

# C - MY FAVORITE MICROINTERACTION

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## TASK

Your task is to select, analyze and describe a **microinteraction**\* that has some kind of aesthetic impact - big or small - on you.

“*Microinteractions* are contained product moments that revolve around a single use case—they have one main task. Every time you change a setting, sync your data or devices, set an alarm, pick a password, log in, set a status message, or favorite or ‘like’ something, you are engaging with a *microinteraction*. They are everywhere: in the devices we carry, the appliances in our house, the apps on our phones and desktops, even embedded in the environments we live and work in. Most appliances and some apps are built entirely around one *microinteraction*.”

Saffer, D. (2013). <http://microinteractions.com/what-is-a-microinteraction/>.

## PROCESS

You will be working individually in three steps in this short exercise:

### **Step 1: Choose a microinteraction** (ca 30 minutes)

Look around your surrounding environment and pick a microinteraction (product, app, environment etc.) that you personally are enjoying in one way or another. It doesn't have to be the most brilliant example that you can find, but it should appeal to you in some way. It's also OK to pick a microinteraction you have designed yourself :)

### **Step 2: Analyze your chosen microinteraction** (ca 2 hours)

Play around with the microinteraction a few times - and then film yourself using it (smartphone camera quality is sufficient). Study the video clip carefully, almost in a frame-by-frame manner, and analyze your experience by utilizing the ‘4D Aesthetic User Experience Analysis Method’ (see form on next page).

### **Step 3: Reflect over how your chosen microinteraction could be improved** (ca 30 minutes)

After you have done your analysis, take a few moments and try to come up with a couple of ideas on how ‘your’ microinteraction could be improved (if possible).

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\* Saffer, D. (2013). *Microinteractions - Designing with details*. O’Reilly.

# 4D Aesthetic User Experience Analysis Method v.0.2

|  |   |                      |
|--|---|----------------------|
| RE: MICROINTERACTIONS or Contained Product Moments | Product and producer:<br>Brief description: |                      |
| Test person:                                       | PRIMARY EXPERIENCE                          | Secondary Experience |

## 1. Sensory-Aesthetic (Viceral/Physical) Dimension

|   |  |  |
|---|--|--|
| See:  |  |  |
| Hear:<br>Touch / Texture:<br>Lift / Turn / Press: |  |  |
| (Smell):<br>(Taste):                              |  |  |

## 2. Socio-Aesthetic Dimension

|                                       |  |  |
|---------------------------------------|--|--|
| Creates relations with others:        |  |  |
| Amplifies relations with others:      |  |  |
| Express image or status among others: |  |  |

## 3. Psycho-Aesthetic (Affective/Cognitive/Learnt) Dimension

|                        |  |  |
|------------------------|--|--|
| Inner logic (Gestalt): |  |  |
| Story/Emotional:       |  |  |
| Intellectual/Critical: |  |  |

## 4. Temporal-Aesthetic Dimension

|                              |  |  |
|------------------------------|--|--|
| Expectation [before use]:    |  |  |
| Anticipation [about to use]: |  |  |
| Function(s) [in use]:        |  |  |
| Satisfaction [after use]:    |  |  |

*NOTE: It's OK to leave a field blank, if it's not relevant...*

## DELIVERABLES

- Your analysis form (2-3 slides)
- Your usage video (1-2 minutes)
- A list of possible improvements (1 slide)

Upload your material to the class folder: `class_folders/ixd2_2016/Experience Prototyping/Week 3 Aesthetics of Interaction`

## PRESENTATION

Friday at 13.00 in Blue Room (10 min/person incl. discussion)