The Role of Interaction Design in Changing User Behavior

Dr. Yosr M. Elhafez
Assistant professor of Industrial Design, Industrial Design Department, Faculty of Applied Arts, Helwan University, Giza, Egypt.

Abstract:
Products convey concepts and ideas to the users by a long term interaction with them. Users can learn something new or have introspections in their minds. The interaction design was known as a design for the human’s behaviors. Behaviors are the consequence of emotions. The interaction design closely links to the technical, aesthetic, and human aspects. One of the most important objectives of the interaction design is to develop interactive systems that elicit positive responses from users such as having a feeling of ease, being comfortable, and enjoying the experience of using it. The research problem is the lack of identifying the basic elements that the interaction designer follows and takes into consideration when designing interactive products that influence the user's behavior and motivates him to positive behavior. The research aims to clarify the role of the interaction design in changing user behavior. By setting some of the basic elements, the interaction designer can direct the user to positive behavior. The importance of the research lies in setting a set of basic elements guiding the interaction designer to take into consideration when designing interactive products to persuade users to change their behavior. These elements can convert undesirable tasks into desirable tasks, or direct user’s behavior to positive behavior. The research uses the inferential analysis method to analyze information and reach the results. The concept of the interaction design, its goals, characteristics, and some principles of interaction design and how it affects the user’s behavior were presented. Usability, examples for interactive products and how it can change the behavior of users were also presented. The results of the research were that users’ behavior could be guided by three basic elements which are the interface appearance of the interactive product, the emotional responses by converting undesirable tasks into desirable and motivating tasks, and the third element is to improve the usability and the way of interaction. These three elements are essential to an interaction designer to take into consideration when designing interactive products.

Keywords:
Interaction Design, Usability, User Experience, Fun Theory

Paper received 8th July 2017, Accepted 4th August 2017, Published 1st of October 2017