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at Adaptive Path, leads us through an exploration of this emerging discipline. Published this month, Saffer's new book, *Designing for Interaction*, is a much-needed primer on the topic, helping us understand the design of interactive systems.

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Although he wouldn't hear the term "interaction design" for another decade and a half, Dan Saffer did his first interaction design work as a teenager in the mid-1980s when he designed and ran a dial-up game on his Apple IIe, a 2600-baud modem, two floppy disk drives, and a phone line. And yes, it was

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in his parents' basement. He's worked formally in interactive media and product design since 1995 as

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Dan Saffer has worked for the last decade in the digital medium as a webmaster, producer, developer, copywriter, creative lead, information architect, and interaction designer. He is

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currently a senior interaction designer at Adaptive Path, a leading design consultancy and has designed and built Web sites, devices, and applications for companies as diverse as Tiffany & Co and the World Wrestling Federation.

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