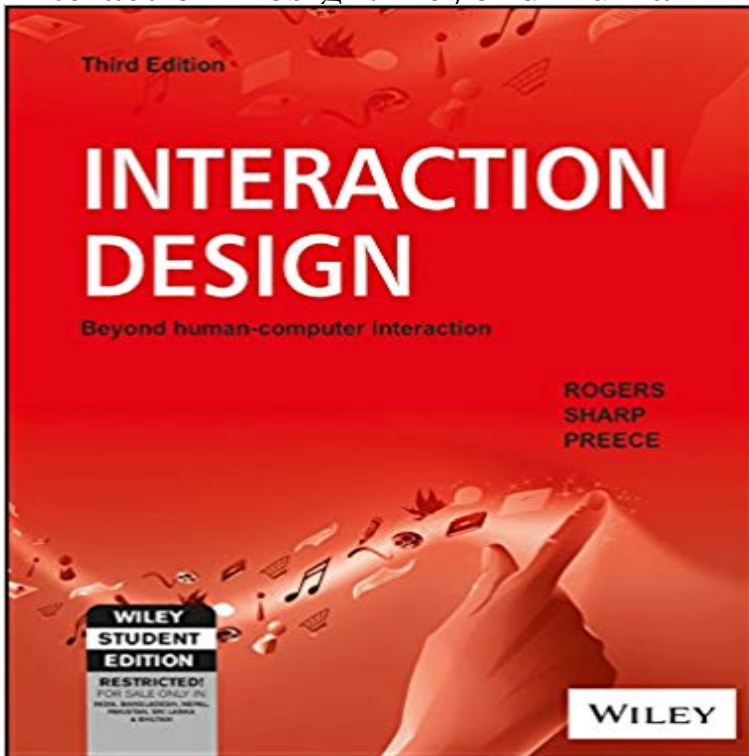


Interaction Design: Beyond Human - Computer Interaction



Interaction design offers a cross-disciplinary, practical and process-oriented approach to human computer interaction, showing not just what principles ought to apply to interaction design, but crucially how they can be applied. The book focuses on how to design interactive products that enhance and extend the way people communicate, interact and work. Motivating examples are included to illustrate both technical, but also social and ethical issues, making the book approachable and adaptable for both computer science and non-computer science users. Interviews with key hci luminaries are included and provide an insight into current and future trends. What is interaction design? understanding and conceptualizing interaction cognitive aspects social interaction emotional interaction interfaces data gathering data analysis, interpretation and presentation the process of interaction design establishing requirements design, prototyping, and construction introducing evaluation an evaluation framework evaluation studies, from controlled to natural settings evaluation, inspections, analytics and models

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