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# Research on Visual Interaction Design of Educational APP

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## Abstract

With the advent of the Internet age, Online learning replaces some traditional classroom learning, Educational APP software is increasing, They not only can present the knowledge of students' needs, but also enable students to learn and learn at any time and any place. APP's visual experience and interaction design have become the main survival core of APP. To truly capture market share, it is worthwhile to study the visual interaction design of APP.

## Keywords

Visual interaction design; internet; education APP.

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## 1. Overview of visual interaction design

The APP is a tool platform. The APP designer conveys the information to the user through texts, pictures, etc., and the way to convey the message requires the APP to perform visual interaction design. Interaction design, as the name implies, is based on the interaction between the two parties. The information that the website manager will need to convey, through the processing of the interaction designer, is intuitively displayed before the user. The user can instantly resonate when browsing the website, and recognize this. A message is the original intention of visual interaction design.

## 2. Main factors affecting the visual interaction design of educational APP

### 2.1 Visual interaction experience and physiological phenomena of users

The main factor in the visual interaction design of educational APP is undoubtedly the psychology of users. In the construction of the website or in the development, the core element is the satisfaction of the user experience. Therefore, when building an app, it must be based on the needs of users. Psychologically, after a quick review of various circles, our aesthetics will be fatigued and aesthetically recognized. Knowing gradually improve. The ancients said that "the sound of the sound of the ear. The visual experience of the eye" is the way humans mainly accept information. Vision is fluid, visual impact is an act that stimulates users' aesthetic cognition, pays attention to visual experience, and marginally treats other information psychologically, thus realizing the role of attracting eyeballs in interactive design.

### 2.2 Visual interaction experience and psychological association with users

The visual experience is not limited to the perception experience, but also the user's psychological effect while conveying the information. It is associated with a series of things. Just as we taste a certain taste, we remember the things related to this taste when we were young. This factor is also very important in the interaction design of the website. We need to accurately grasp the degree of information communication, use interactive symbols to arouse the psychological identity of a certain target customer group, and drive their emotions, so that their loyalty to APP not only increases. In this feature, the dictionary is a well-known educational APP in China, and it is chosen in the interaction

design of the boundary. The more prominent color blocks, emotionally, he chose a number of topics that can cause psychological resonance to promote, increasing the user's dependence.

### **2.3 Visual interaction experience and user's emotional swing**

Due to the needs of college students, they use more educational apps for lexicons and exams. For the development of educational APPs, students are an indispensable part. Only the high quality of APP software can attract more people to use and play. Its value, because most students still rely on the recommendation of friends, classmates, teachers, will use some kind of educational APP. The visual interactive experience is to give life tension to the boring things of the logs, so that students can feel the impact of emotion while watching the APP. In today's Internet age, people's emotions are missing, people tend to make up for these emotions in other parties, and beautiful things are more likely to cause emotional resonance. Therefore, if you want to communicate well with users and achieve a good interactive experience, you need the interactive designer to use beauty as the core competitiveness of the interactive experience based on aesthetics.

## **3. Development trend of educational APP visual interaction design**

### **3.1 User-centric, goal-oriented**

In the construction of modern networks, educational APPs lead the development of the industry with its special functions and convenient operation methods. The core of the APP is the user's needs, so when it comes to the APP interactive experience, it should be based on the user's subjective will, from the perspective of the customer. APP's wood function is a tool for serving customers and has a unique role in some areas. Take the education APP as an example, the dictionary is an English learning software, now Many students will download this app on their mobile phone. When they first enter the software page, there will be an option. For example, what is the purpose of using this software, it will choose a suitable interface for you, and then it will appear. A general framework.

From the interface diagram we can see that this software can be basically divided into dictionary, encyclopedia, translation, discovery and my settings, this software has to say that its vocabulary is very large, for the translation of the word is very detailed, There are some English articles in the Encyclopedia column, you can practice the reading ability of students and learn more. But at the same time it has its shortcomings: it has a large amount of words but no usage of words, but simply explains the meaning of a word; its structure is very clear, Concise, but there are few structures that can promote students' interest in learning; it has its own classroom video and method for exams such as the 4th and 6th grades, but its fees are still very high.

### **3.2 Functionality under the visual design of Jane**

Education APP interface design improvement suggestions - driving school a little pass. Driving school, this software is designed for people who are driving licenses. There are not only all the knowledge points required for the subject, but also a lot of driving videos. When we enter this software, we can basically get from its interface. Understand its framework structure, it will be classified according to subject 1, subject 2, subject 3, subject four, including video, audio, text, to help us learn knowledge, and this software has its own learning forum, Students can discuss driving issues with other learners in the forum, along with many exam questions to assist students in their studies. At the same time, its interface is simple and tidy, and there is no advantage in advertising.

## **4. Conclusion**

For the current target audience of browsing education APPs in China, they all have certain cultural qualities, and have their own aesthetic ideas for APP design style. Therefore, in the APP visual interaction design, we can not extend the previous design methods, and feel the trend from the pursuit of quality. Flat design style, we see the changes of interaction designers. We have reason to believe

that in the future, China will have its own unique style of presentation in the interactive design of websites. Traditional teaching is the main teaching method in the contemporary era. The use of educational APP learning is also one of the main ways of learning. The emergence of educational APP facilitates our study. Students can learn at any time and any place, regardless of time or space. However, with the popularity and development of software, many problems in educational APPs have also been exposed. Such as the lack of fresh teaching design, complex navigation design, mass advertising, card machine, flashback and other technical issues. Therefore, the educational APP is not just doing it. It combines all the knowledge of teaching. It is like a teacher. The neat teaching posture can make the learners learn more comfortable. From shallow to deep, the comprehensive teaching thinking can make Students understand knowledge faster, and a smooth teaching process allows students to respect the APP teacher.

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