

INTERACTIVE DESIGN: THE PILLAR OF MODERN INFORMATION SYSTEMS

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ABSTRACT

Interactive Design is an important concept and facet in information profession and in the field of information and computing; which including information science, information systems, information studies, computer science, communication science and technology, information technology and related domain. Typically Interactive Design is responsible for healthy and sophisticated information systems and other type of systems development; where focuses will be on better interaction between the systems or systems with people/ community or user. Interactive Design is closely related with Human Computer Interaction and role of Interactive Design in several aspects, field, domain and even organization. Paper also mentions role and importance of information science for healthy Interactive Design.

Keywords :Interactive Design, Information Science, Human Computer Interaction, HID, Usability Engineering, User Experience, User Experience Design, Information System, Computing, Community Interaction Technique, Information Infrastructure Building, Communication System

INTRODUCTION

Interactive Design is a broad concept and field. In simplify manner it is not possible to discuss about Interactive Design. Depending upon need and type of object the interaction may vary [01, 06]. Interaction between one community to another, one people to a community, computer to human being, mobile to human being may full under the application and interaction of Interactive Design.



Fig. 1. The relationship of Information Architecture and Interaction Design

Some experts claim that, it is entire on embedded information technology into the ambient social complexes of physical world [03, 04, 05. Virtually, it may seems that Interactive Design is helpful in computer and electronic interaction creation but it is much more broader than that, social interaction, community interaction, communication between the organization to organization may be called as Interactive Design space. Interactive Design is

helpful for better information and communication linkages between provider or seeker or simply or simply object to object. Interactive Design more deeply communication design between any objects or among some objects. Television channel, Radio, FM, Hotel Owner , Car and mobile company all needs better interaction between the stakeholder and client; thus better interaction play an healthy and important role[06, 07].

OBJECTIVE

The main aim and objective of this study is includes [but not limited to]:-

- To learn about Interactive Design and its basic characteristics;
- To learn about basic and contemporary applications of Interactive Design;
- To find out role of interaction techniques in information science and similar domain;
- To learn about some emerging Interactive Design facilities in contemporary world;
- To find out challenges, issues of Interactive Design.

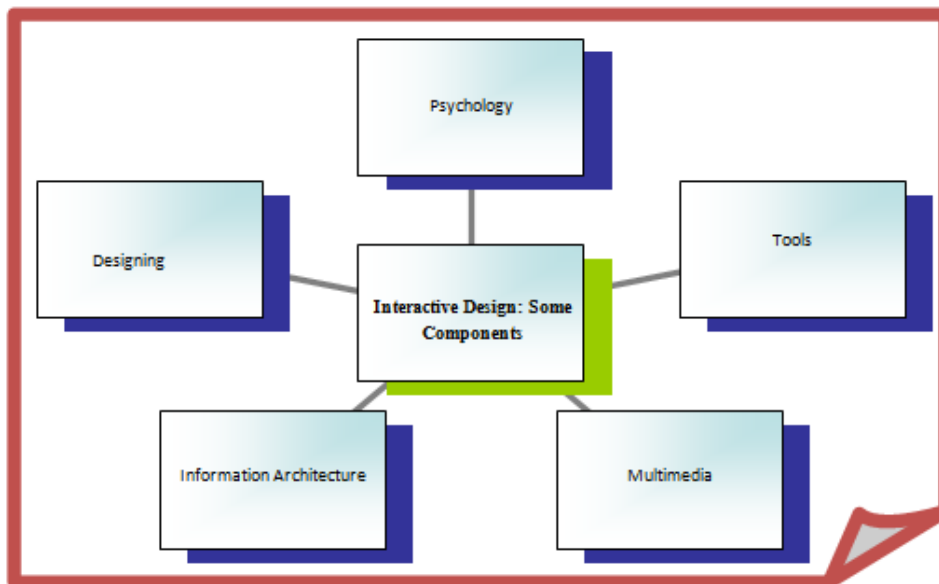


Fig.2. Depicted major components of Interactive Design at a glance

Interactive Design: The Basics

Interactive Design can be applied to the development of all solutions [or offering] such as services and events. Interactive Design not only deals with computer and technological systems it also talks about interaction several way [08, 09]. Designing of all most all the things are possible with Interactive Design. Design of book cover, exercise book, computer to mobile interface designing needs the affiliation of Interactive Design. Conventionally it may seem that Interactive Design is depends on tools, techniques and technologies; but it may be manual and possible between communication of one person to another or one to among. Films, teleflim, News paper, TV Programme also need the basics of Interactive

Design. Interactive Design is responsible for complete development of the concerned product, server or object [12, 13].

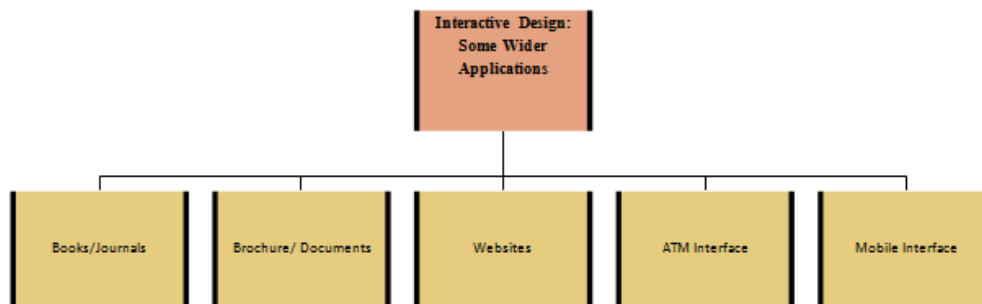


Fig: 3. Showing common and emerging applications of Interactive Design

Interactive Design: Applications

Interactive Design plays an important role for designing and development of several things, objects and product or services. Interactive Design may be use in designing interface of the computers, interface of ATM, Mobile Interface and so on. Communication of TV programme, FM and radio also any how related with Interactive Design and development [14, 15]. A book when conceptually or logically designed by the author then also indirectly Interactive Design play an important role. Campaign of any topic, seminar, and conference delivery also needs the affiliation of Interactive Design. Interactive Design play an important role in HCI and HID.

Information Science and Interactive Design: Take a look

Information Science is an important domain for interaction of information and technologies to the people or user. Information Science is an Applied Science responsible for information activities such as collection, selection, organization, processing, management and dissemination, computing, information technology, management sciences, cognitive science and psychology and so on are incorporated in Information Science [14, 15, 19].

There are healthy interaction between Interactive Design and Information Science. In several places Information Science is applicable such as:-

- Interactiveness between information centre to another or information centre to information systems[which is consider a higher/larger spectrum of information centre] needs Interactive Design;
- Conventional Information Science practice in Data Centre and Libraries; thus proper information services, referral services also need the affiliation of Interactive Design;
- Information product design, webpage design need the help of information science principles many ways;
- User studies, user education and training programme, workshop regarding information utilization is also depends on Interactive Design.

Emerging Interactive Design and sophisticated Information Systems:-

The application and utilization of Interactive Design is increasing day by day; in several way it improves healthy information systems and overall information infrastructure. Interactive Design need in several places in information systems building which includes:-

- Information and design and development needs the help of healthy Interactive Design;
- Information and interface of mobile and laptop and similar devices such as computer interface need the affiliation of Interactive Design[08, 22];

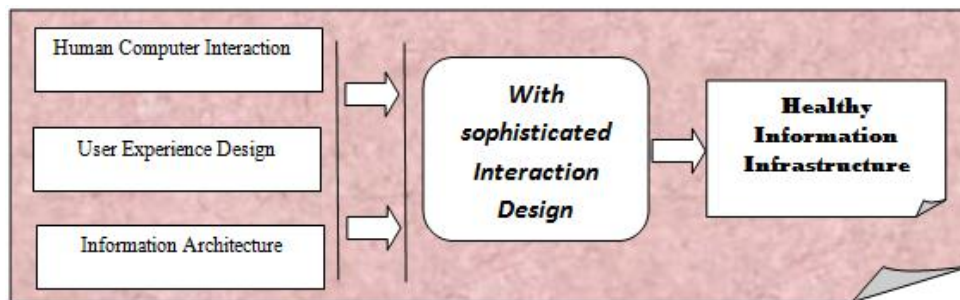


Fig.4. Depicted way to introduce healthy Information Infrastructure in Organization

- Design and development of usable and healthy websites and webpages also have great impact of Interactive Design;
- Development of search engine is need to design properly and thus have better to use Interactive Design to prepare healthy usable interfaces;
- Usability Engineering is one of the important task of information systems building; here in Usability Engineering Interactive Design and its applications is there. Apart from this Usability Experience Design is also depends on several activities of Interactive Design;
- User centered computing and touch screen based interface also need to prepare with Interactive Design principles.

Virtually, Interactive Design and communication is also helps some other aspects of Information Design such as:-

- Writing content and textual information need Interactive Design;
- Graphic and Typographic Design are need the affiliation of Interactive Design in today's contemporary world;
- Information Visualization and Information Architecture depends on Interactive Design;
- Community Information Systems and centre and its services are possible to deliver with the help of Interactive Design;

- Common and public monitor for Information Services and Data Delivery like touch screen based systems depends on such mechanism;
- Building industrial and corporate communication is also depends on Interactive Design;
- Virtually, in almost all the field and domain of information systems; including manual and computing based it is possible to use Interactive Design principles. Interactive Design is helpful for better information and people communication. More clearly, as today's information systems are techniques and technology based; thus it also promotes technological interaction with user or people. Thus, ultimately it helps in healthy and better Information Transfer Cycle [01, 11, 26].

FINDINGS

- Interactive Designing is a broad concept and applicable in so many traditional and computational facet and domain and even general communications;
- It is an important domain for healthy Usability Engineering principles and development; virtually it promotes GUI;
- Interactive Designing is based on user profile or Cognitive Sciences or psychology based;
- Interactive Designing promotes better information-technology-people interaction [08, 27].

SUGGESTION

- It is better to use Interactive Design in almost all places and even corporate communication;
- Human Computer Interaction [HCI], Usability Engineering and HID needs the affiliation of Interactive Designing;
- Healthy Interactive Design is essential for better information utilization;
- In Community Information Centre, Community Information Systems it is better to use Interactive Design principles.

CONCLUSION

Interactive Designing plays an important role in better communication and proper utilization through the healthy Information Transfer Cycle. Apart from computational and electronics equipments; services or products it is essential to user Interactive Designing for healthy interaction among the people; politician to people, teacher to student, social worker to common people and so on. The concept of Interactive Design is increasing day by day in all most all the domain such as IT, Computer Sciences, Information Systems, Information Sciences and management in their respective field [07, 22].

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