

**HUMAN-COMPUTER INTERACTION** THIRD EDITION  
DIX FINLAY ABOUW BEALE

chapter 3  
the interaction  
(extract)

**HUMAN-COMPUTER INTERACTION**

Experience, engagement and fun



designing experience  
physical engagement  
managing value

**HUMAN-COMPUTER INTERACTION**

Experience?

- home, entertainment, shopping
  - not enough that people can use a system
  - they must want to use it!
- psychology of experience
  - flow (Csikszentmihalyi)
  - balance between anxiety and boredom
- education
  - zone of proximal development
  - things you can just do with help
- wider ...
  - literary analysis, film studies, drama

**HUMAN-COMPUTER INTERACTION**

Designing experience



- real crackers
  - cheap and cheerful!
  - bad joke, plastic toy, paper hat
  - pull and bang

**HUMAN-COMPUTER INTERACTION**


Designing experience



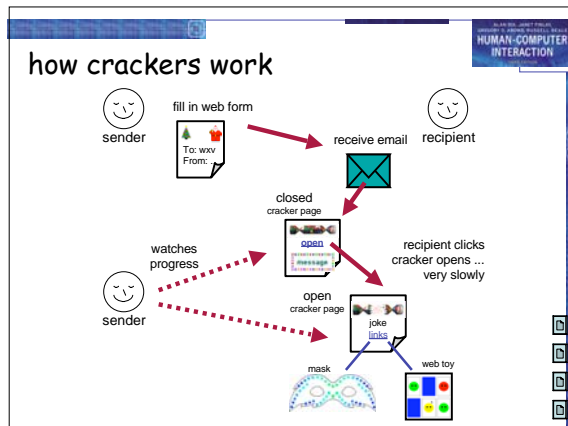
- virtual crackers
  - cheap and cheerful
  - bad joke, web toy, cut-out mask
  - click and bang

**HUMAN-COMPUTER INTERACTION**

Designing experience



- virtual crackers
  - cheap and cheerful
  - bad joke, web toy, cut-out mask
  - click and bang



### The crackers experience

	real cracker	virtual cracker
<b>Surface elements</b>		
design	cheap and cheerful	simple page/graphics
play	plastic toy and joke	web toy and joke
dressing up	paper hat	mask to cut out
<b>Experienced effects</b>		
shared	offered to another	sent by email message
co-experience	pulled together	sender can't see content until opened by recipient
excitement	cultural connotations	recruited expectation
hiddenness	contents inside	first page - no contents
suspense	pulling cracker	slow ... page change
surprise	bang (when it works)	WAV file (when it works)