



interaction design

Has the interaction in this experience been specifically addressed? Has the definition and expectations of interactivity been broad or narrow? Has interaction been considered merely animation or simple choice-making?

Does the experience truly interact with its users or audience or merely with itself?

Is there anything for participants to do or are they merely able to watch and listen?

Is the experience addressing the full extent of experiences in similar realms or different media? For example, if the experience is supposed to be shopping, is it merely the transaction portion or the full spectrum, including social, cultural, and person aspects?

Is the experience passive? Should it be?