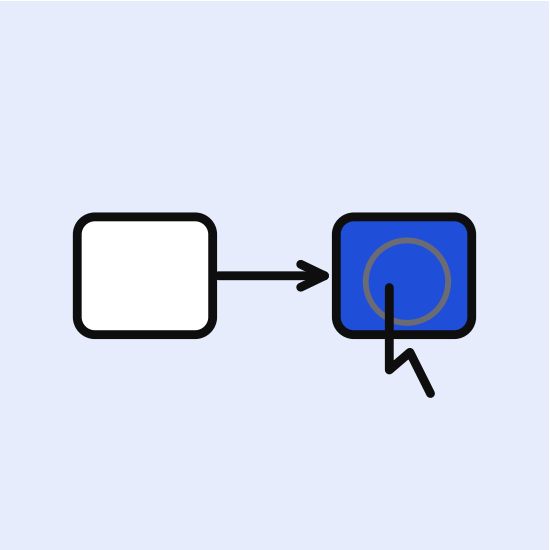
Discipline

Interaction design

Designs the dialogue between a person and an interactive product: what they can do, how they discover it, how the product responds and how the person knows what happened.



In Spanish

Diseño de interacción

Origin

Bill Moggridge and Bill Verplank coined the term in the mid-1980s (Moggridge, 2007)

What it deals with

A digital product isn't just seen: it responds. If it isn't clear what can be done or what happened after an action, people get lost even if the screen looks nice.

Principles

Signifiers
You can see what can be done and where.

Mapping
The relationship between each control and its effect is obvious.

Feedback
Every action gets an immediate, clear response.

Conceptual model
The person understands how the system works.

Constraints
What shouldn't be done is hard or impossible to do.

Applications in design

✓ Use it like this
For each action, define what the person sees before, during and after.

✗ Avoid
Designing only static screens: interaction lives in transitions and responses.

👁 Don't fall for it
If something needs instructions to be used, check its signifiers first.

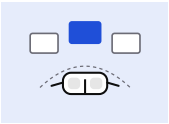
Especialidades



Specialty

Haptic design

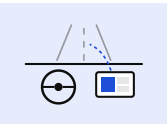
Designs what you feel through touch when using a device, mostly vibrations, to inform without looking.



Specialty

XR design (extended reality)

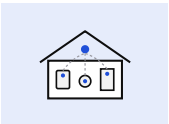
Designs virtual, augmented and mixed reality experiences, where the interface fills the space around you.



Specialty

Automotive HMI design

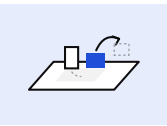
Designs how a car's screens and controls are used without taking attention off the road.



Specialty

Ubiquitous computing design

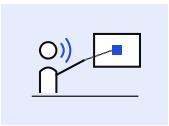
Designs technology spread across everyday objects and spaces, connected and almost invisible.



Specialty

Tangible interaction

Designs interfaces in which digital information is touched and moved with physical objects.



Specialty

Multimodal interaction

Designs systems used through voice, gestures, touch and screen, using whichever works best at each moment.

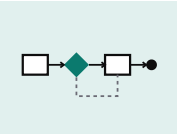
Methods and tools



Method

Sketching

Drawing ideas quickly and cheaply to think them through and share them.



Artifact

User flow

The step-by-step path a person follows to complete a task in a product.



Method

Personas

Research-based characters that represent groups of users and their goals.



Method

Prototyping

Building quick, incomplete versions of an idea to test it before developing it.

Connections

Builds on

- Human-computer interaction (HCI)
- Affordance
- Doherty threshold
- Usability
- Ergonomics and human factors
- Stimulus–response compatibility
- Slips and mistakes
- Cognitive psychology
- Mental model
- Gamification
- Auditory icons and earcons
- Tesler's law
- Microinteractions

Related to

- Conversational design
- Mobile app design
- UI design
- Game design
- Product design
- Industrial design
- AI design
- Sound design
- UX design
- UI motion design

Authors and works

2007	**Bill Moggridge**	Told how he named the discipline with Bill Verplank and collected interviews with some forty interaction designers.
1988, 2013	**Don Norman**	Formulated the basic principles of interaction, such as mapping and feedback, and in 2013 added signifiers.

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Last reviewed: October 29, 2026

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