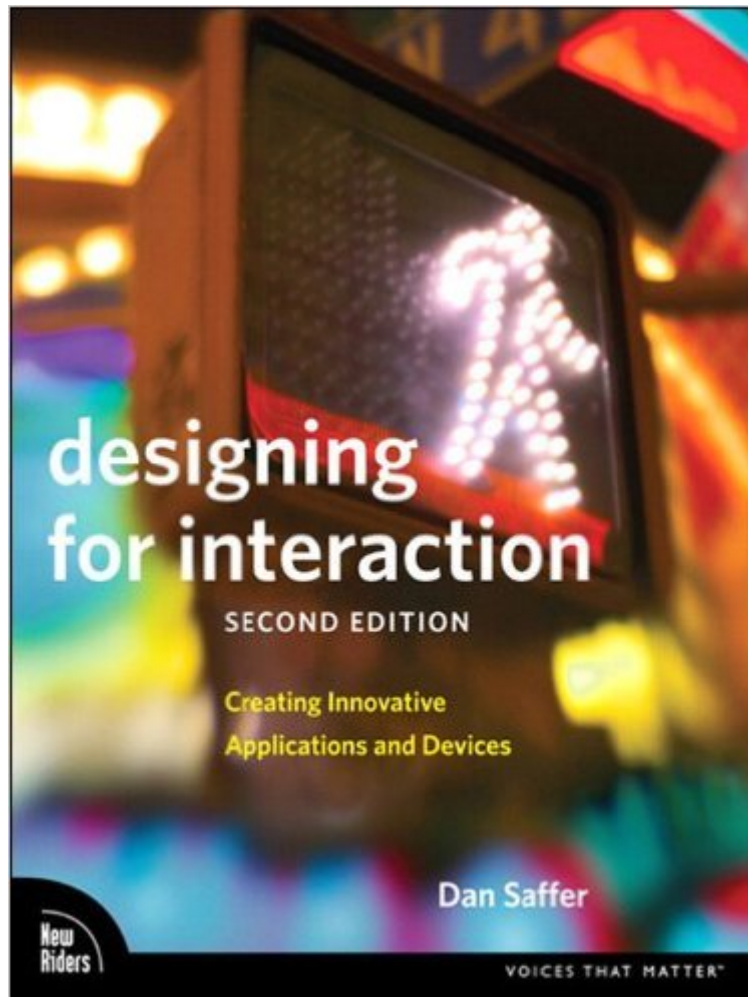# Designing For Interaction: Creating Innovative Applications And Devices (Voices That Matter)

Synopsis

Building products and services that people interact with is the big challenge of the 21st century. Dan Saffer has done an amazing job synthesizing the chaos into an understandable, ordered reference that is a bookshelf must-have for anyone thinking of creating new designs.â •â " Jared Spool, CEO of User Interface Engineering Interaction design is all around us. If youâ ™ve ever wondered why your mobile phone looks pretty but doesnâ ™t work well, youâ ™ve confronted bad interaction design. But if youâ ™ve ever marveled at the joy of using an iPhone, shared your photos on Flickr, used an ATM machine, recorded a television show on TiVo, or ordered a movie off Netflix, youâ ™ve encountered good interaction design: products that work as well as they look. Interaction design is the new field that defines how our interactive products behave. Between the technology that powers our devices and the visual and industrial design that creates the productsâ ™ aesthetics lies the practice that figures out how to make our products useful, usable, and desirable. This thought-provoking new edition of Designing for Interaction offers the perspective of one of the most respected experts in the field, Dan Saffer. This book will help you   learn to create a design strategy that differentiates your product from the competition   use design research to uncover peopleâ ™s behaviors, motivations, and goals in order to design for them   employ brainstorming best practices to create innovativenew products and solutions   understand the process and methods used to define product behavior It also offers interviews and case studies from industry leaders on prototyping, designing in an Agile environment, service design, ubicomp, robots, and more.

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Customer Reviews

99% fluff. There's nothing here to learn from.Do yourself a favor and skip this book.The whole book has only 10 screenshots!Yeah, a book about design that shows nothing? Not my type.Honestly the first two chapters start great, but then you read the other chapters, and realize you have read 70% of the book but still haven't learned a thing.Author talks a lot but shows nada.Skip.

Good read.I wish there were more case studies and "real world" application. I would recommend this book to anyone that wants a quick introduction to interactions design.

Saffer provides a plain overview of the complexities of interaction design. The book is well suited for students or designers coming form other fields, describing basic concepts and methodologies that can help them grasp the outlines of the discipline.Note: I removed my previous review. In hindsight, I held expectations about the content that were not warranted.

Good book.

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