



SNS COLLEGE OF TECHNOLOGY

Coimbatore-35

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A++' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF COMPUTER APPLICATIONS

23CAT703 – DIGITAL MARKETING

II YEAR III SEM

UNIT II – USER INTERFACE DESIGN PROCESS

TOPIC 12 – Designing an Interface - Process of
Interaction Design

Redesigning Common Mind & Business Towards Excellence

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Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



Designing an Interface

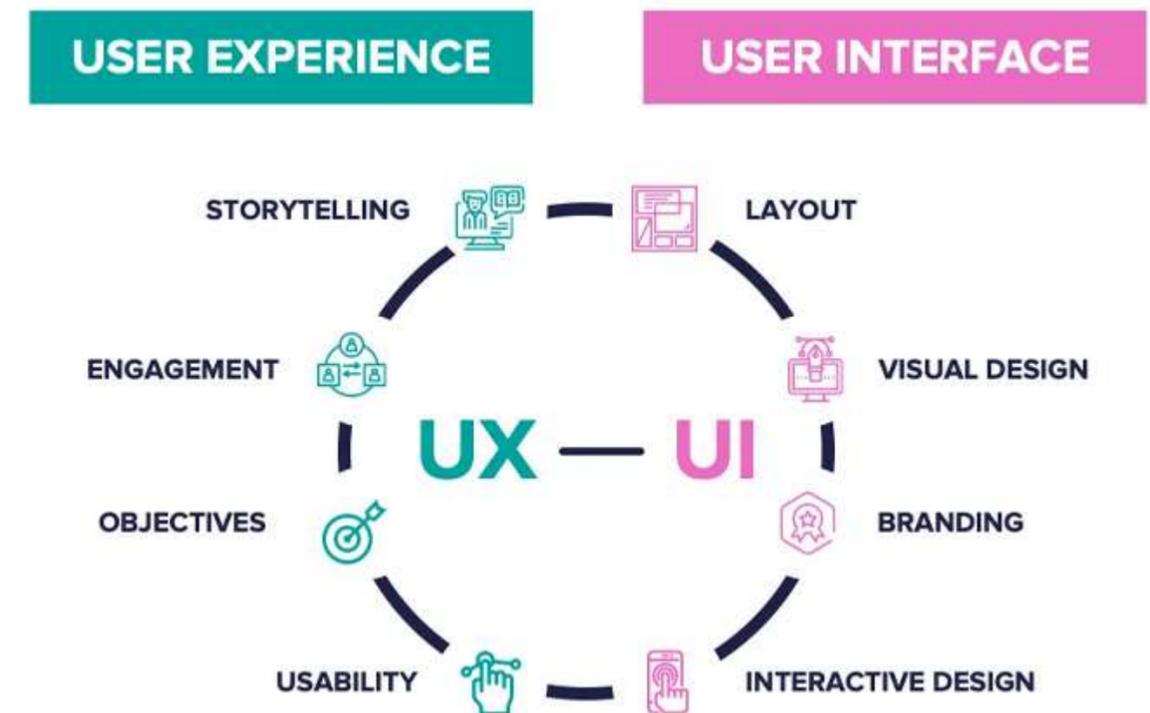


What is Interaction Design?

Interaction Design (IxD) is a multidisciplinary field that focuses on creating meaningful and engaging interactions between users and digital products.

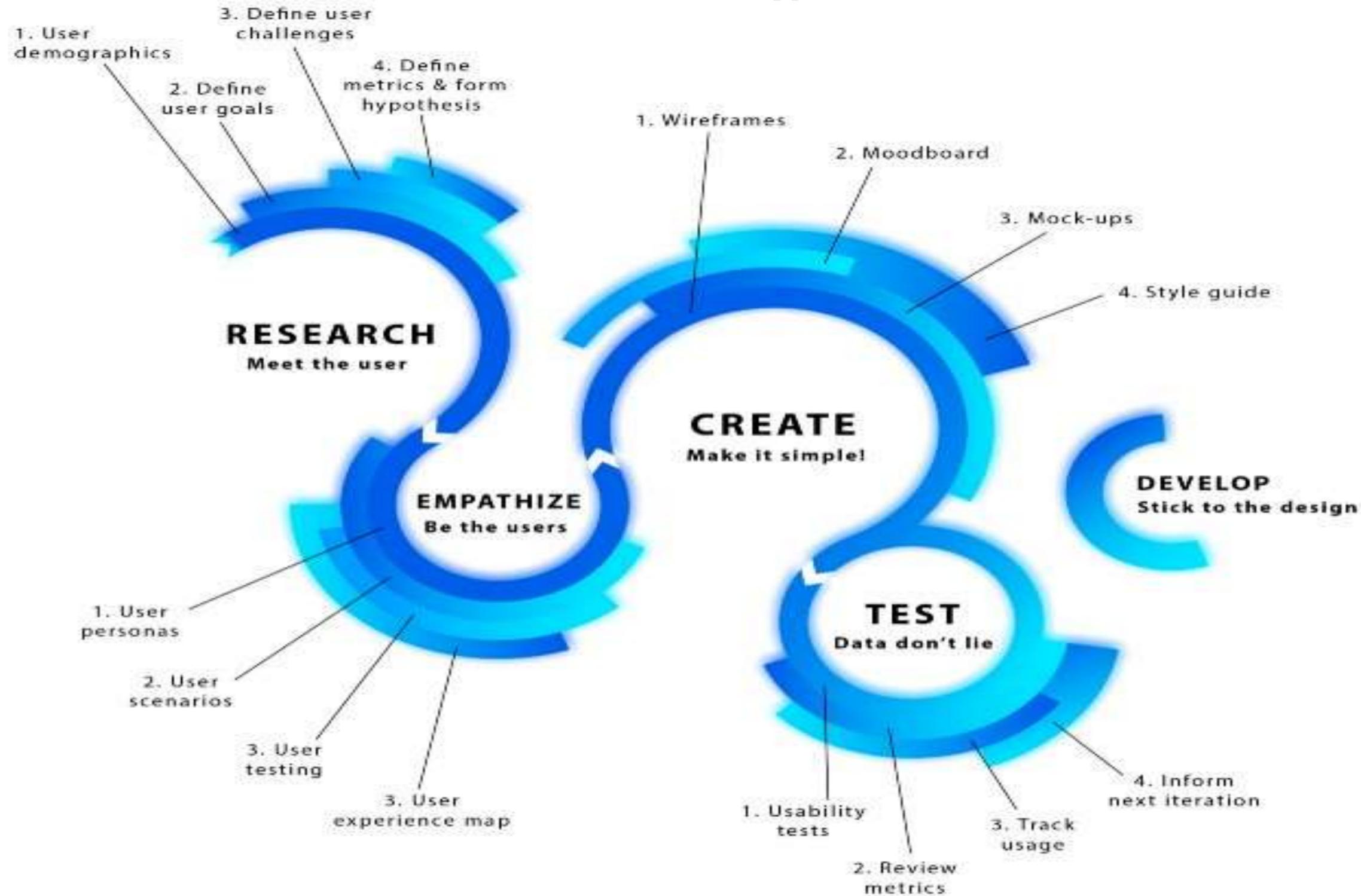
User-Centered Design Principles

1. Empathy for Users
2. Iterative Approach
3. Simplicity and Clarity



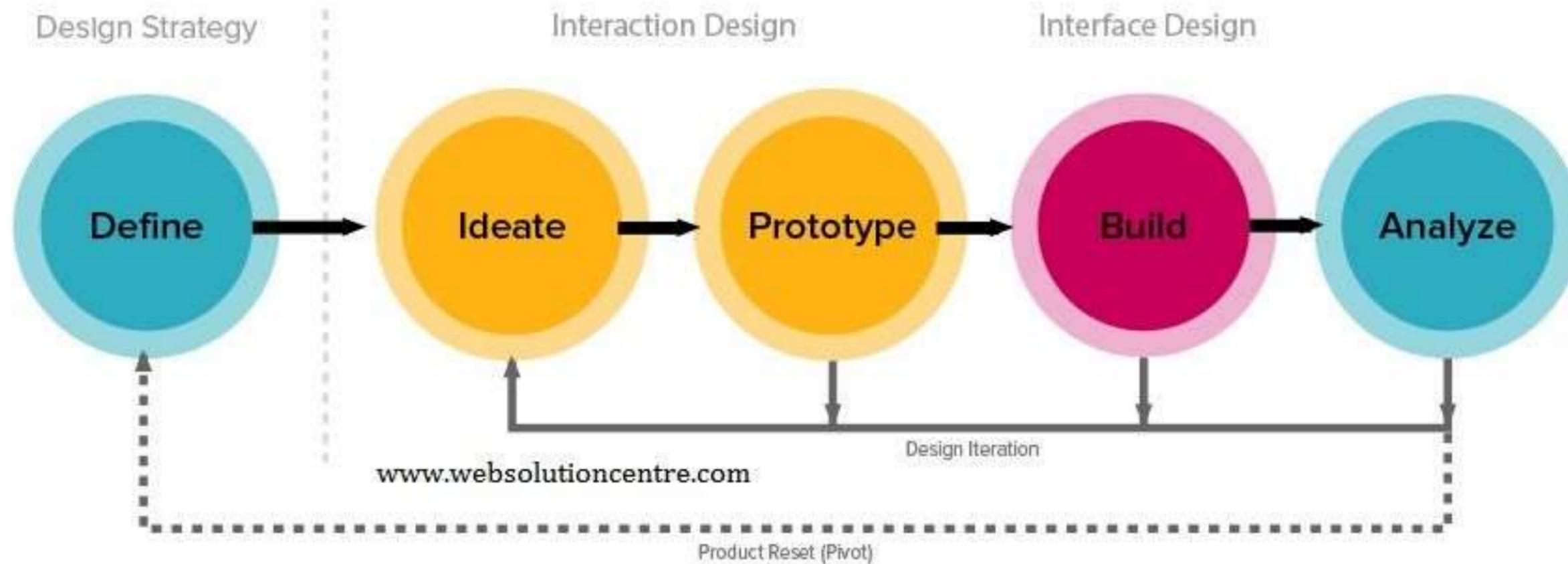


Marketing Covers





Important Pillars of Interaction Design



Gain Knowledge from Experience...



What are the uses?



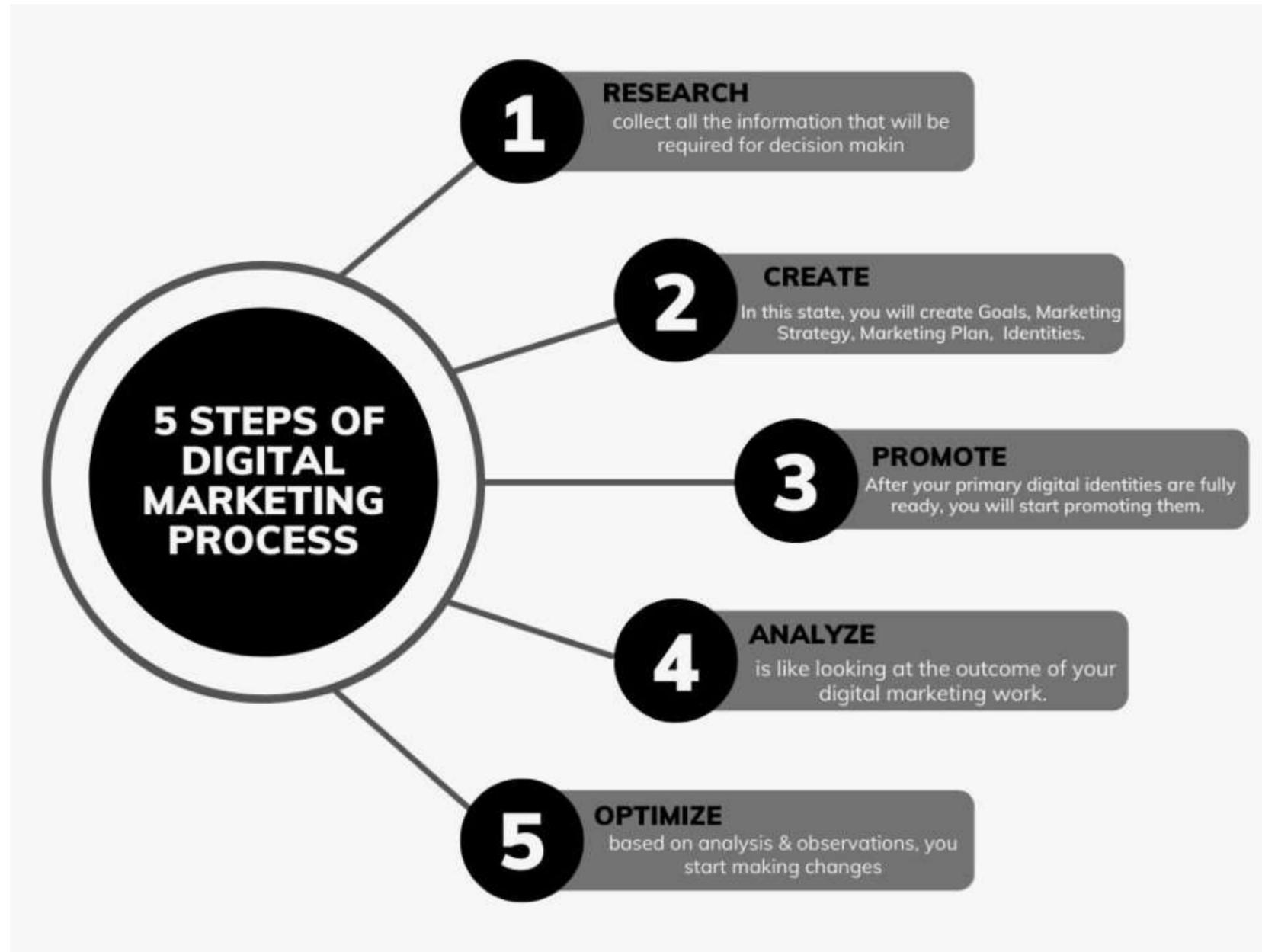
1. Website Design and Development
2. Mobile Applications
3. Software Applications
4. IoT and Smart Home Devices

Benefits of Interaction Design Process

1. Enhanced Usability
2. Enhanced User Satisfaction
3. Increased User Engagement
4. Simplified Development Process
5. Competitive Advantage

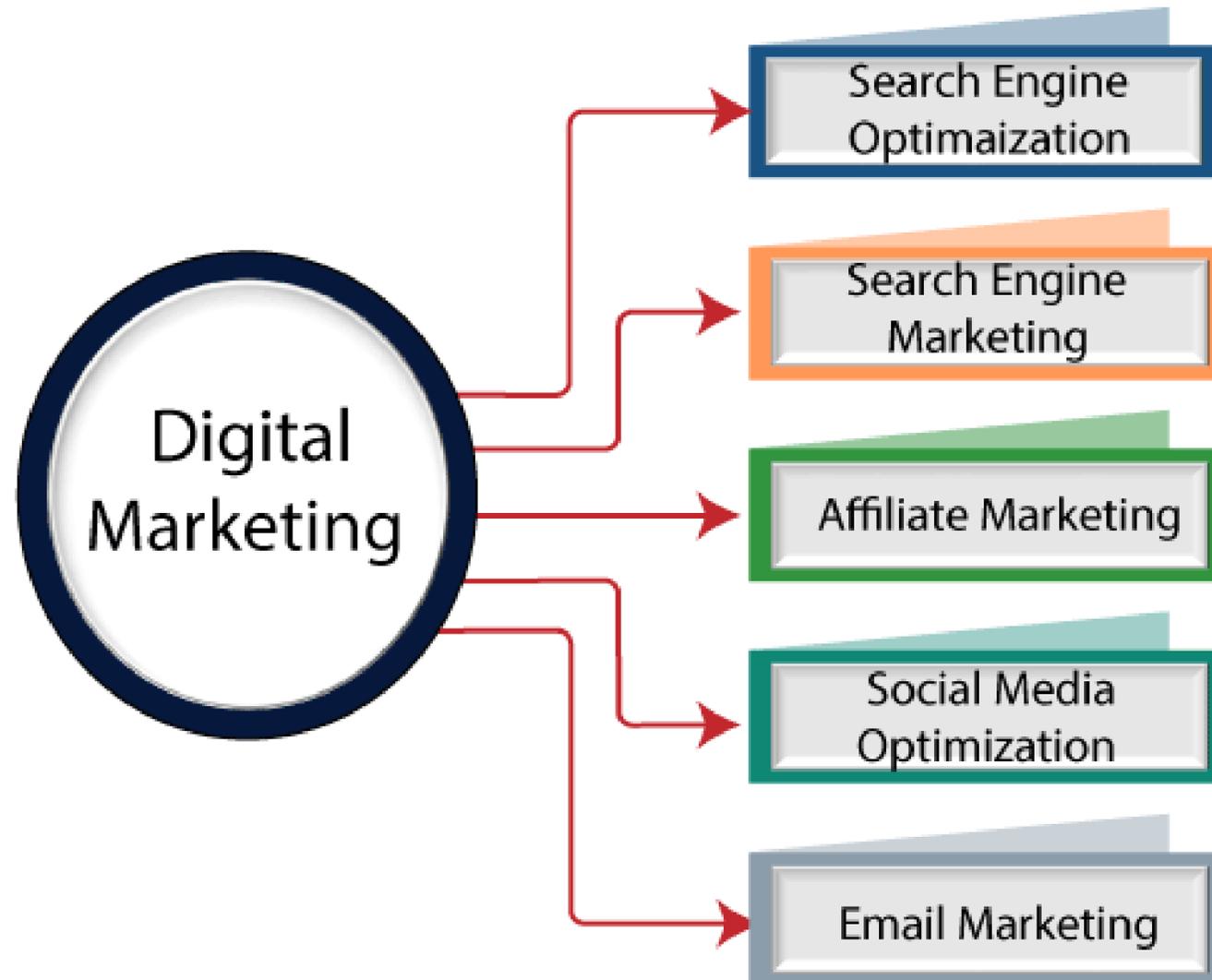


Digital Marketing Process





Have to focus



Thank You