



Form
Function
Class

Designing for Interaction

11 Nov 2012

Noel Perlas

Noel Perlas

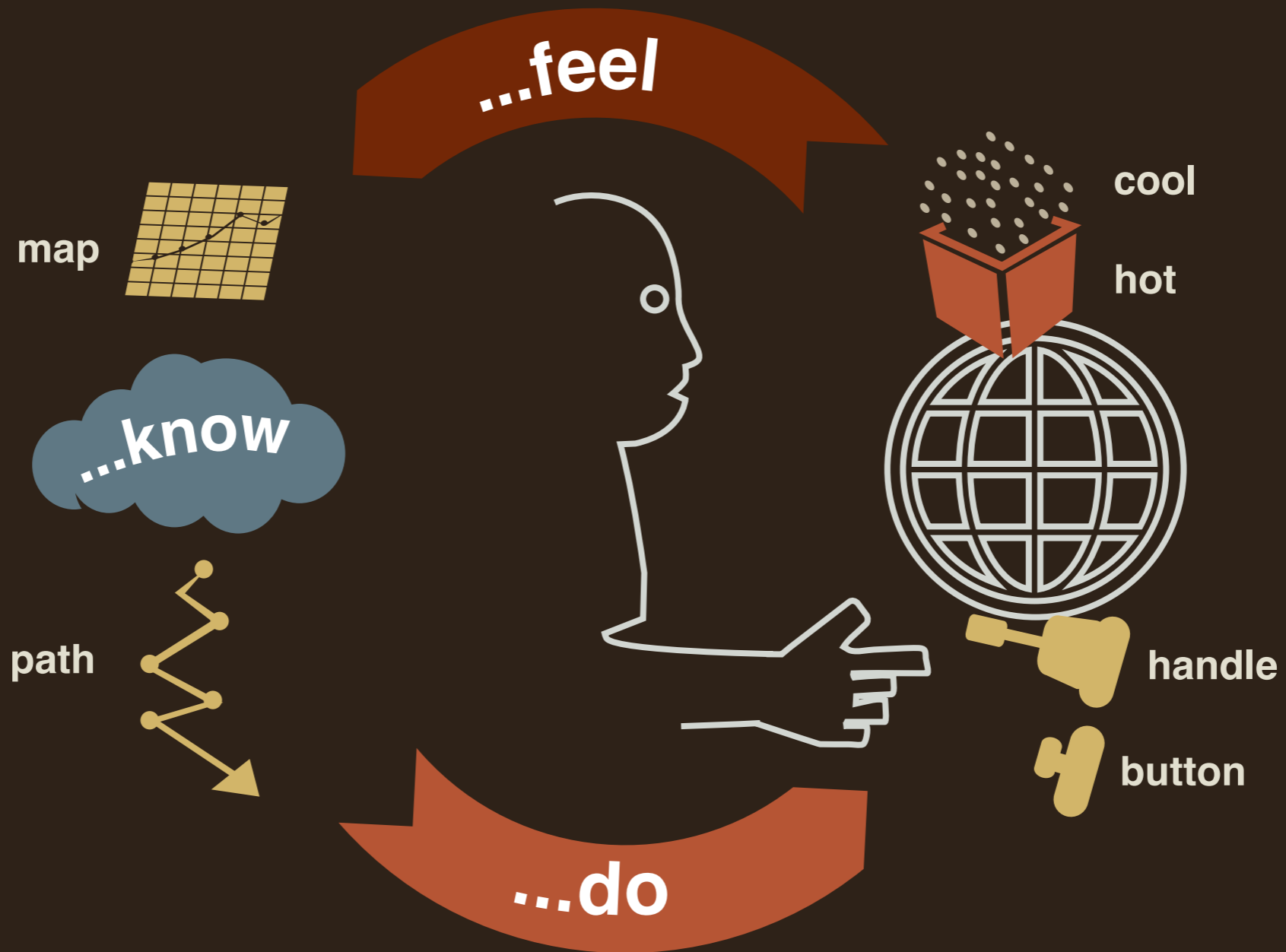
Interaction

Bill Verplank



Form
Function
Class

How do you...



11 Nov 2012

Noel Perlas



Form
Function
Class

Noel Perlas

Xavier School
HS

11 Nov 2012

Ateneo de Manila
AB Interdisciplinary Studies

Interaction Design Institute Ivrea
MA Interaction Design

Noel Perlas

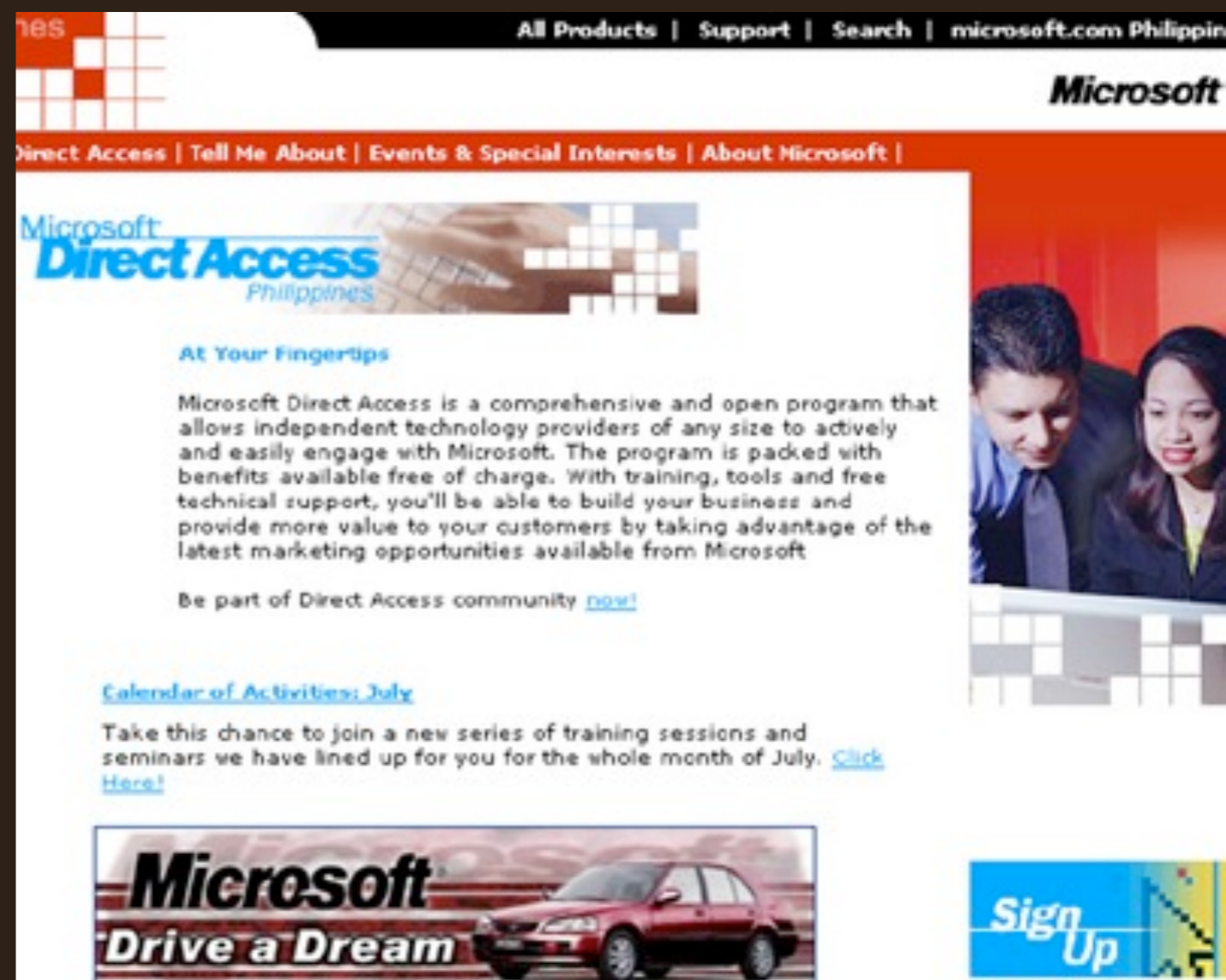


Form
Function
Class

Noel Perlas About Me

11 Nov 2012

Noel Perlas



Philippines: Microsoft
First Philippines website for the multinational company



Form
Function
Class

Noel Perlas About Me

11 Nov 2012

Noel Perlas



Philippines: Globe Telecom First unified properties website for Globe



Form
Function
Class

Noel Perlas About Me

11 Nov 2012



Noel Perlas

Singapore: k2interactive
Exploring broadband web-services/apps



Form
Function
Class

Noel Perlas

About Me

11 Nov 2012



Noel Perlas

Italy: Interaction Design Institute Ivrea
Interaction Design



Form
Function
Class

Noel Perlas

About Me

11 Nov 2012



Noel Perlas

Italy: Interaction Design Institute Ivrea
Audiograffiti

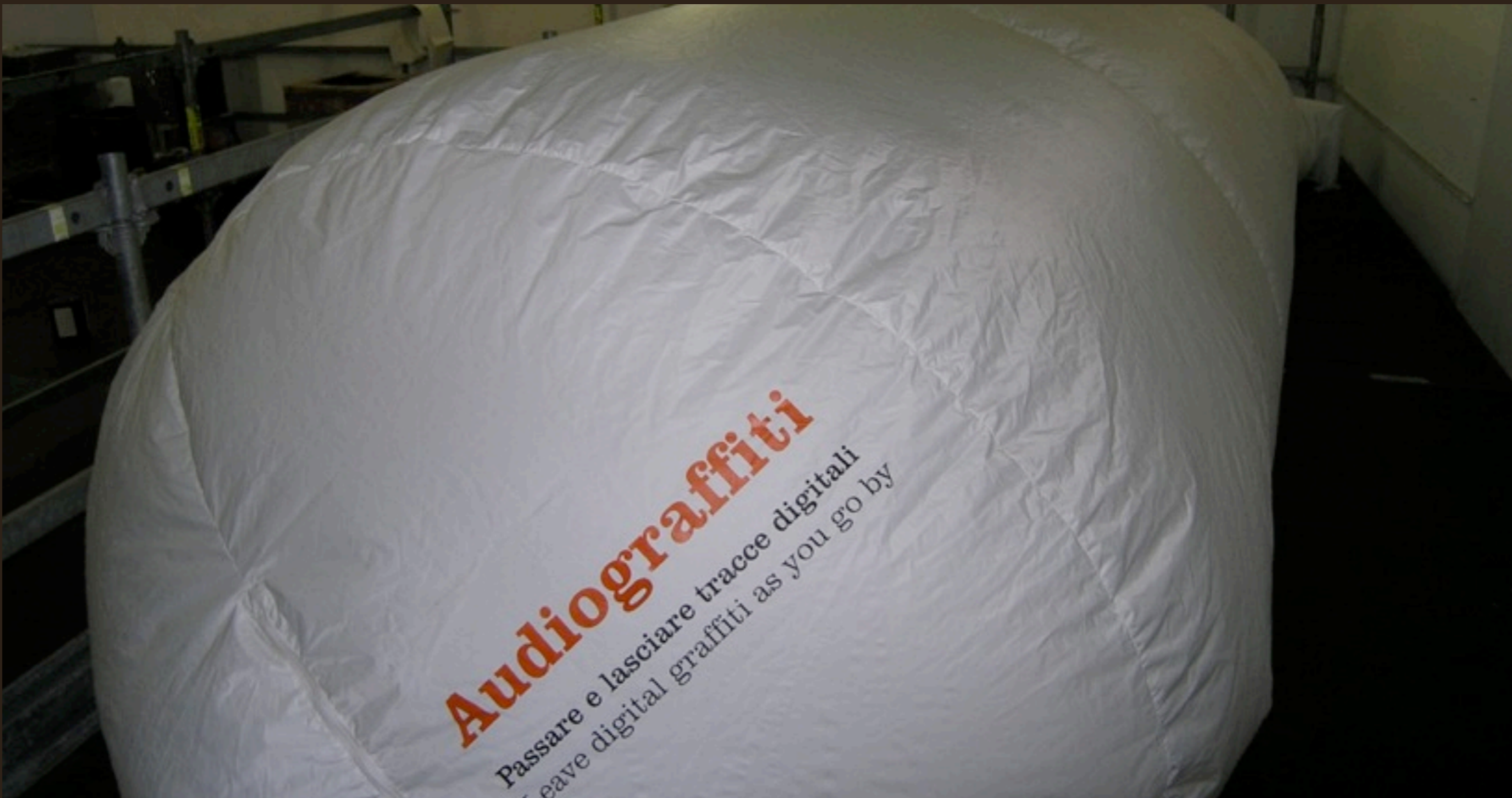


Form
Function
Class

Noel Perlas

About Me

11 Nov 2012



Noel Perlas

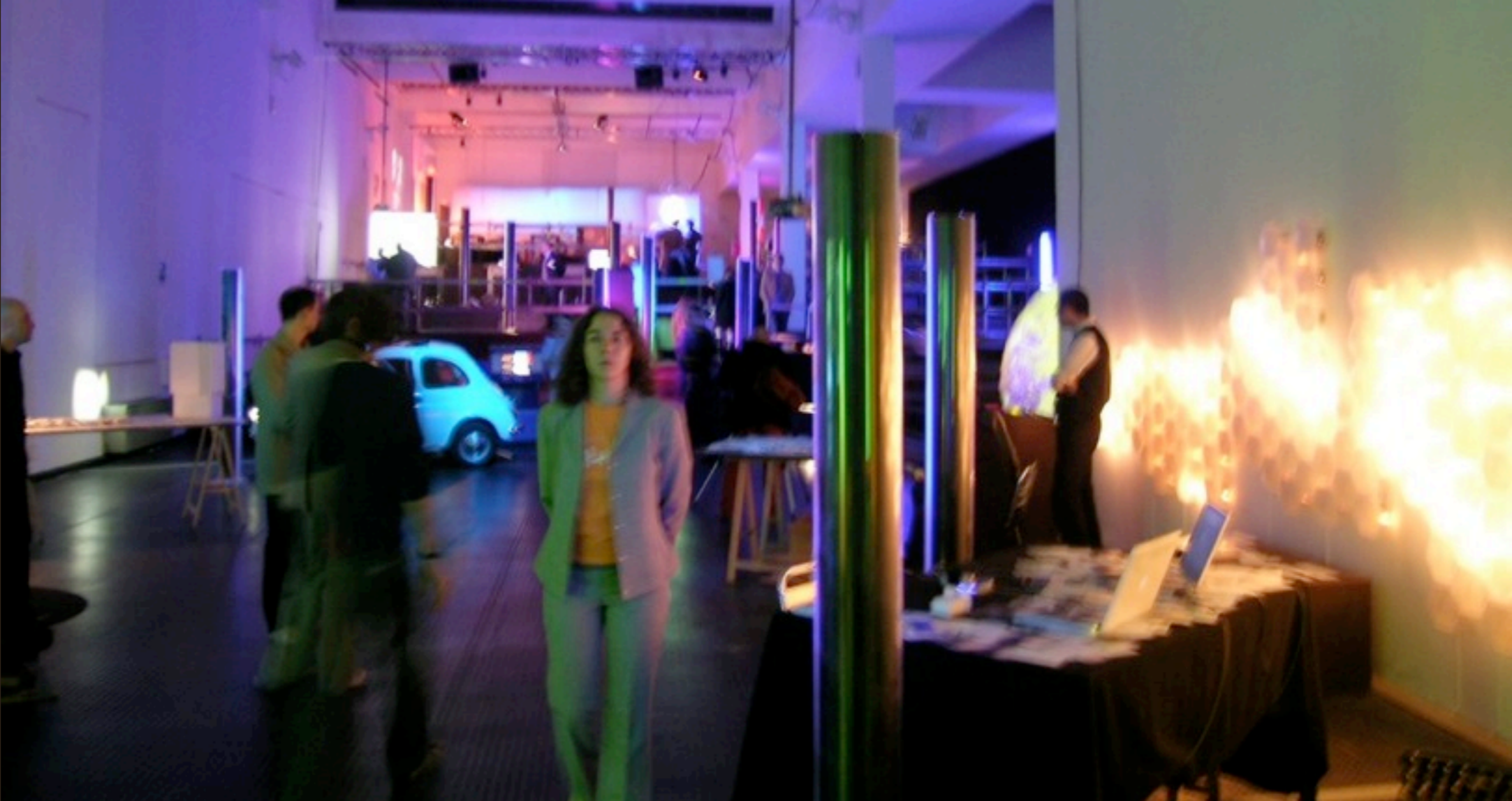
Italy: Interaction Design Institute Ivrea
Audiograffiti



Form
Function
Class

Noel Perlas About Me

11 Nov 2012



Noel Perlas

Italy: Interaction Design Institute Ivrea
Audiograffiti in Salone del Mobile



Form
Function
Class

Noel Perlas

About Me

11 Nov 2012

Noel Perlas



Germany: Designafairs Munich

Interface Design



Form
Function
Class

Noel Perlas About Me

11 Nov 2012

Noel Perlas

The screenshot displays a styleguide for Siemens Gigaset Cordless Phone. It features a navigation menu on the left, a main content area with two sections: 'Maße' (Dimensions) and 'Statusanzeige' (Status Indication), and a right-hand column with explanatory text.

Navigation Menu:

- Home
- Screenlayout
- Brand
- Product Label
- Navigation
- Widgets
 - **Rider**
 - Buttons
 - Scrollbar
 - Dividing Elements
 - Bargraph
 - Pulldown
 - Fields
 - Check Box

Maße (Dimensions):

- Buttons 'OK' and 'Save' are shown with dimensions: width 119, height 25, and padding 25 on all sides.
- A long button 'This is an example of a long button' has a width of 220 and a height of 25.
- A circular button has a diameter of 14.

Statusanzeige (Status Indication):

- Three 'Save' buttons are shown in different states: disabled (grey), active (light grey), and highlighted (orange).

Right-hand Column Text:

Die Buttons stellen sich in drei verschiedenen Größen dar. Andere Größen oder Zwischengrößen dürfen nicht verwendet werden.
Die Höhe ist mit 25 px immer gleichbleibend. Die Abstände zwischen zwei nebeneinander liegenden bzw. übereinander liegenden Buttons ist definiert.

Die Statusanzeige zeigt alle Erscheinungsmöglichkeiten der Buttons auf. Darüber hinaus darf es keine andere

Germany: Designafairs Munich Siemens Gigaset Cordless Phone Styleguide



Form
Function
Class

Noel Perlas About Me

TANTRA Home Forums Guide Community Downloads Support About Us

TANTRA
THE FATE OF TANTRA IS IN YOUR HANDS. OFFICIAL GAME GUIDE

QUICKSTART GUIDE

- System Requirements
- Registering Your Account
- Activating Your Account
- Installing Tantra
- Creating Your Character
- Game Interface
- Shortcut Keys
- Top-Up Your Account

BEGINNER GUIDE

- Unique Game Features

Into the Realms of Tantra

11 Nov 2012

Noel Perlas

Philippines: ABS-CBN Interactive
Tantra MMORPG



Form
Function
Class

Noel Perlas About Me

Logged in as [david](#)
[My Home](#)
[Sign Out](#)

Home Ringtones Wallpapers Videos
 Earn Revenue - Build your own page on BlogStar

Keyword Category Choose

NickyHilton **BamMarger** **TheGame** **NickLachey** **david** **HOLIDAYcheer**

WestCoastCustoms **TomGreen** **ANGELWEAR** **snipes** **JulietteAndTheLicks** **Caprice**

RINGTONES

- "Dirtbag" by BamMarger
- "Hey Chick" by NickyHilton
- "Moo" by DonLito

WALLPAPERS

- "Westsiiiiide" by TheGame
- "Jack Black" by ANGELWEAR
- "Kenny Rogers" by ANGELWEAR

BLOGSTAR SCOOP

- "Shelby & WCC Team Up For Mustang Goodness!" by WestCoastCustoms
- "On The Whats Left Of Me Set" by

11 Nov 2012

Noel Perlas

Philippines: Novare Technologies
 Blogstar.com - Updates and Content from your favorite stars



Form
Function
Class

Noel Perlas

About Me

11 Nov 2012

Noel Perlas



Philippines: Novare Technologies
BB apps way before iOS apps



Form
Function
Class

Noel Perlas

About Me

11 Nov 2012



Noel Perlas

Philippines: Lowe and Partners
Creative Technology



Form
Function
Class

Noel Perlas About Me

11 Nov 2012

Noel Perlas



Lowe and Partners FEU Website & Web enrollment interface



Form
Function
Class

Noel Perlas About Me

11 Nov 2012

Noel Perlas

The screenshot displays the Airphil Express website interface. At the top, the Airphil Express logo is on the left, and navigation links for Flight Info, Products and Services, Promos, About Us, Contact Us, and Travel Agent Sign-in are on the right. The main content area features a flight booking form on the left and a promotional banner for P88 flights on the right. The booking form includes options for Roundtrip or One-way, fields for origin and destination, departure and return dates (both set to 24 SEP 2012), and a section for the number of travelers (1 Adult, 0 Child, 0 Infant(s)). A 'FIND FLIGHTS' button is at the bottom of the form. The P88 banner advertises flights from Clark to Cebu, Davao, Kalibo, and Puerto Princessa, with a selling period of September 24-28, 2012, and a travel period of June 16, 2013, to August 15, 2013. Below the banner are social media links for Facebook and Twitter, and a newsletter sign-up form. The footer contains four promotional cards for one-way flights: Clark to Davao (P88), Cebu to General Santos (P88), Manila to Busuanga (P388), and Manila to Kuala Lumpur (P788).

Lowe and Partners Airphil Express website and booking

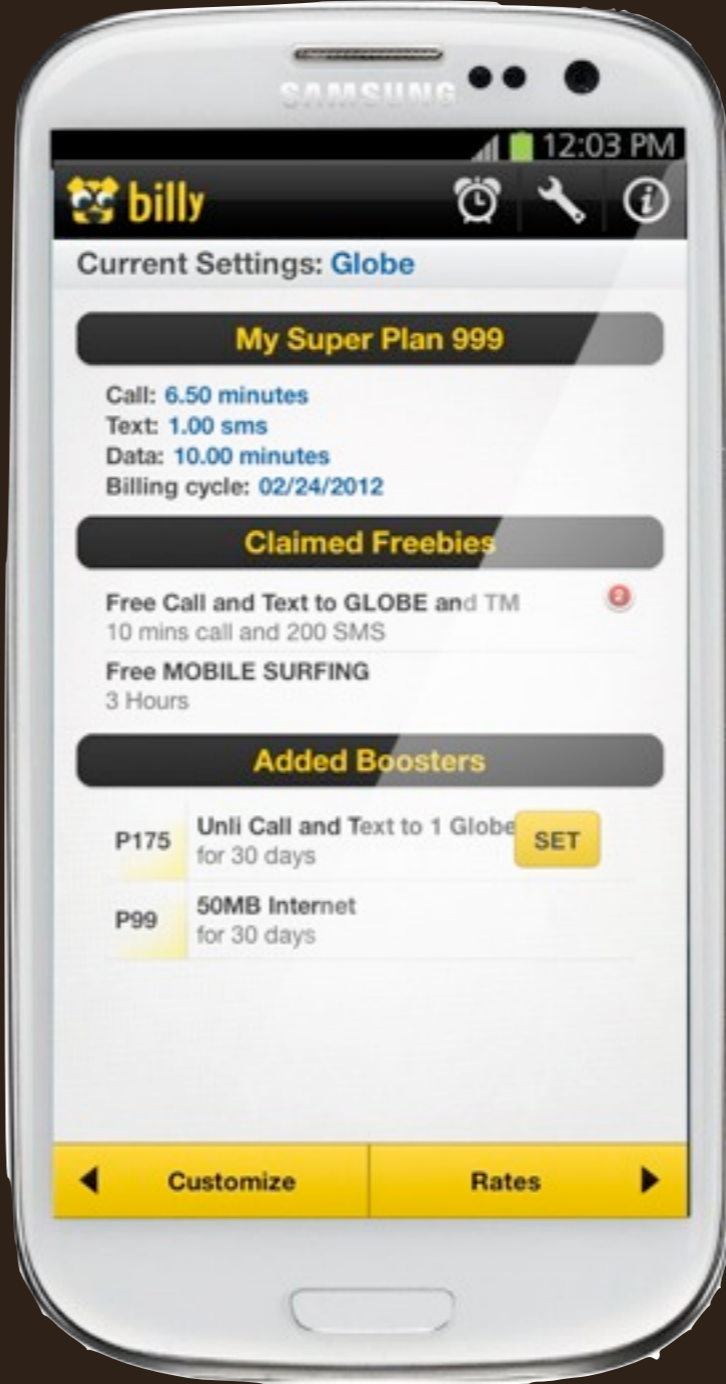


Form
Function
Class

Noel Perlas About Me

11 Nov 2012

Noel Perlas



Lowe and Partners Mobile Apps



Form
Function
Class

Noel Perlas
About Me

11 Nov 2012



Ateneo Fine Arts

Noel Perlas

Ateneo de Manila University
Information Design Coordinator and Lecturer

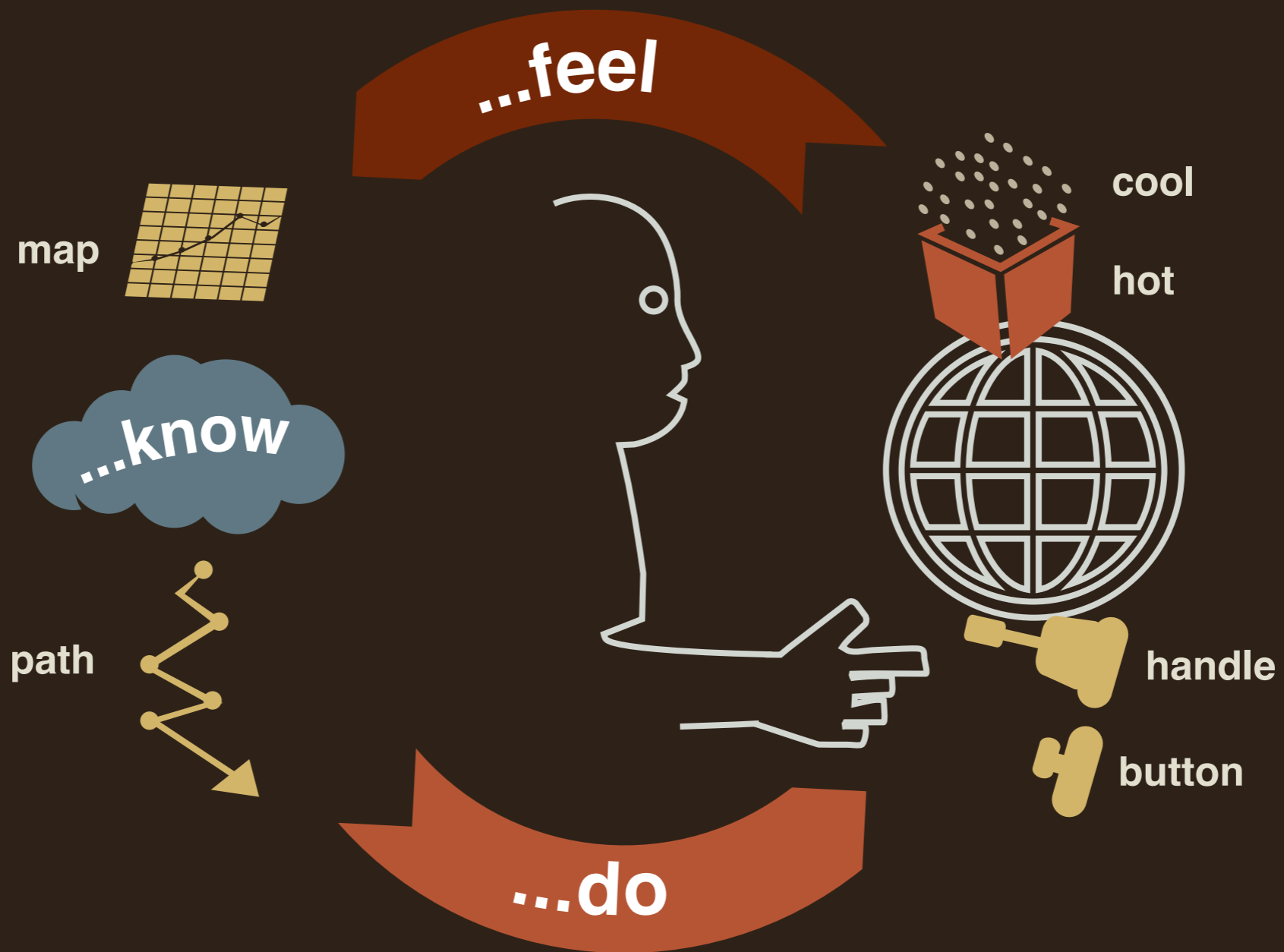
Interaction

Bill Verplank



Form
Function
Class

How do you...



11 Nov 2012

Noel Perlas



Form
Function
Class

Why is this important

11 Nov 2012

Noel Perlas



Form
Function
Class



11 Nov 2012

Noel Perlas

we used to only have this



Form
Function
Class



11 Nov 2012

Noel Perlas

and now we have this



Form
Function
Class



11 Nov 2012

Noel Perlas

we used to only have this



Form
Function
Class

11 Nov 2012

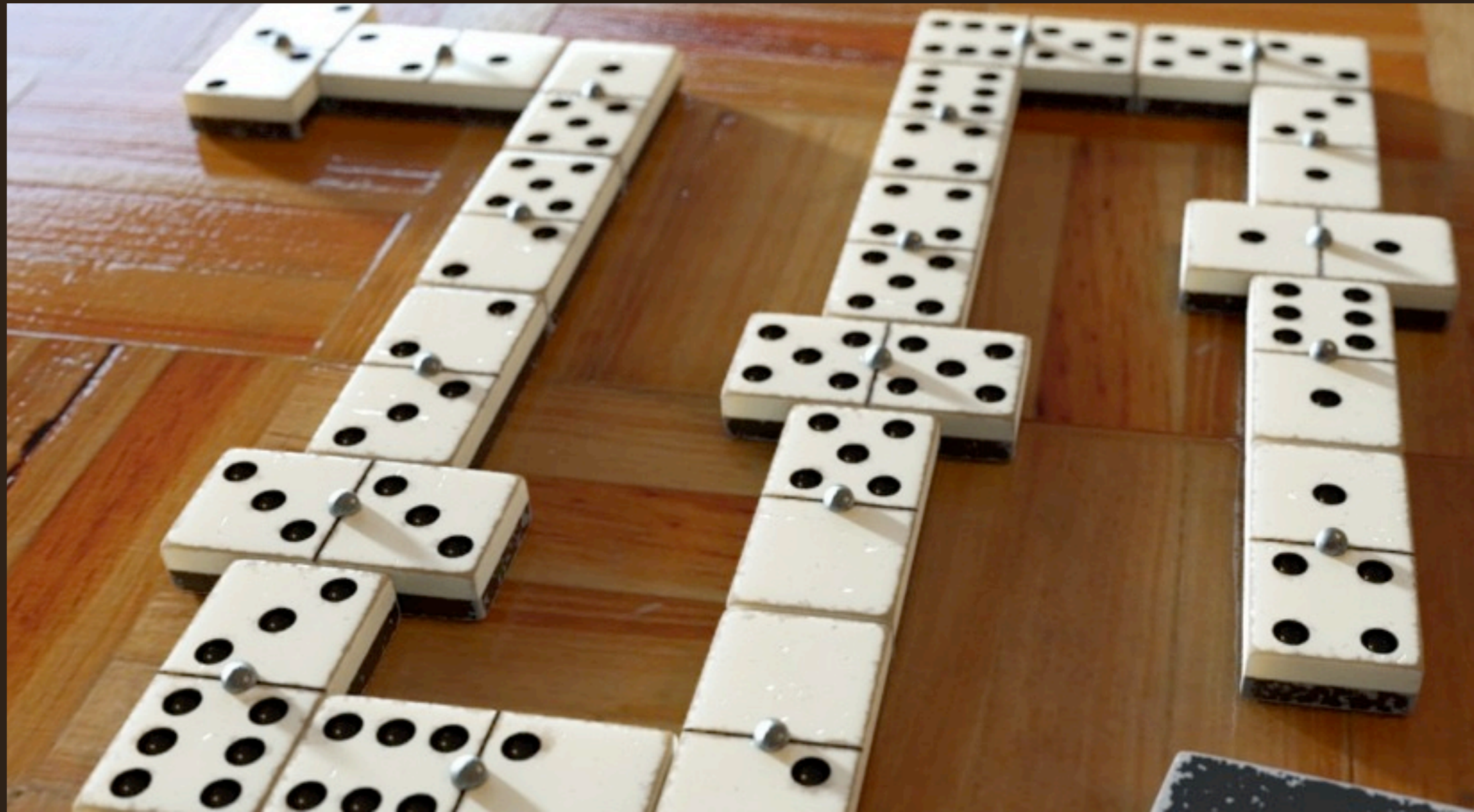
Noel Perlas

and now we have this...





Form
Function
Class



11 Nov 2012

Noel Perlas

we used to only have this



Form
Function
Class

11 Nov 2012

Noel Perlas

and now we have this...

quired during gameplay





Form
Function
Class

11 Nov 2012

Noel Perlas

this leads to confusion...

Task: copy 50 pages, back-to-back



Top Xerox scientists

Executive: “They’re just dumb”



Form
Function
Class

11 Nov 2012

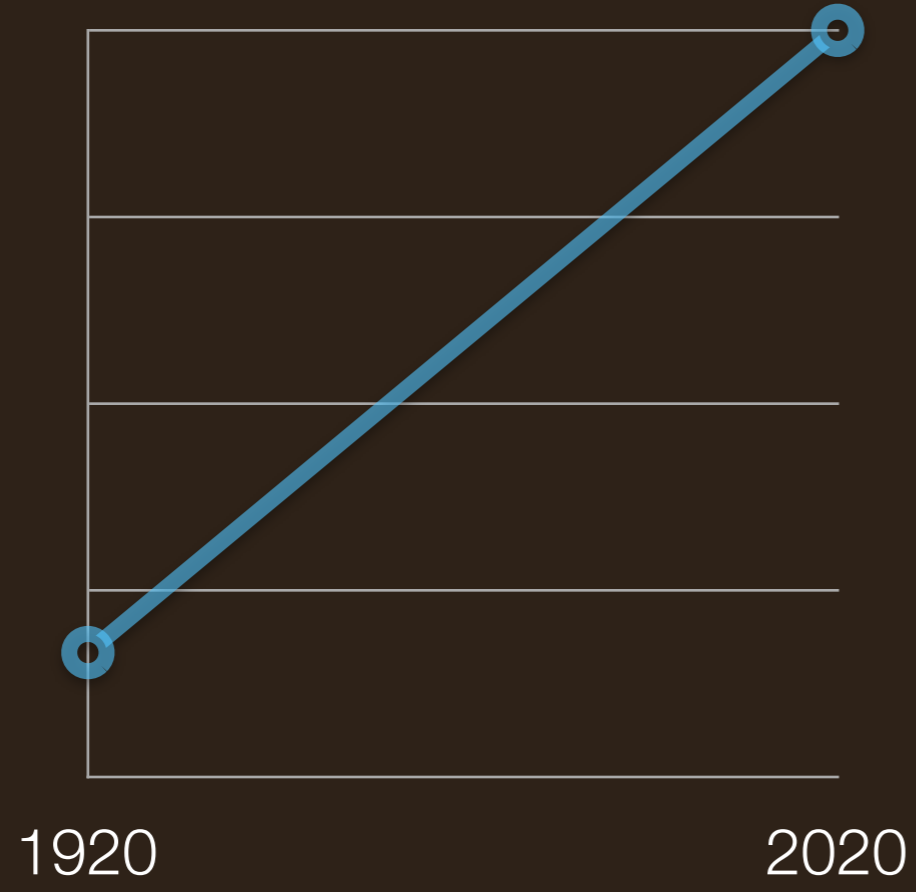
**so we need to design
for interaction more
than ever before**

Noel Perlas



Form
Function
Class

11 Nov 2012



Growth of
Technology &
Growth of
Promised
Functionality

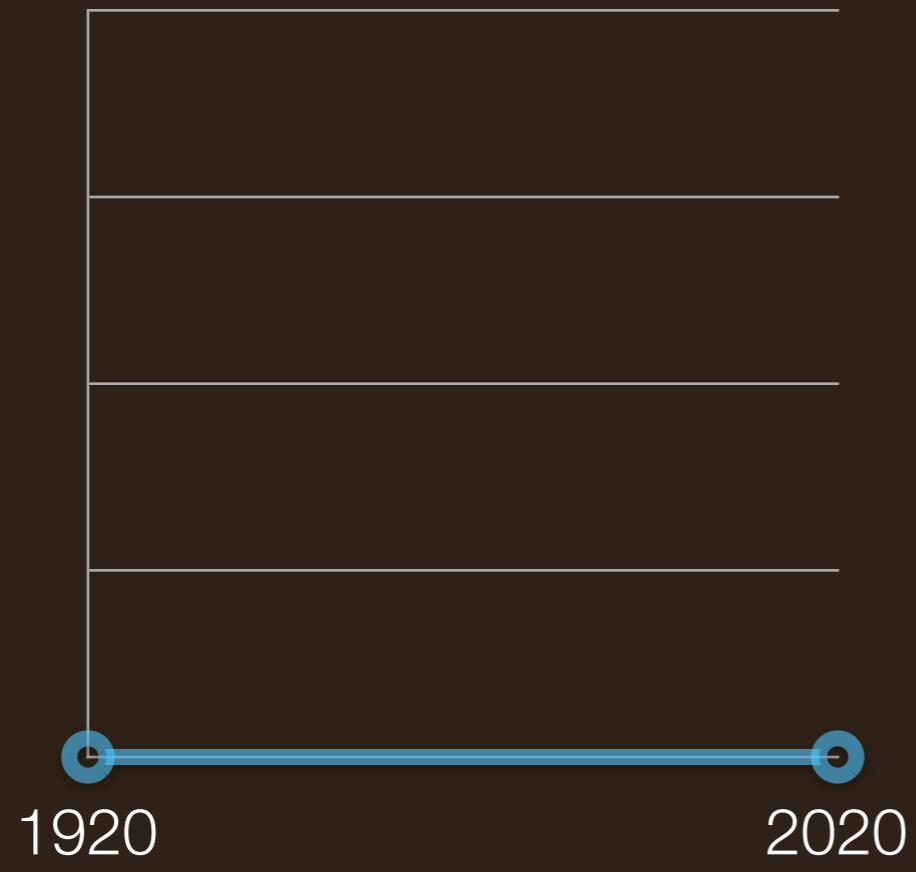
Noel Perlas

**because Moore's Law is
more relevant than ever...**



Form
Function
Class

11 Nov 2012



Growth of
Human
Capability

Noel Perlas

**while the human law
stays the same.**



Form
Function
Class

11 Nov 2012

So how do we go about designing for interaction?

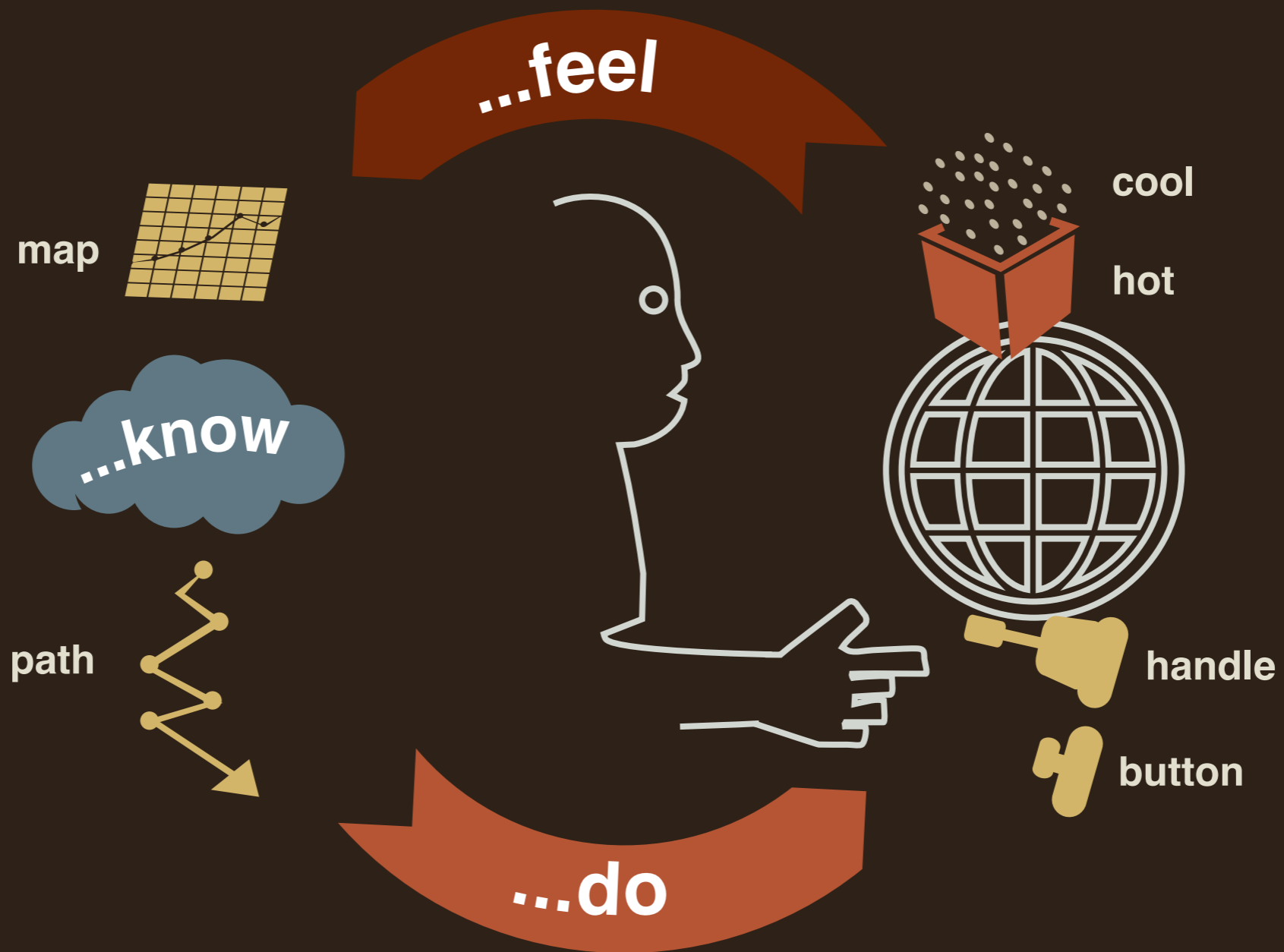
Noel Perlas

Interaction



Form
Function
Class

How do you...



11 Nov 2012

Noel Perlas



Form
Function
Class

11 Nov 2012

Noel Perlas



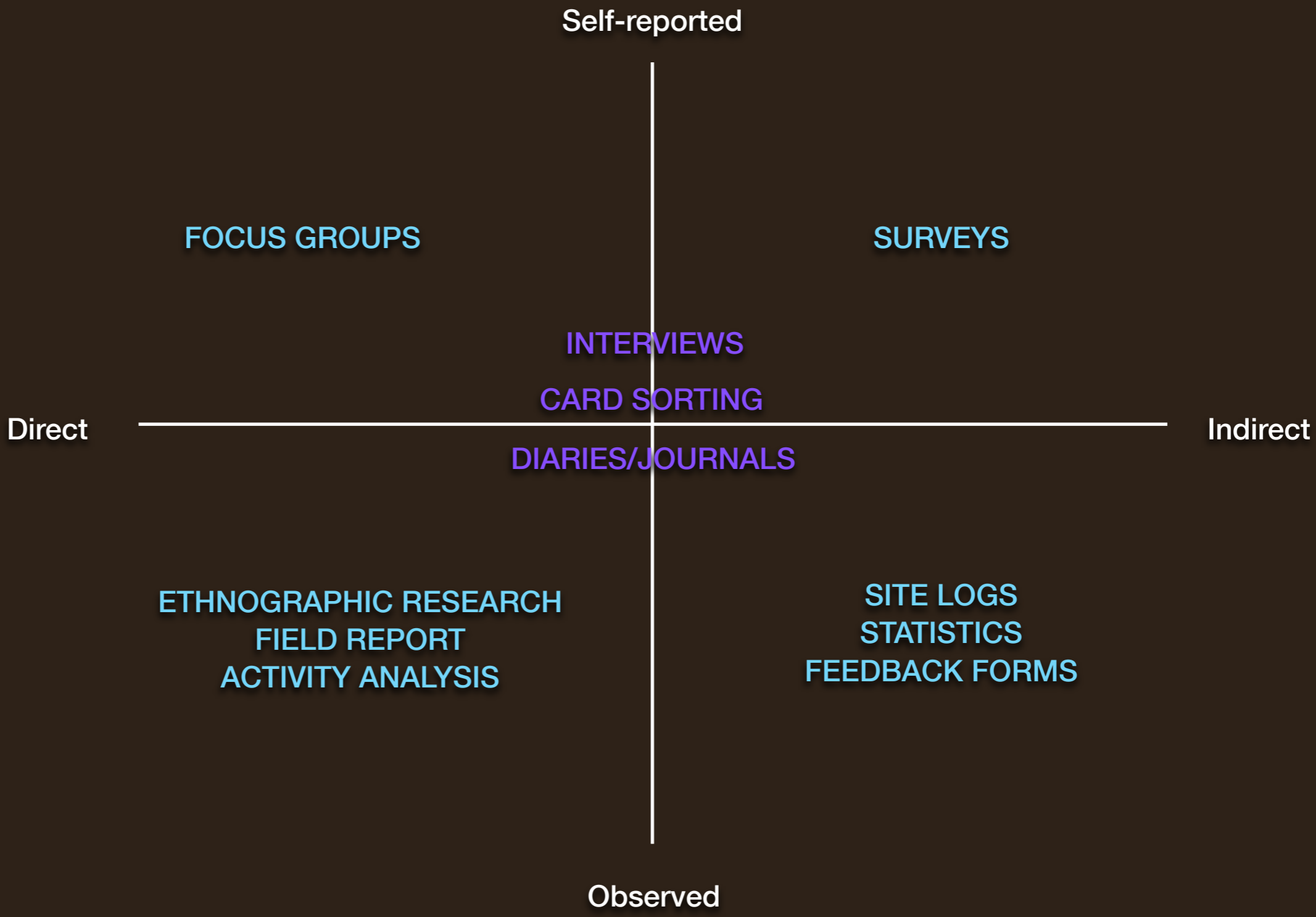
**You start with understanding
your user**



Form
Function
Class

11 Nov 2012

Noel Perlas

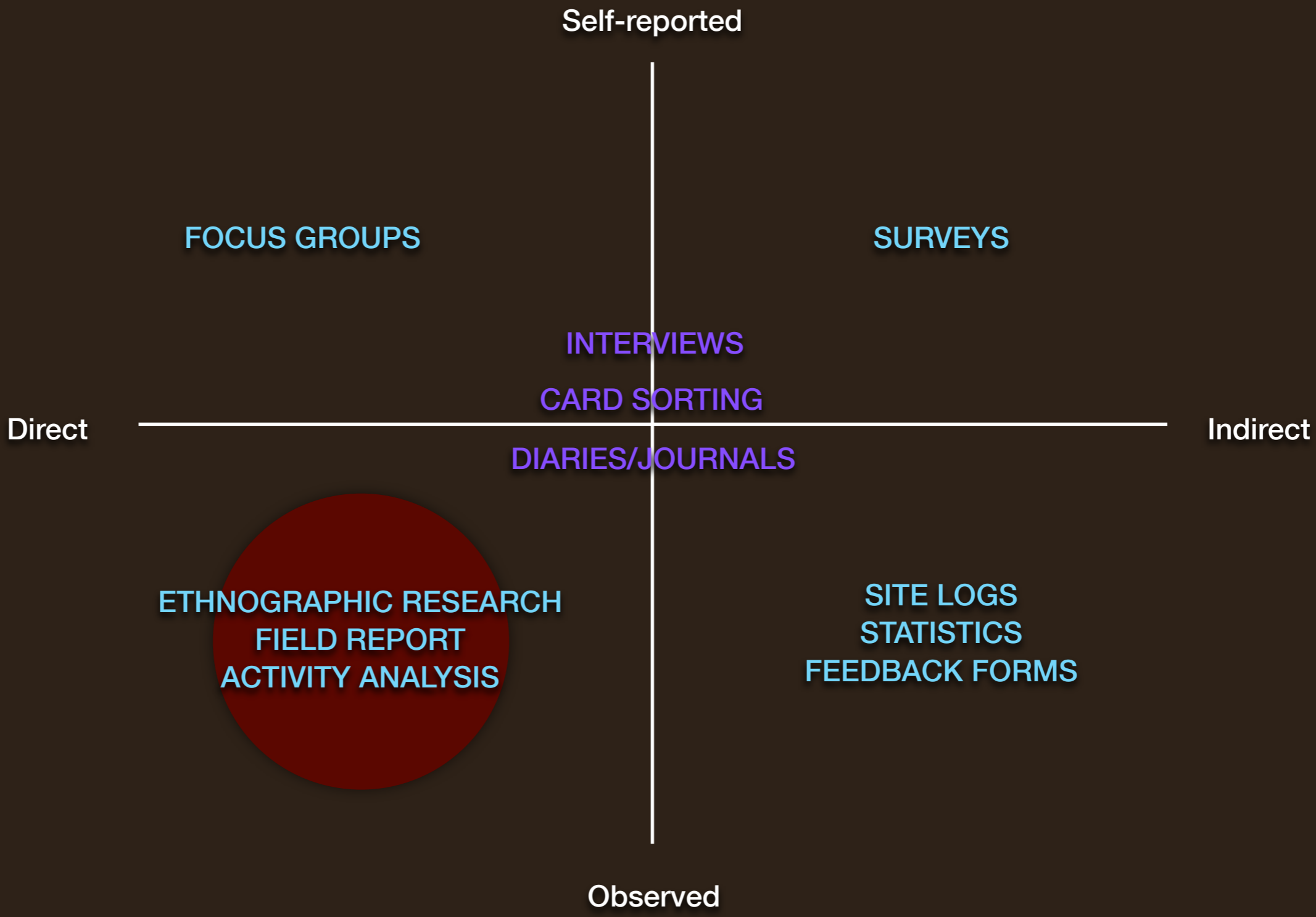




Form
Function
Class

11 Nov 2012

Noel Perlas





Form
Function
Class

11 Nov 2012

Noel Perlas



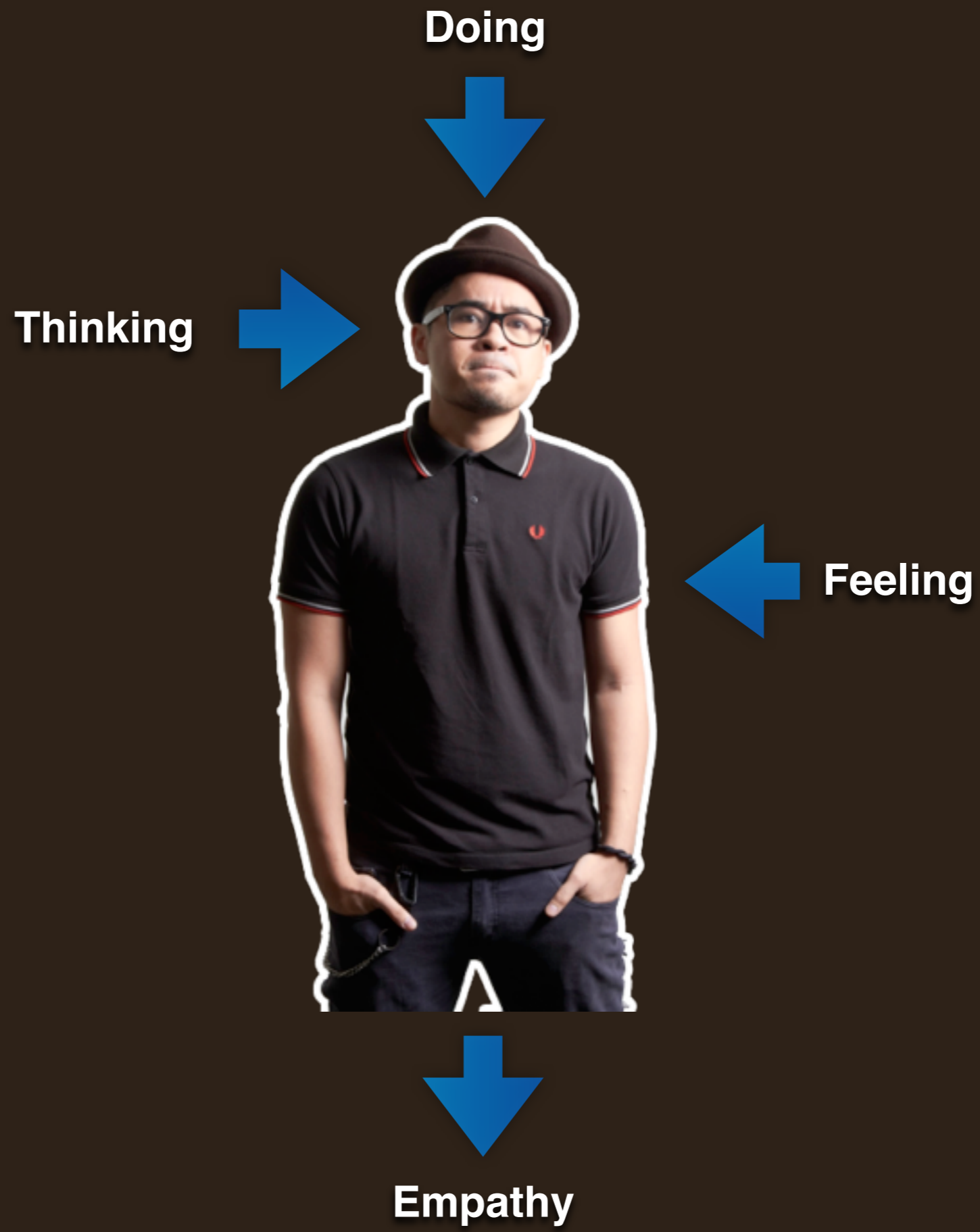
Bronislaw Malinowski: Anthropologist



Form
Function
Class

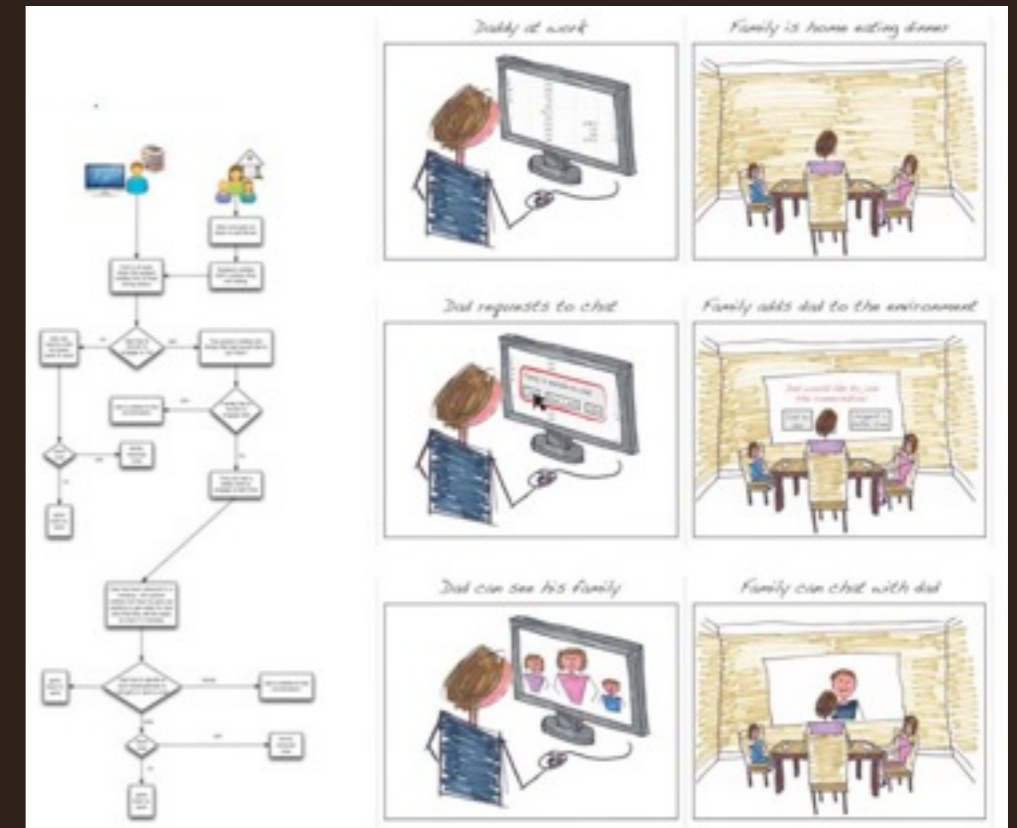
11 Nov 2012

Noel Perlas





Form
Function
Class



11 Nov 2012

Personas

- Rich Description of:
 - Behavior
 - Goals
 - Needs

Scenarios

- Focus on:
 - Product Use
 - Frequency of Use
 - Activities to be Done
 - End Results

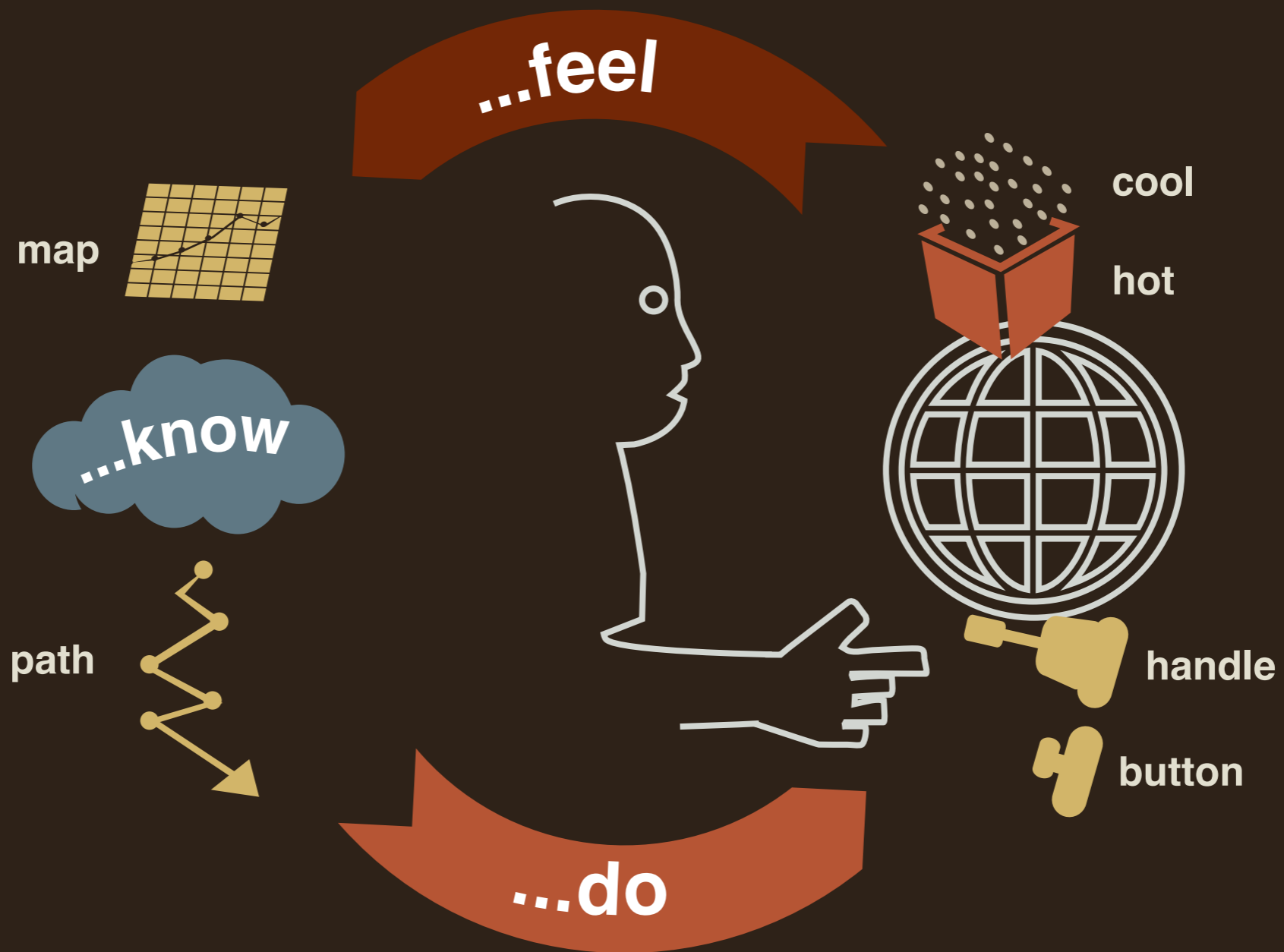
Noel Perlas

Interaction



Form
Function
Class

How do you...



11 Nov 2012

Noel Perlas

Interaction



Form
Function
Class

11 Nov 2012

Noel Perlas

45



...do



Form
Function
Class

Designing the “do” (or the interface)

11 Nov 2012

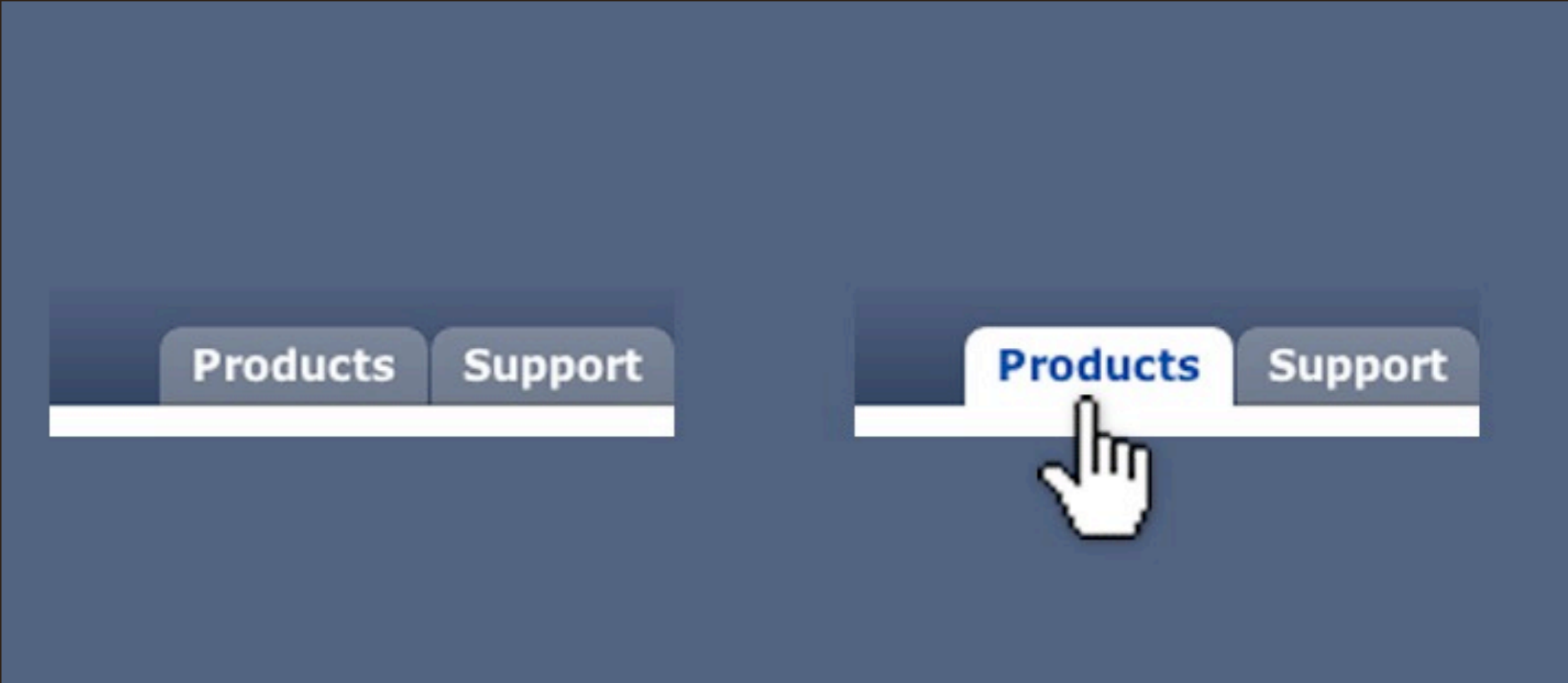
Noel Perlas

**Feedback
Mapping
Redundancy
Constraint**



Form
Function
Class

Feedback



11 Nov 2012

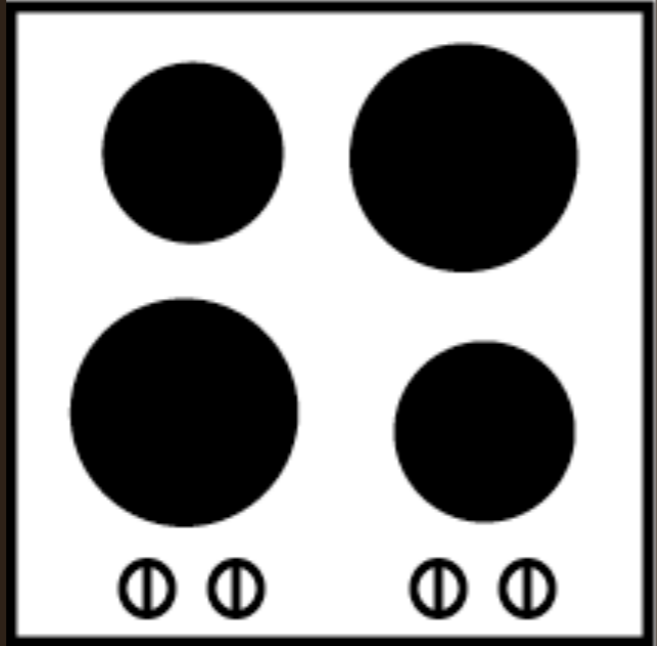
Noel Perlas

Action - Reaction
Although this seems obvious, it is often overlooked



Form
Function
Class

Mapping



11 Nov 2012

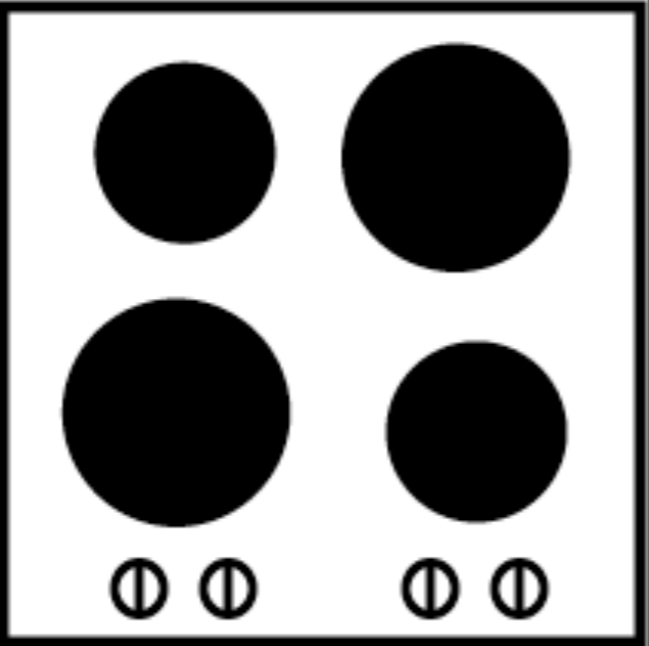
1

Noel Perlas

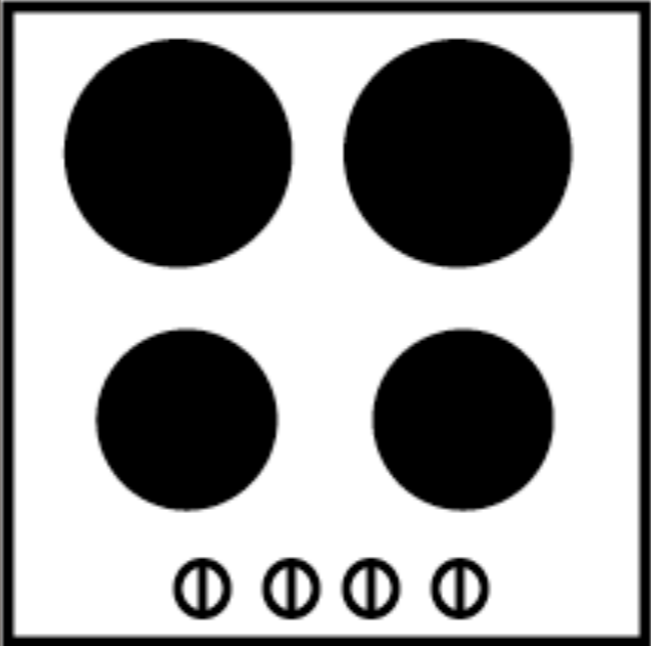


Form
Function
Class

Mapping



1



2

11 Nov 2012

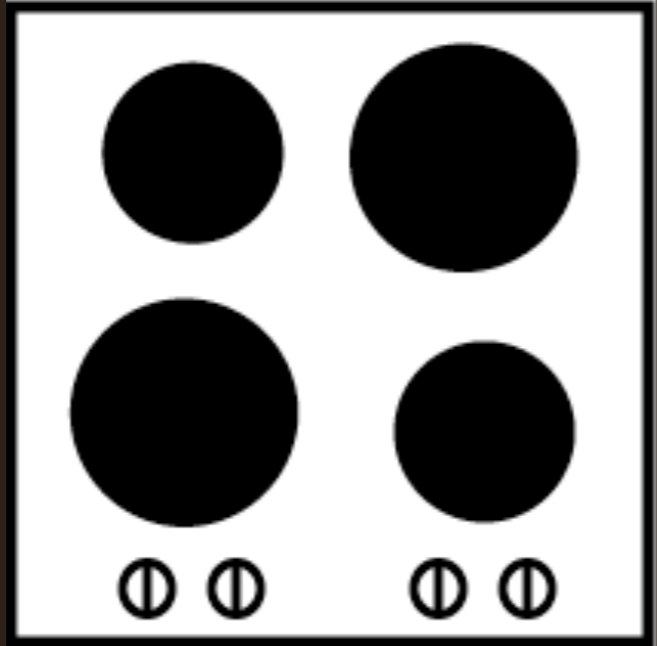
Noel Perlas



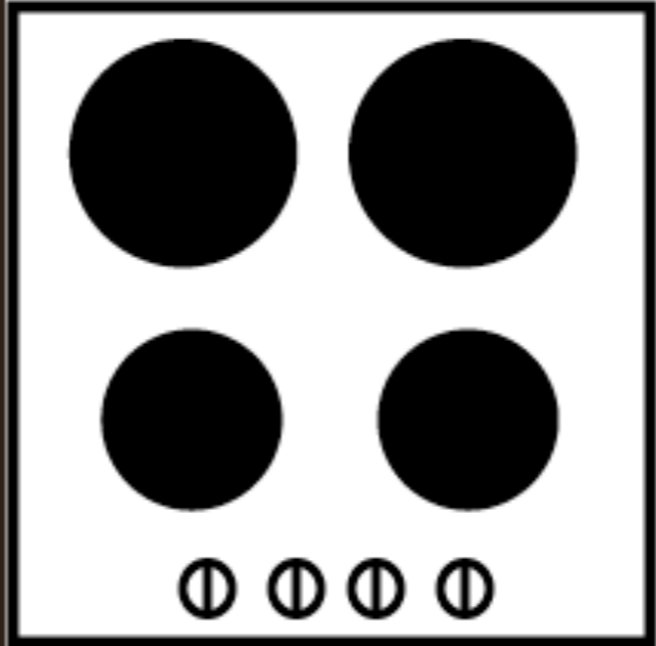
Form
Function
Class

Mapping

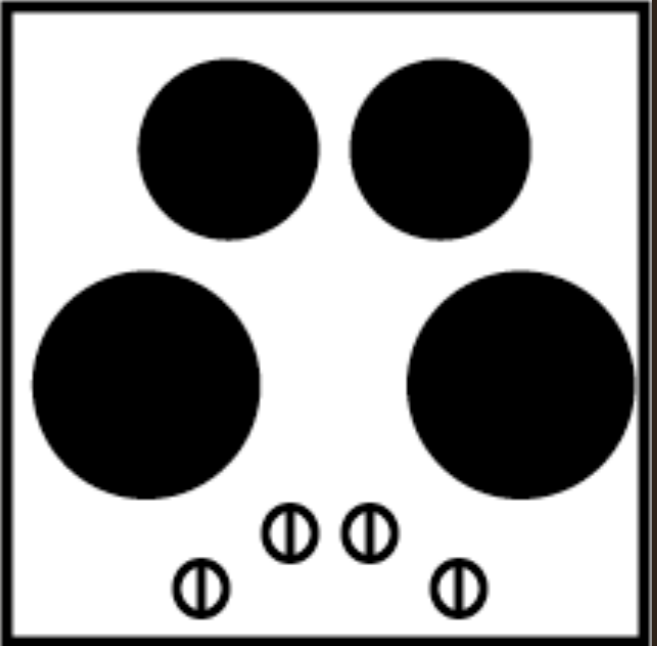
11 Nov 2012



1



2



3











Noel Perlas

“Handles” should map to their respective functions



Form
Function
Class

Redundancy

 <u>N</u> ew	Ctrl+N
New	>
 <u>O</u> pen...	Ctrl+O
Open <u>R</u> ecent	>
<hr/>	
 <u>S</u> ave	Ctrl+S
 Save <u>A</u> s...	Shift+Ctrl+S
Save <u>A</u> ll	
 <u>C</u> lose File	Ctrl+W
 Close All	Shift+Ctrl+W
 Reload F <u>i</u> le	
<hr/>	
Close Project	
<hr/>	
 <u>P</u> rint...	Ctrl+P
 <u>P</u> rint Preview	
<hr/>	
 <u>Q</u> uit	Ctrl+Q

11 Nov 2012

Noel Perlas

Showing the same thing more than once

If a signal is presented more than once, it is more likely that it will be understood correctly.



Form
Function
Class

Constraint



11 Nov 2012

Noel Perlas

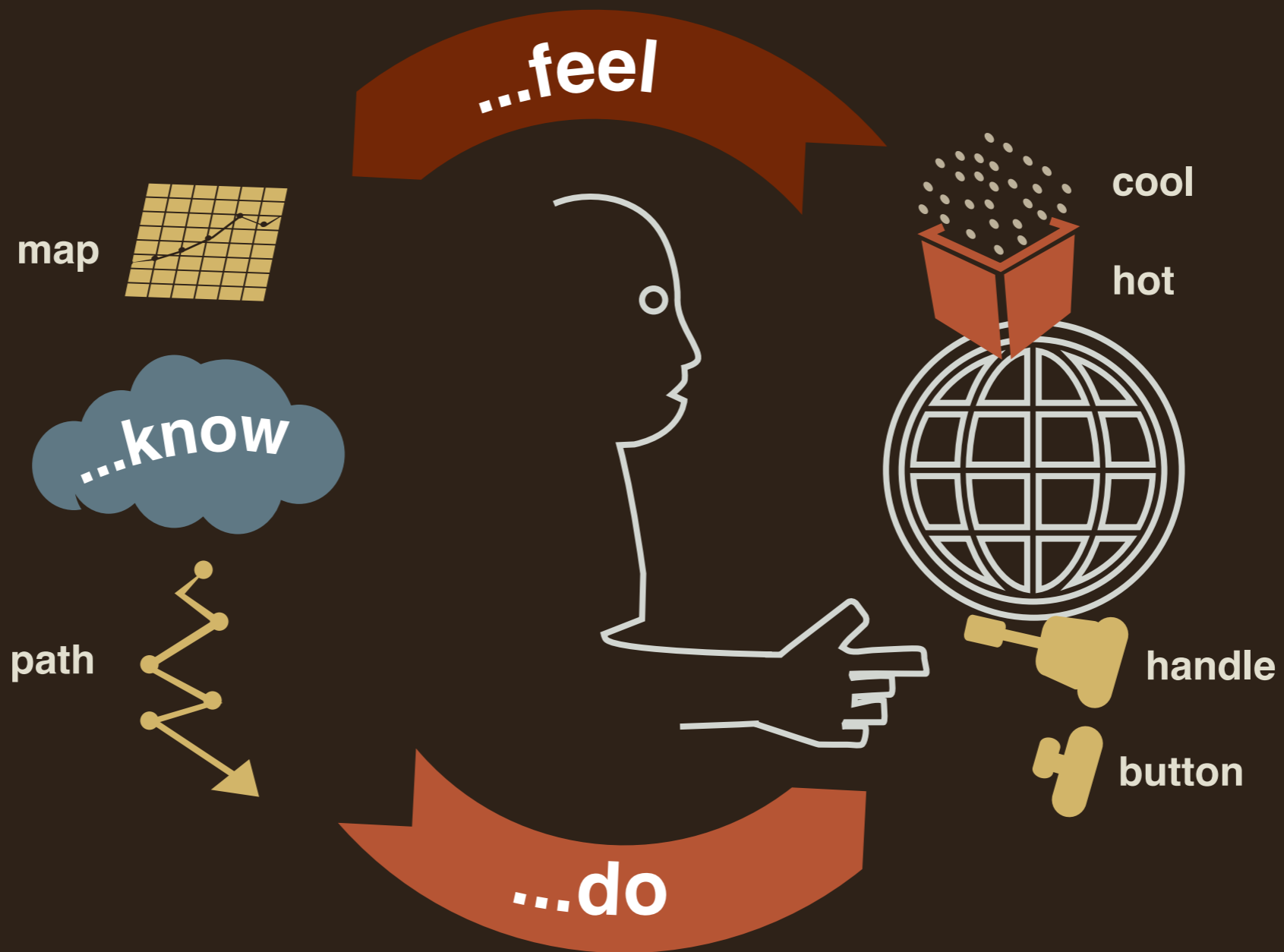
Limiting what your users can do to the barest minimum

Interaction



Form
Function
Class

How do you...



11 Nov 2012

Noel Perlas

Interaction



Form
Function
Class

How do you...

...feel



cool

hot

11 Nov 2012

Noel Perlas

Designing the “feel”



Form
Function
Class

11 Nov 2012

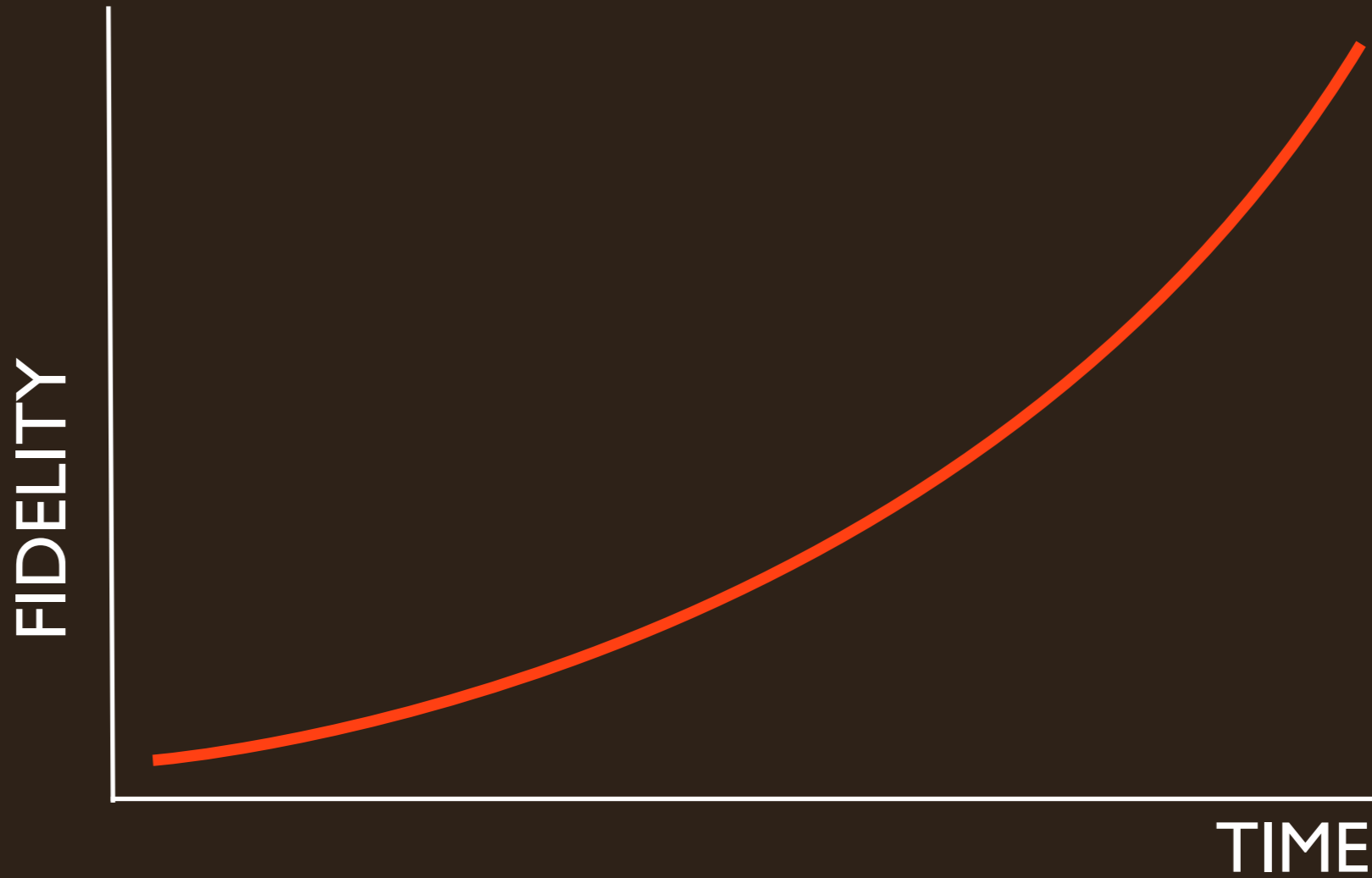
Noel Perlas

Through prototyping

Prototyping



Form
Function
Class



11 Nov 2012

Noel Perlas

Prototyping



Form
Function
Class

Role

Look & Feel

Implementation

11 Nov 2012

Noel Perlas

Prototyping



Form
Function
Class

Role

Look & Feel

Implementation

11 Nov 2012

Noel Perlas

Feel

Last Name

Email

Password



Remember me on this computer

Register

Already registered? Sign-in

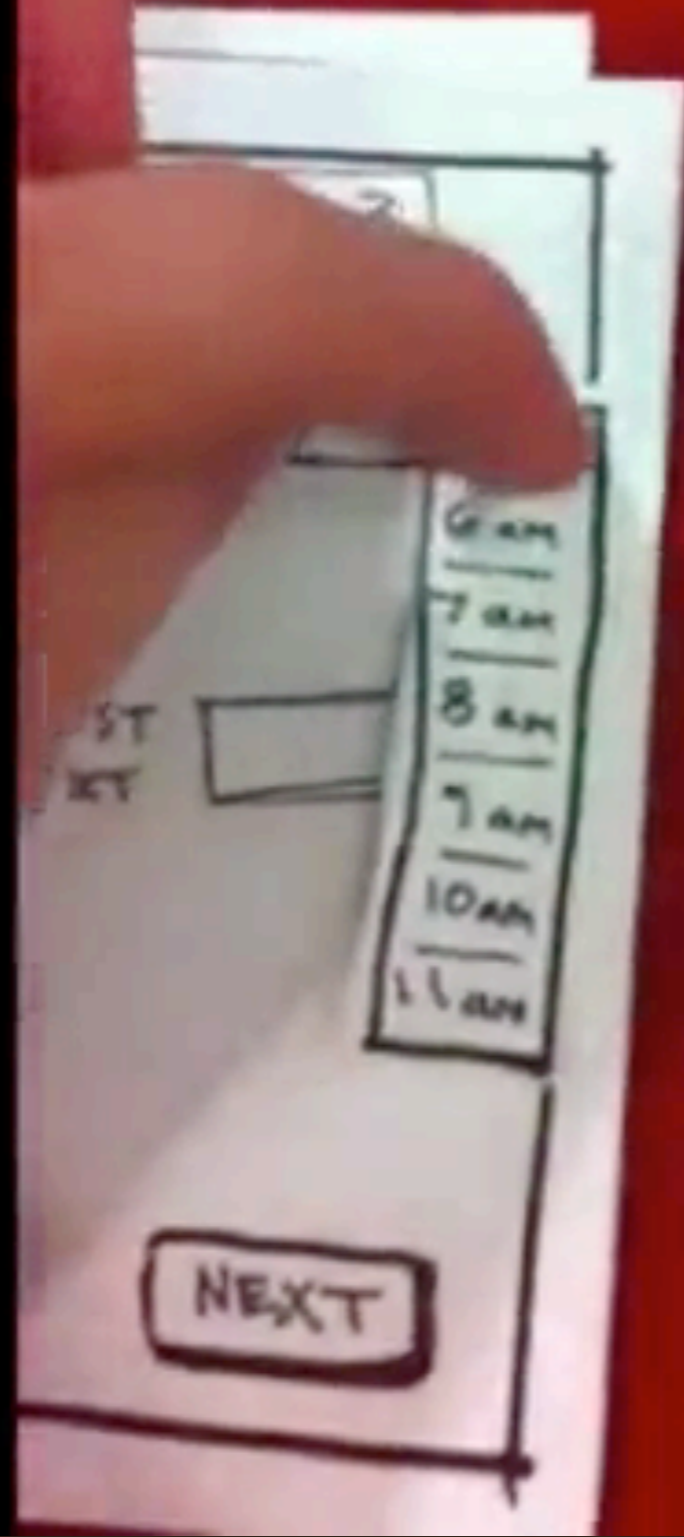
Feel



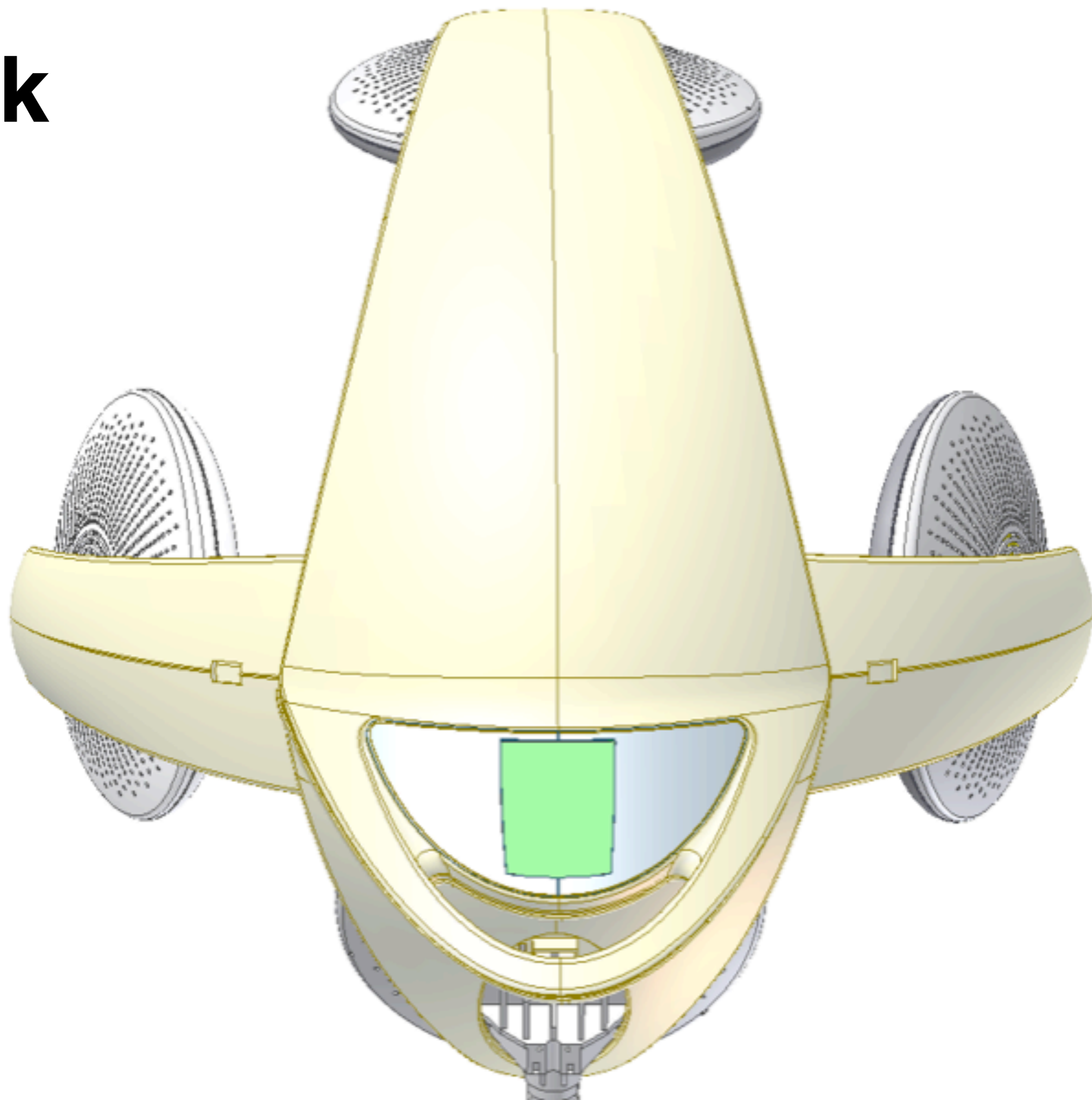
Feel



Feel



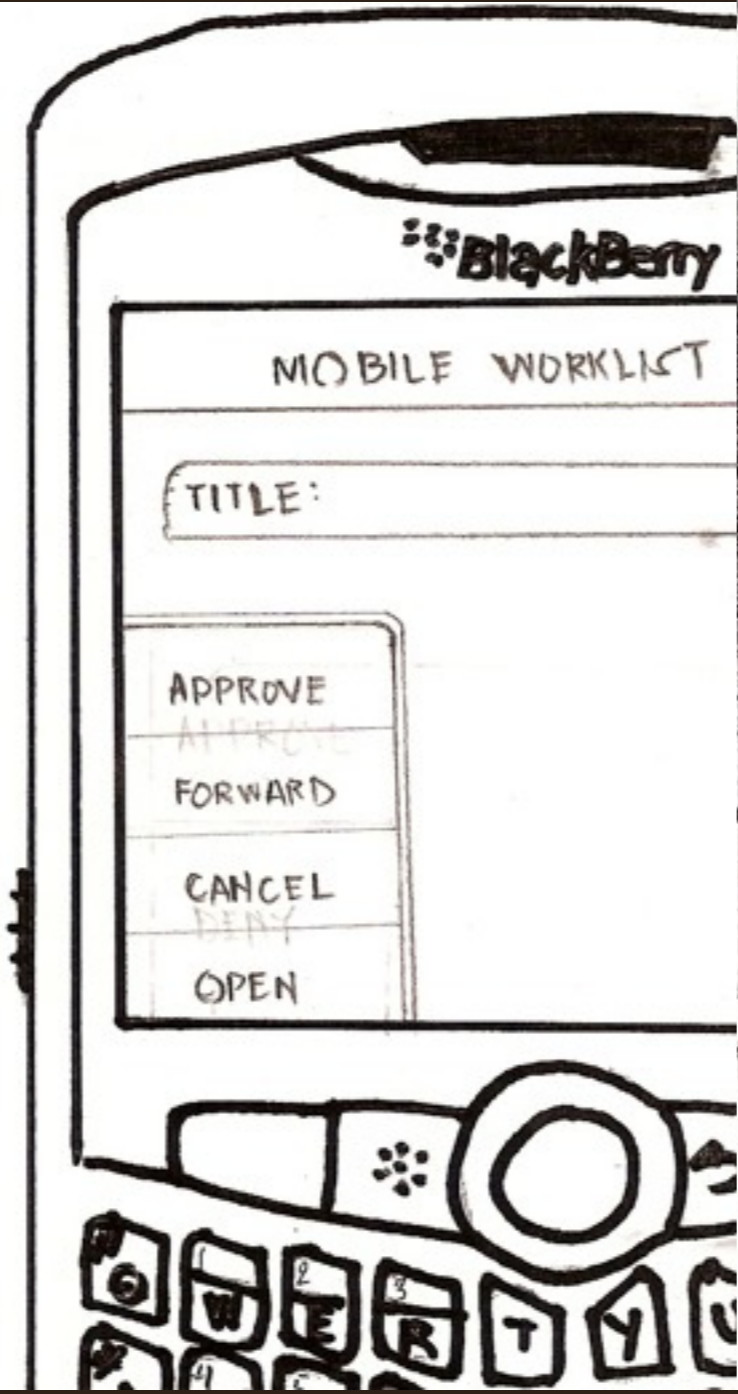
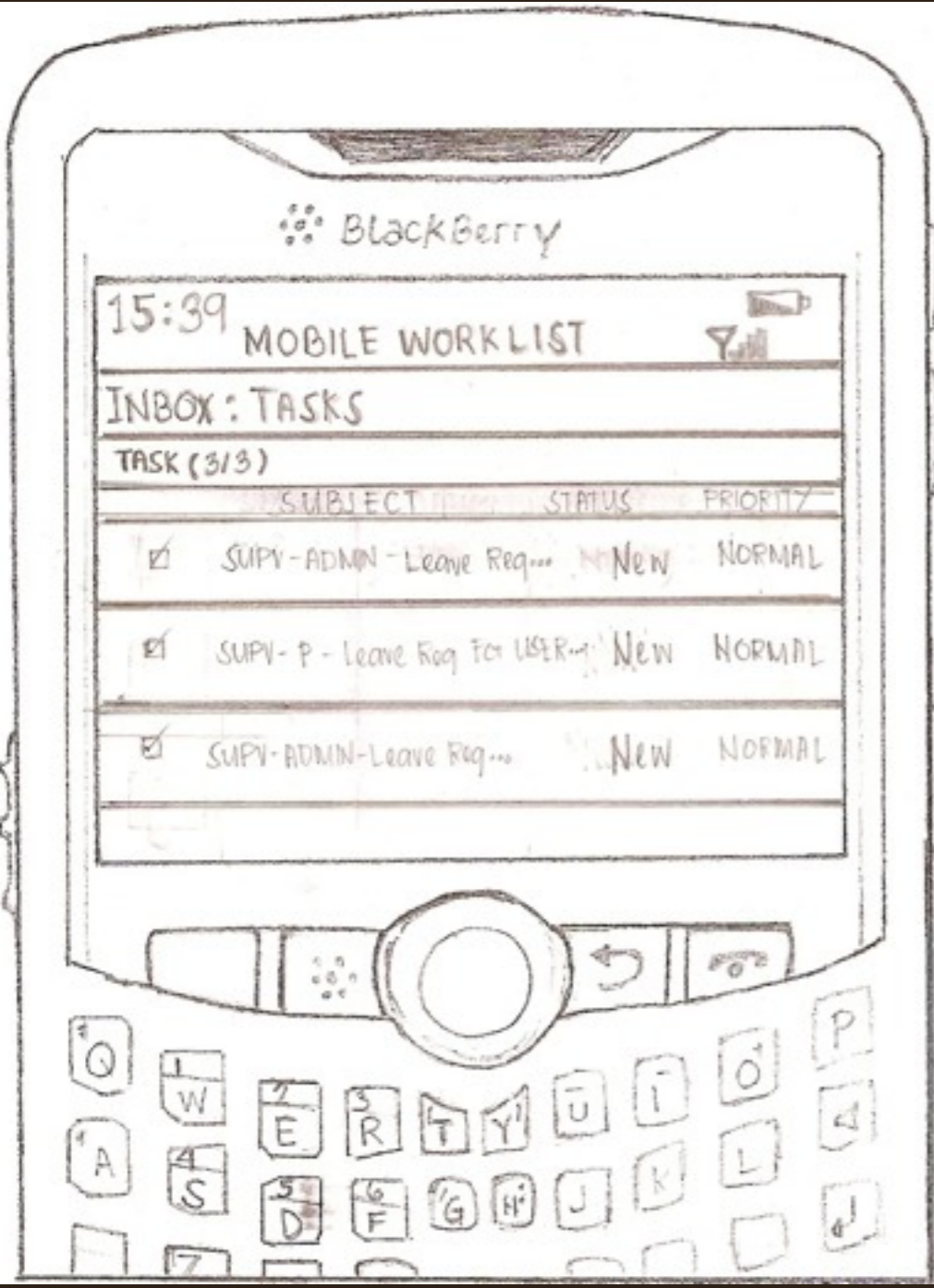
Look



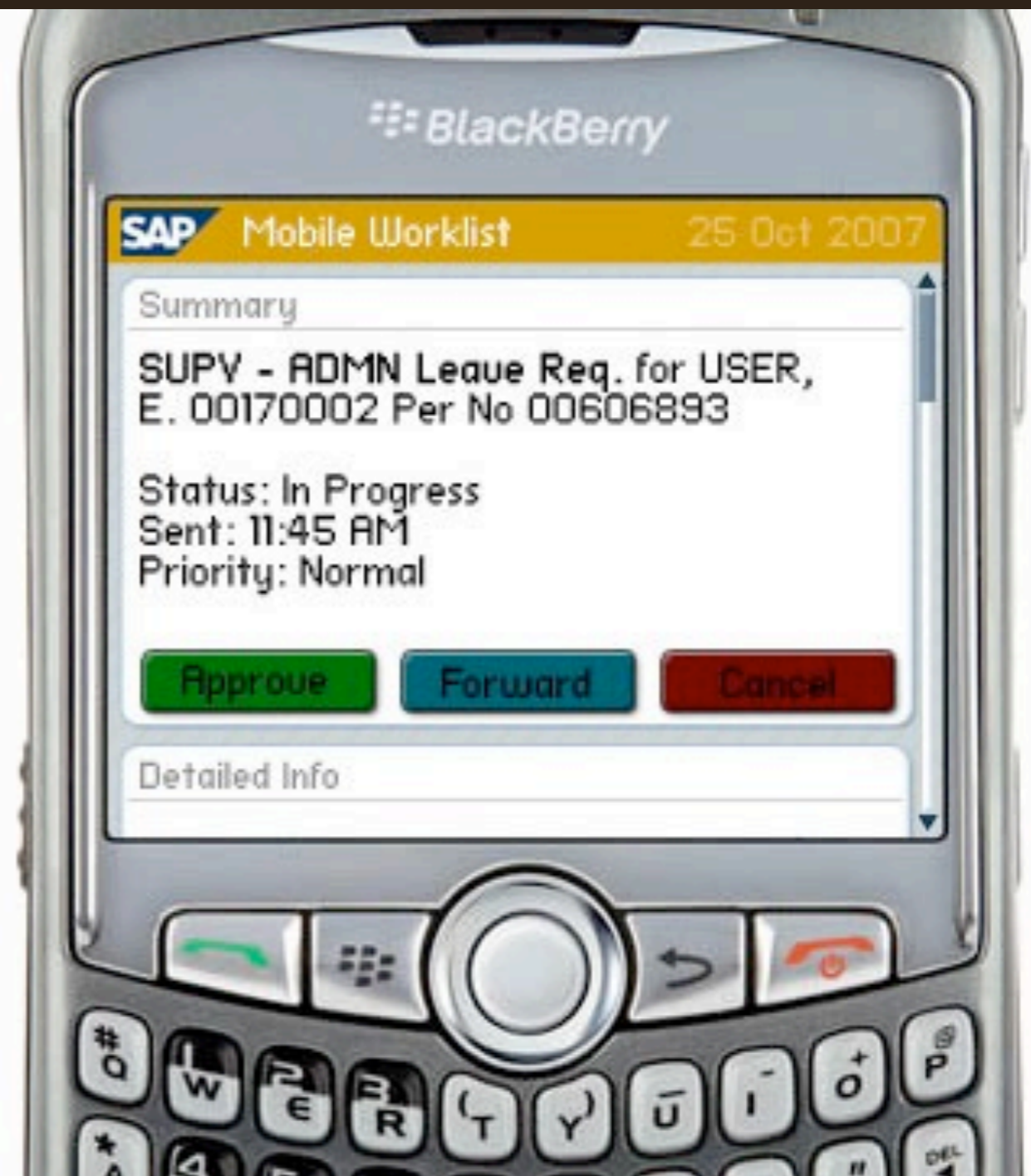
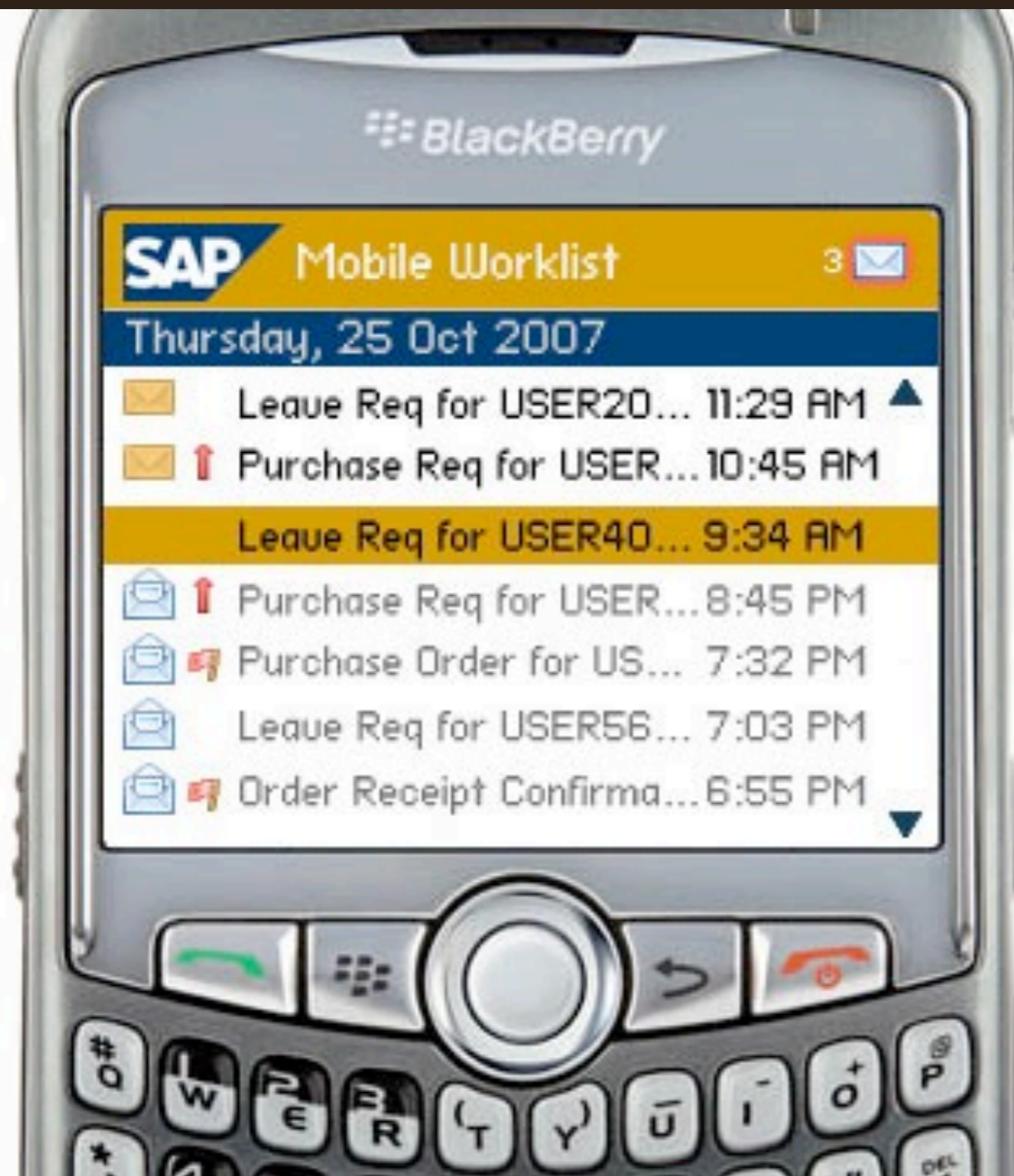
Look



Look



Look



Prototyping



Form
Function
Class

Role

Look & Feel

Implementation

11 Nov 2012

Noel Perlas

Role



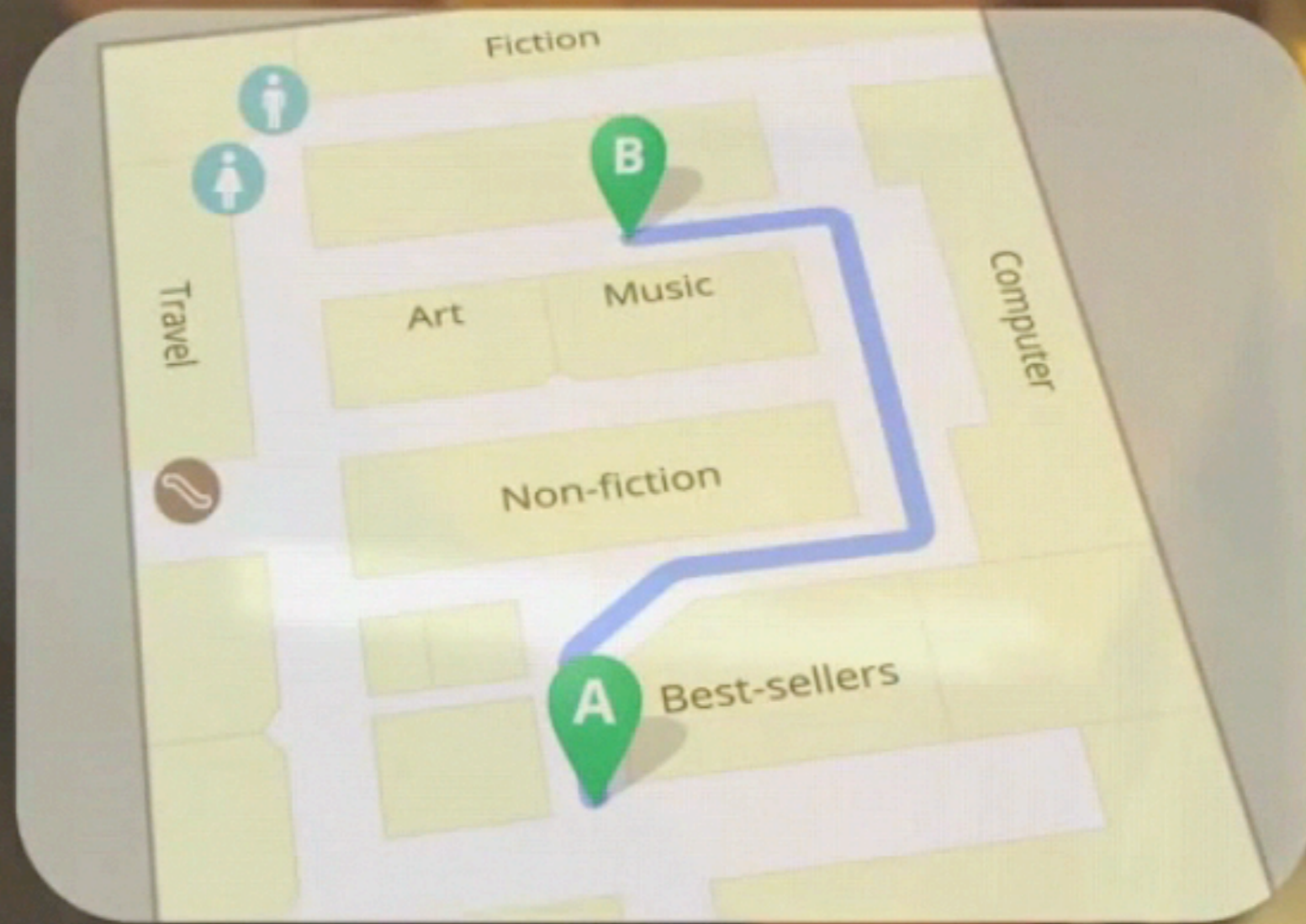
Role



Role



Role



Prototyping



Form
Function
Class

Role

Look & Feel

Implementation

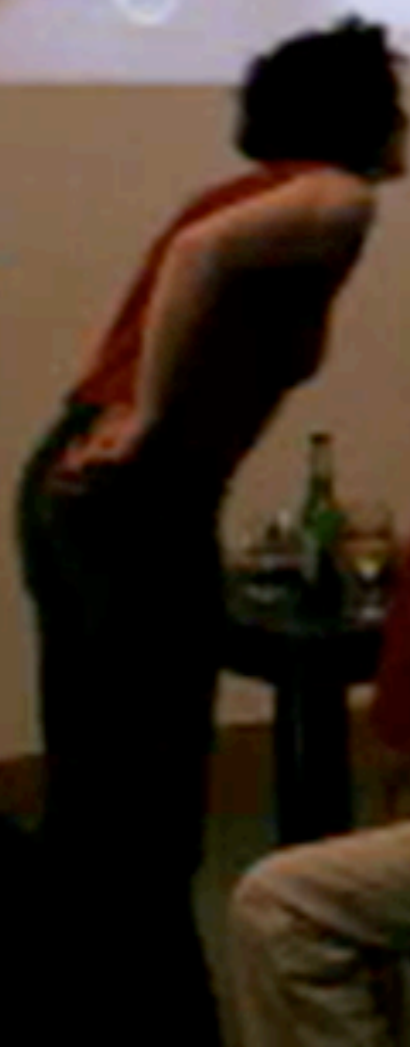
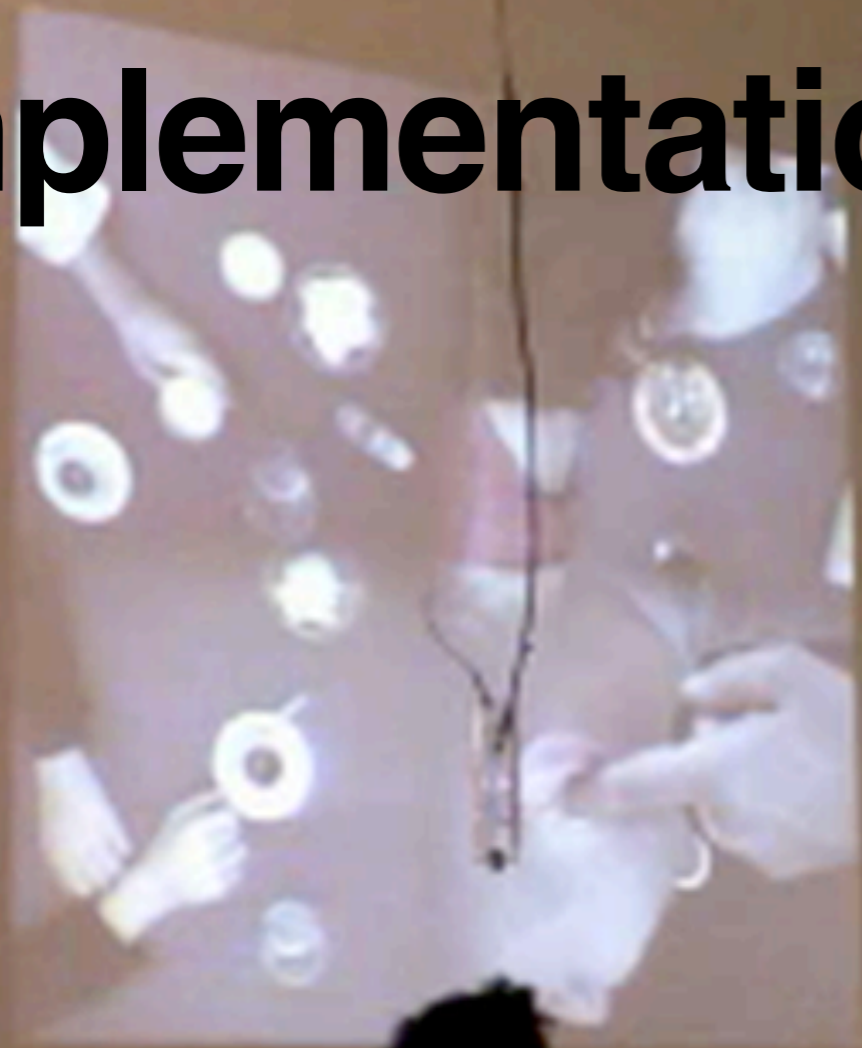
11 Nov 2012

Noel Perlas

Implementation



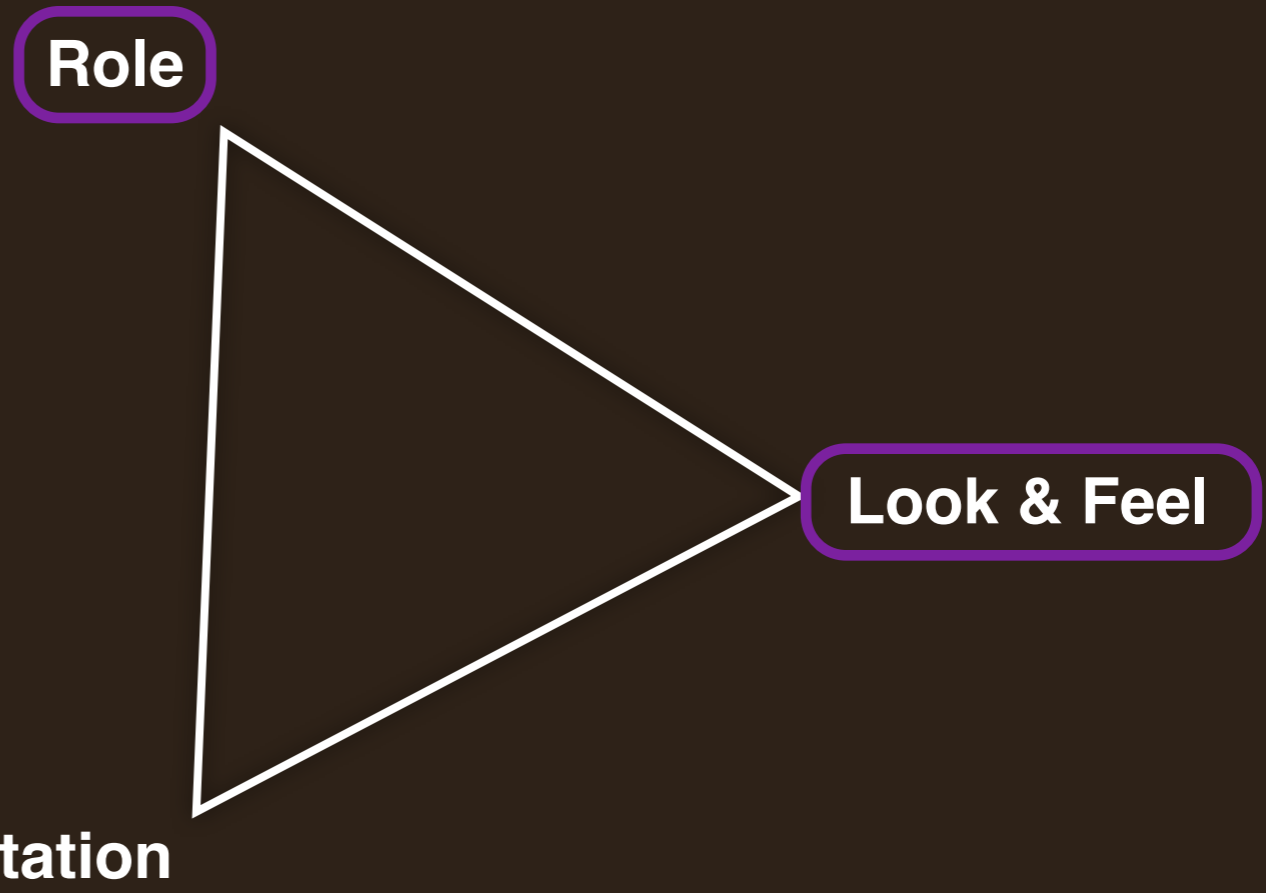
Implementation



Prototyping



Form
Function
Class



11 Nov 2012

Noel Perlas

Combination

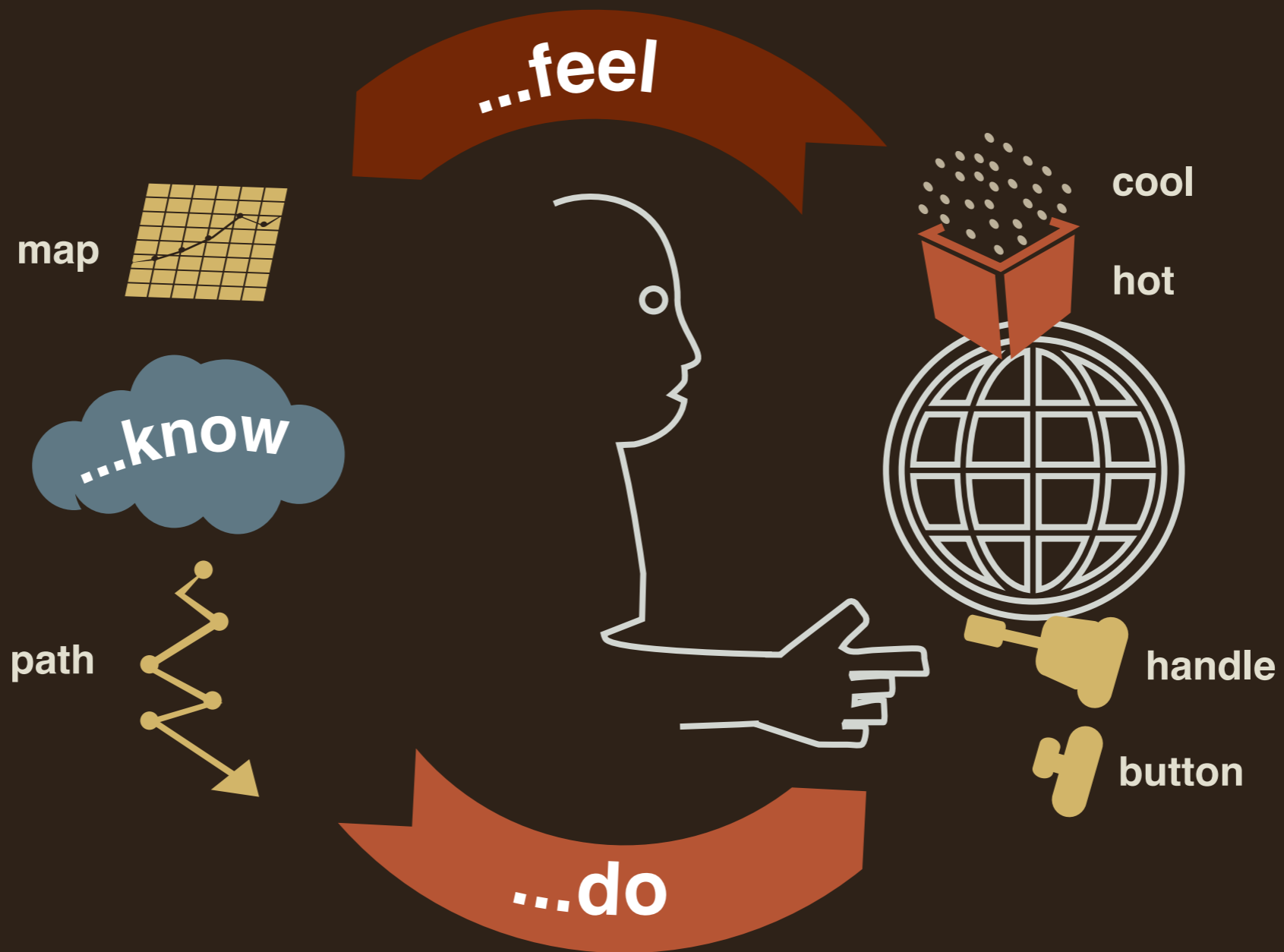


Interaction



Form
Function
Class

How do you...



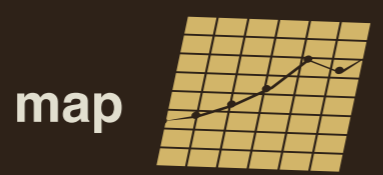
11 Nov 2012

Noel Perlas



Form
Function
Class

11 Nov 2012



Noel Perlas

Designing the “know”



Form
Function
Class

11 Nov 2012

Noel Perlas

Map vs Path



Form
Function
Class

11 Nov 2012

Noel Perlas



Map



Path

Path



Form
Function
Class

11 Nov 2012

Noel Perlas

81

airphil express Flight Info | Products & Services | Promos & Fares | Travel Agents | About Us | Newsletter | Contact Us

1 Search Flight 2 Select Flights 3 Passenger Info 4 Extras 5 Seats 6 Payment 7 Confirmation

Where And When Are You Traveling? * Indicates required fields

* From: (city or airport code)

* Depart Date: 6 May anytime

* To: (city or airport code)

* Return Date: 8 May anytime

Round Trip One-Way

How Many Passengers Are Traveling? age types?

Adults: 1 (ages 12 and above) Children: 0 (ages 2 - 11 years) Infants / No Seat: 0 (ages 0-23 months) Infants / Seat: 0 (ages 0-23 months)

Search

USER LOG-IN

User ID:

Password:

Not a member of the site yet?
[Sign up here](#)

Path



Form
Function
Class

airphil express Flight Info | Products & Services | Promos & Fares | Travel Agents | About Us | Newsletter | Contact Us

1 Search Flight | 2 **Select Flights** | 3 Passenger Info | 4 Extras | 5 Seats | 6 Payment | 7 Confirmation

Sort by [v]

✈ Departure: Manila PH to Cebu PH, Mon 01 Jan 2012

		Sat Dec 30 Php 588	Sun Dec 31 Php 488	Mon Jan 01	Tue Jan 2 Php 488	Wed Jan 3 Php 588
Depart	Arrive	Flight #	Express Fare	Express Sale	Express Package	
MNL 4:55am	CEB 5:55am	2P 922	☑ Php 488	☐ Php 100	☐ Php 1,200	
MNL 7:55am	CEB 8:55am	2P 932	☐ Php 588	☐ Php 100	Not Available	
MNL 1:00pm	CEB 2:00pm	2P 930	☐ Php 588	☐ Php 100	Not Available	
MNL 4:55pm	CEB 5:55pm	2P 921	☐ Php 488	Not Available	☐ Php 1,200	

✈ Return: Cebu PH to MNL PH, Mon 02 Jan 2012

USER LOG-IN

User ID:

Password:

Not a member of the site yet?
[Sign up here](#)

Modify Search

Origin
MANILA

Destination
CEBU

Departure
mm/dd

Arrival

11 Nov 2012

Noel Perlas

Path



Form
Function
Class

airphil express Flight Info | Products & Services | Promos & Fares | Travel Agents | About Us | Newsletter | Contact Us

1 Search Flight 2 Select Flights 3 Passenger Info 4 Extras 5 Seats 6 Payment 7 Confirmation

Select Your Seats

Departure Mon 01 Jan 2011 4:55 am
1. Jasmin Eusebio No Selected Seat

Arrival Mon 01 Jan 2011 4:55 am
1. Jasmin Eusebio No Selected Seat

CHOOSE YOUR SEAT!
Please click on the seat you would like on the map
Surigao (SUG) To Manila (MNL)
Flight: 2P 66 / Bombardier Q400 Turboprop
Operated by: AIRLINENAMES:

Traveler:	Desired Seat:	Seat Fee
zxzx0/zcz	No seats selected	

[Change Seats](#)

Manila (MNL) To Surigao (SUG)
Flight: 2P 65 / Bombardier Q400 Turboprop
Operated by: AIRLINENAMES:
SAFETY REGULATIONS:

In compliance with Civil Air Regulations, Premium Seats (1st two (2) rows and emergency exit rows) can only be occupied by guests with ages 15 years old and above, are able-bodied and do not have hearing or visual impairment or other disabilities.

Adults travelling with infants and children up to 14 years of age or someone that needs higher assistance are not allowed to avail of the Premium Seat

USER LOG-IN
User ID:
Password:
Not a member of the site yet?
[Sign up here](#)

Your Flight Itinerary

Departure		
Mon 01 Jan 2011		Php 488
4:55 am		
Return		
Mon 01 Jan 2011		Php 488
4:55 am		
Summary		
Air Fare		Php 1488
Taxes		Php 288

11 Nov 2012

Noel Perlas

Path

FLY OVER

Elevate for the J, get the chase-down block, clean the glass, unleash the game-changing dunk.

DOWNLOAD



SHARE
BUY NOW

AJ2012

Map

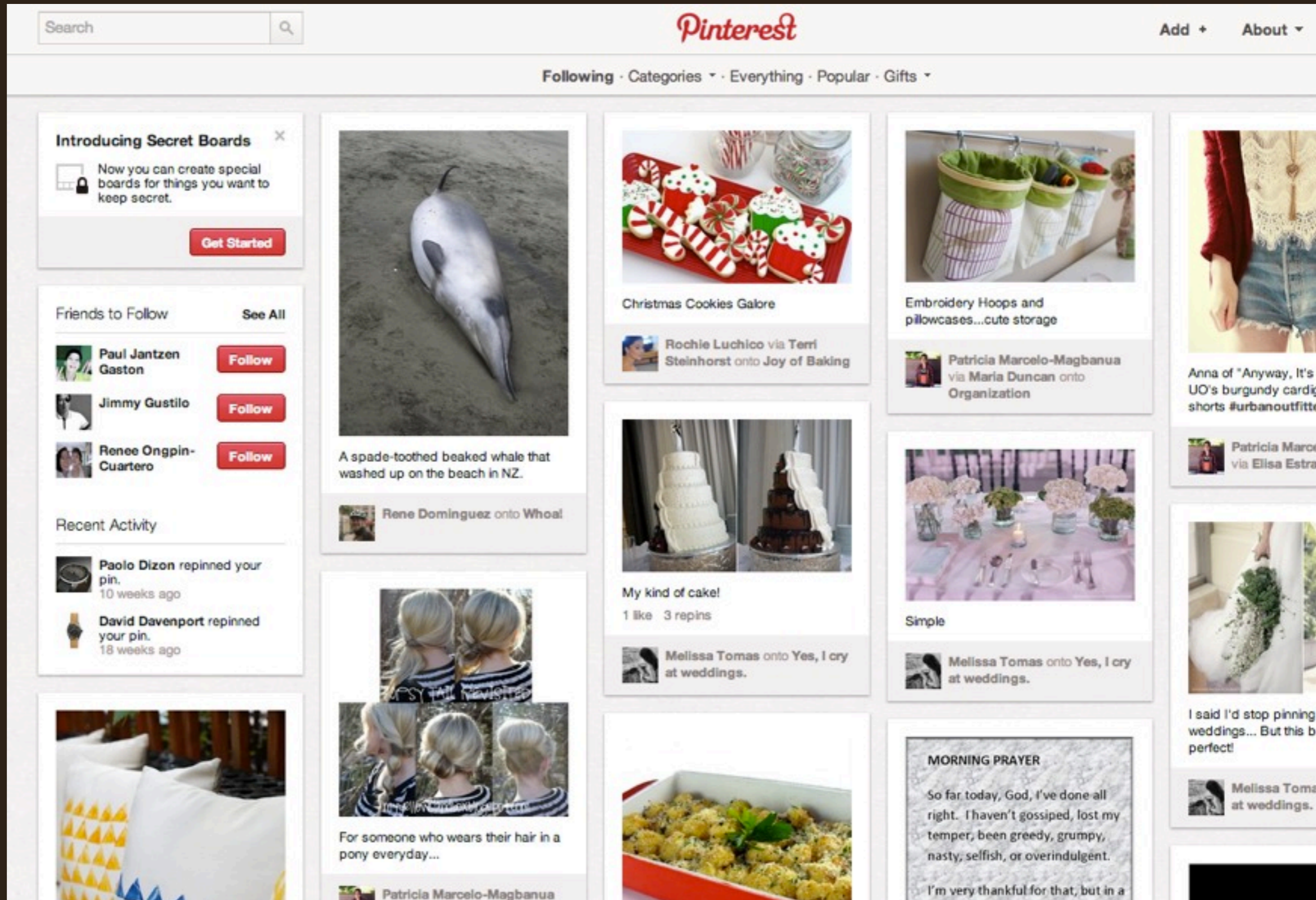


Form
Function
Class

11 Nov 2012

Noel Perlas

85



Search

Pinterest Add + About ▾

Following · Categories ▾ · Everything · Popular · Gifts ▾




Introducing Secret Boards

Now you can create special boards for things you want to keep secret.



[Get Started](#)


Friends to Follow

[See All](#)

-  **Paul Jantzen Gaston** [Follow](#)
-  **Jimmy Gustilo** [Follow](#)
-  **Renee Ongpin-Cuartero** [Follow](#)

Recent Activity

-  **Paolo Dizon** repinned your pin. 10 weeks ago
-  **David Davenport** repinned your pin. 18 weeks ago



Christmas Cookies Gabre

Rochie Luchico via Terri Steinhorst onto Joy of Baking

Embroidery Hoops and pillowcases...cute storage

Patricia Marcelo-Magbanua via Maria Duncan onto Organization

Anna of "Anyway, It's UO's burgundy cardigan shorts #urbanoutfitter

Patricia Marcelo-Magbanua via Elisa Estrada

A spade-toothed beaked whale that washed up on the beach in NZ.

Rene Dominguez onto Whoa!

My kind of cake!

1 like 3 repins

Melissa Tomas onto Yes, I cry at weddings.

Melissa Tomas onto Yes, I cry at weddings.

I said I'd stop pinning weddings... But this is perfect!

Melissa Tomas at weddings.


MORNING PRAYER

So far today, God, I've done all right. I haven't gossiped, lost my temper, been greedy, grumpy, nasty, selfish, or overindulgent.

I'm very thankful for that, but in a

For someone who wears their hair in a pony everyday...

Patricia Marcelo-Magbanua



Map

MoMA

Century
of the
Child
Growing by Design
1900-2000



Light, Air, Health
1920s-1930s



Form
Function
Class

11 Nov 2012

Noel Perlas

When it all comes together



Form
Function
Class

11 Nov 2012

Noel Perlas

It helps make interaction

Engaging






Form
Function
Class

11 Nov 2012

Noel Perlas

It makes interactions
Useful

 **billy**



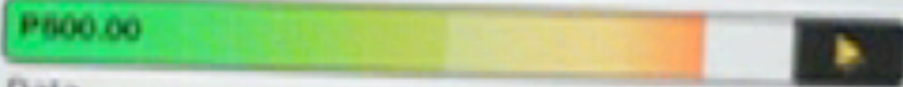
You are using: **Globe My Super Plan 999**

Distribution of charges

Call



Text



Data





Form
Function
Class

11 Nov 2012

Noel Perlas

and finally, to make interactions

Happy





Form
Function
Class

Thank you

11 Nov 2012

Noel Perlas

noelperlas@perlasdesignstudio.com
twitter: @noelperlas
slideshare: noelperlas