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websites mobile apps and software it involves creating intuitive and user friendly interfaces that enable users to interact with digital products efficiently interactive design helps you personalize your site to your audience s tastes you can track interactive actions on your site like when someone plays your video or shares your article on social media the interaction design ixd process is the methodological approach that designers use to create solutions centered on users needs aims and behavior when they interact with products the ixd process has 5 stages discovering user needs analyzing them designing a potential solution prototyping it and then implementing and deploying it hover over a button and it shifts in color click a menu and it unfurls options it s dynamic reacting to each action you take ever ponder why some websites draw you in more than others the secret often lies in their level of interactivity in our modern digital world people crave engagement what is interaction design interaction design ixd defines the structure and behavior of interactive systems interaction designers strive to create meaningful relationships between people and the products and services that they use from computers to mobile devices to appliances and beyond our practices are evolving with the world successful interaction design employs simple clearly defined goals a strong purpose and an intuitive ui in an effort to keep interactions simple and easy goal driven interaction design puts nothing more than the absolute minimum necessary in front of users in order for them to complete a task 1 what is interaction design and why is it important interaction design ixd focuses on the point of interaction between humans and digital products take the example of using an app on your smartphone your interaction with the app is made up of many different components we II guide you through the step by step process of how to make an interactive website detail key elements for interaction 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