

MICROINTERACTIONS



A MICROINTERACTION IS MADE UP OF FOUR PARTS:



No. 1

A trigger that initiates it.



No. 3

Feedback that the rules generate.



No. 2

Rules that determine how it functions.



No. 4

Loops and Modes that make up its meta rules.

"The details are not details. They make the product"



CHARLES EAMES

THE PRINCIPLES

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DON'T
START
FROM
ZERO

Always know something about the user, the context, or the platform. Use that knowledge to make good guesses about what the user wants to do or know, then create shortcuts to that action or information.



BRING THE DATA
FORWARD

The trigger can reflect the data contained inside the microinteraction. Ask what information can be shown about the internal state of the microinteraction before it is even engaged or while a process is ongoing.



speak human

Figure out the basic message you need to convey, then choose the best channel(s) for that message. Strive for a veneer of personality while still using clear language. Use the same words your users do.

LONG
LOOPS

EXTEND THE MICROINTERACTION FAR BEYOND A SINGLE INSTANCE OF USE. HOW DOES THE MICROINTERACTION ADAPT BASED ON USER BEHAVIOR? WHAT CHANGES THE SECOND TIME IT'S USED? THE 10TH? THE 1000TH?

PREVENT HUMAN ERROR

Design the rules so that mistakes can't be made. Remove choice if necessary. If an error does occur, the microinteraction should do everything in its power to try to fix it first. Avoid error messages.



Remember the Sad Case of Patron X



Use the overlooked

Use the interface elements that are already there for feedback delivery. Don't add one more item unless you have to. Convey the most with the least.

"I have always had a soft spot in my heart for the details. I consider details more important than a great draft. Nothing works without details. Details are the essentials. The standard to measure quality by." – Dieter Rams

SMART DESIGN