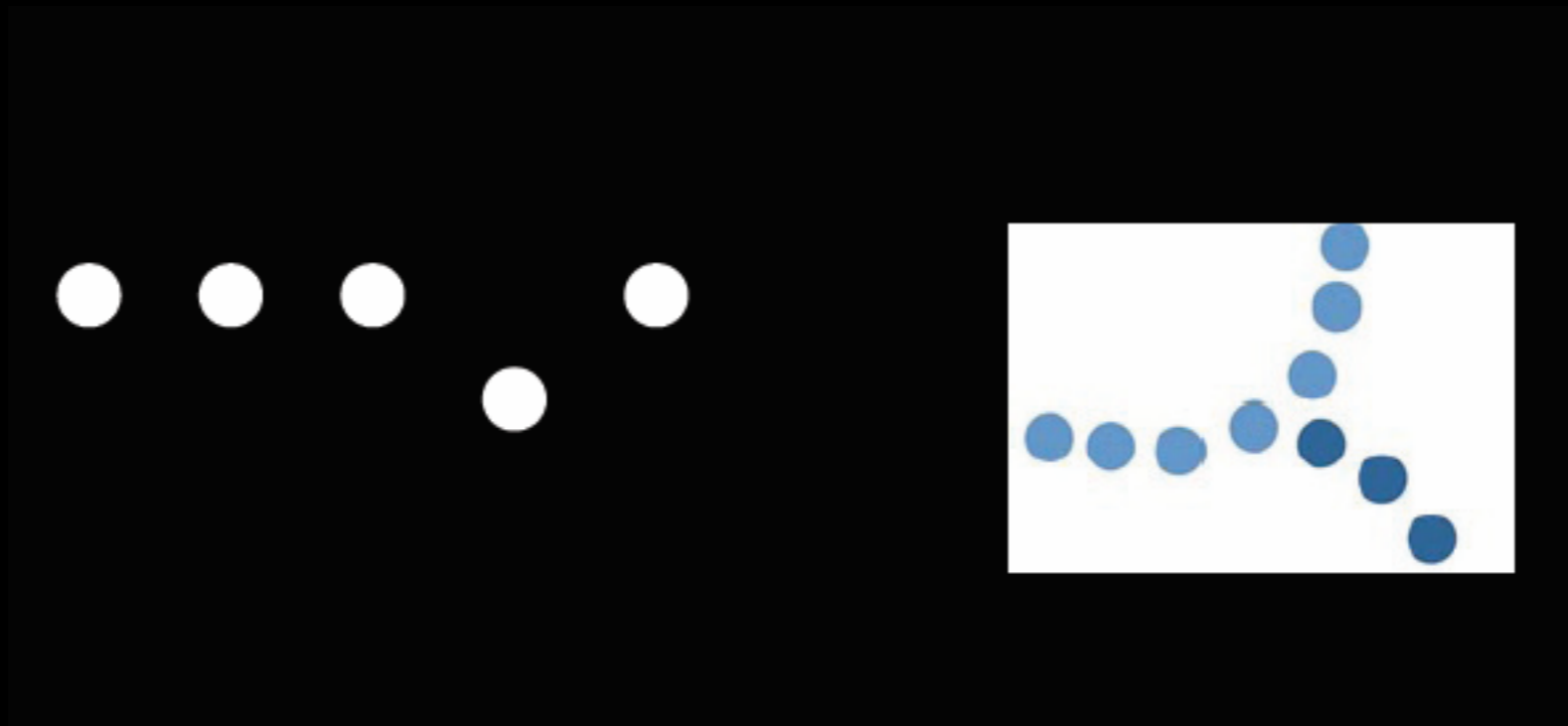
CONTINUATION

Objects arranged in a continuous line are grouped together.



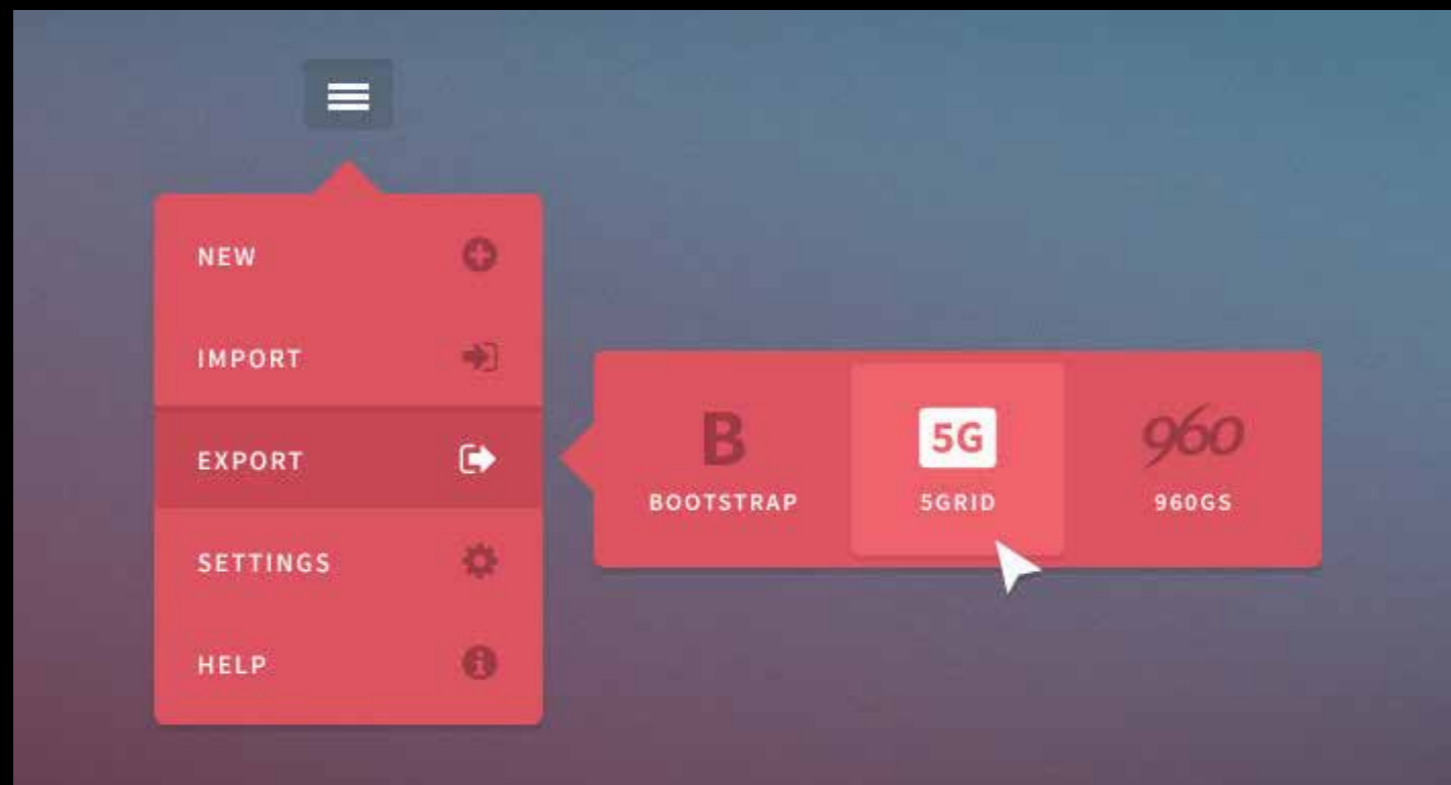
COMMON FATE

Objects facing the same direction are grouped together, any outsiders may create tension.



APPLYING CONTINUATION AND COMMON FATE

Continuation and Common Fate in interaction design, are commonly utilized by motion and navigation.



DESIGNism #5

DON'T FIND CUSTOMERS FOR YOUR PRODUCTS, FIND PRODUCTS FOR YOUR CUSTOMERS.

-Seth Godin