

Web as software interface:

Visual Design: graphic treatment of interface elements (the "look" in "look-and-feel")

Interface Design: as in traditional HCI : design of interface elements to facilitate user interaction with functionality

Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

Interaction Design: development of application flows to facilitate user tasks, defining how the user interacts with site functionality

Functional Specifications: "feature set": detailed descriptions of functionality the site must include in order to meet user needs

User Needs: externally derived goals for the site; identified through user research, application objectives, focus groups etc.

Site Objectives: business, creative, marketing or other internally derived goals for the site

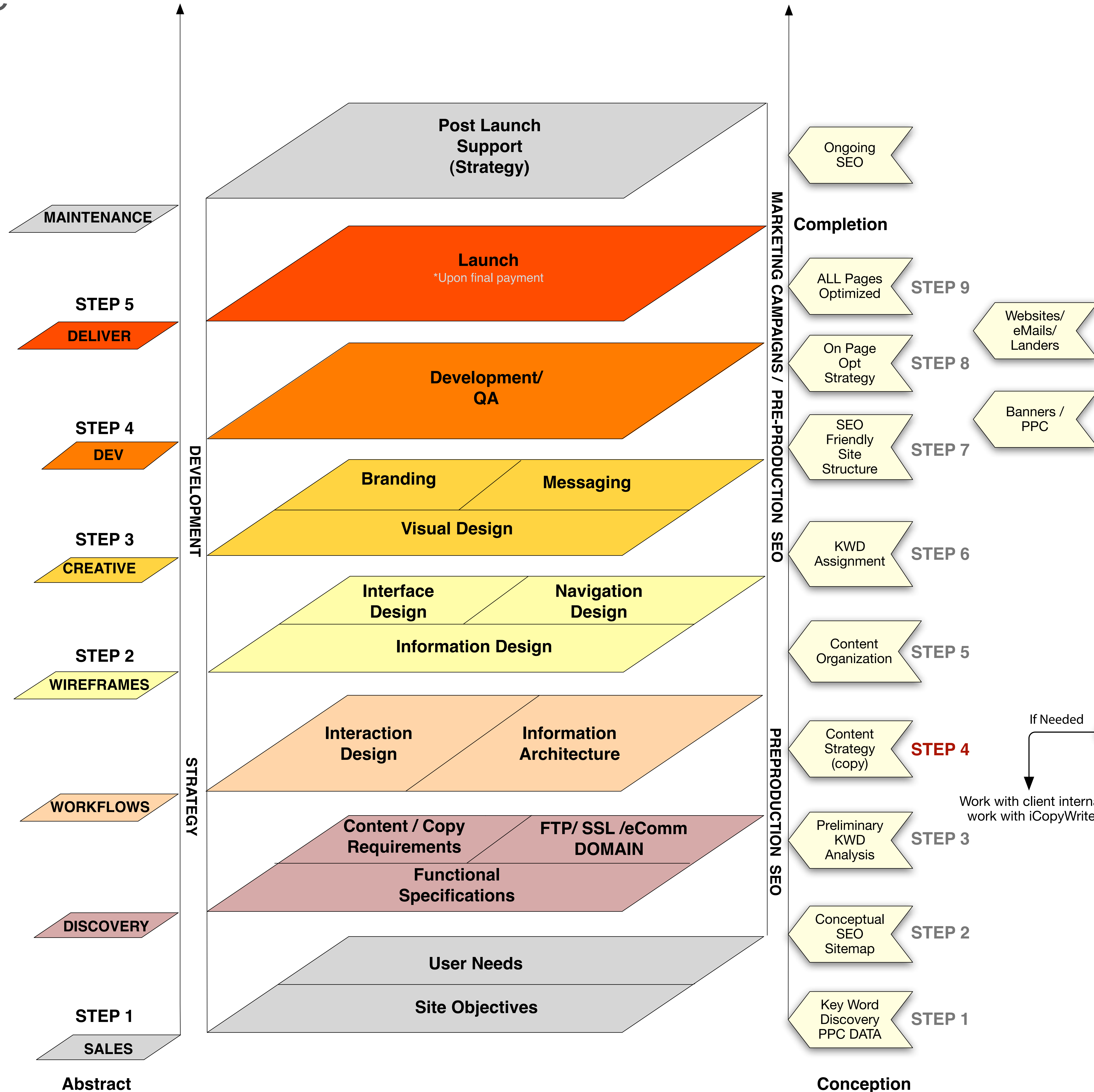
Task-oriented

*Terms:

HCI =Human Computer Interaction

Tuftean Sense (UCD): Designing with the objective of understanding as part of UID.

UID: User Interface Design
UXD: User Interaction Design
ID: Information Design



Web as Hypertext System:

Visual Design: visual treatment of text, graphic page elements and navigational components

Navigation Design: design of interface elements to facilitate the user's movement through the information architecture
Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

Interaction Design: development of application flows to facilitate user tasks, defining how the user interacts with site functionality

Content Requirements: definition of content elements required in the site in order to meet user needs

User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.
Site Objectives: business, creative, marketing or other internally derived goals for the site

IDInformation-Oriented

LSF Interactive Services

Our philosophy of development and design is based on the Principles of **UCD (User Centered Design)** with the focus of meeting business objectives and creating an exceptional user experience.