

why interaction matters?

Advanced technological development, **shifting** from physical-only to multi-modal interaction

Perkembangan teknologi, **merubah** pola interaksi dari semata fisik menjadi multimodal (e.g. physical-audio-visual)

Shifting to multi-modal interaction



Direct interaction



Mediated interaction

*“Users concern more on
experience than
just action”*

why interaction matters?



Remote access
web-based



Mobile access
web-based

Mediated interaction

*“Users concern more on
experience than
just action”*

why interaction matters?



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when users interacting with service
experience matters

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why interaction matters?



when users interacting with object
experience matters

