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# Thoughts On Interaction Design, Second Edition



## Synopsis

Some books about HCI or UX design focus on a web sites or a specific similar products. Some texts explore the aesthetic and emotional value provided by various elements of design. However, there are few texts that explore the semantic connections that live between technology, and form and people-or "interactions."Thoughts on Interaction Design offers readers new insights into Interaction Design and the connections between technology and formpeople and technology. Now in its second edition, Jon Kolko's best-selling title builds upon its engaging material aimed to educate Designers, help Designers educate business owners, and legitimize Interaction Design for businesses. This edition explores (among many other aspects) how, for example, changes in the economic climate, an increased connectivity, and an international adoption of technology, affects designing for behavior and the nature of design itself. Ultimately, the text exists to provide a definition that encompasses the intellectual facets of the field, the conceptual underpinnings of interaction design as a legitimate human-centered field, and the particular methods used by practitioners in their day-to-day experiences.

## Book Information

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## Customer Reviews

"This book is a thoughtful discussion of design as a socially interactive medium rather than a book that presents the reader with a prescriptive set of rules and methods to provide usability and ease of use. Its language is often academic. But for any designer who wishes to learn more about design and its philosophical implications, this book will provide food for thought."--ACM

Computing Reviews "In writing *Thoughts on Interaction Design*, the author's reflective, learned, and articulate exploration has simultaneously provided an entire profession with a rallying point, a claim to credibility, and a vision. When we look back on the formative years of Interaction Design as a distinct endeavor, this book will surely be recognized as the seminal work."-Steve Baty, Principal, Meld Studios "Jon is an important voice in the evolution of interaction design. In *Thoughts on Interaction Design*, he carefully explains the essential qualities of the discipline and its potential role in world, well beyond the design of user interfaces. If you are concerned with shaping the future, solving big problems and creating things and systems that bring out the best in people, then this book will help you understand and explain how practice of interaction design can help." --David Cronin, Managing Director, Interaction Design at Cooper, co-author of *About Face*, Third Edition "Jon Kolko moves Interaction Design to a new level of analysis with this powerful, thoughtful book. Kolko demonstrates that interaction design impacts all aspects of our lives. That the tools and methods can be used for the solution of social and political issues and not simply for the development of products. This book is essential reading for all who wish to move beyond style to deep, impactful substance."--Don Norman, Nielsen Norman group, author of *Living with Complexity* "This is a necessary updating of Jon Kolko's original work; retaining the clarity and accessibility of the first edition but pushing into more areas, as the practices (and the concerns) of interaction design/designers have expanded broadly in the past few years. Jon has the heart of a thought leader and the soul of a teacher, and he offers up a healthy amount of both in this book."--Steve Portugal, Principal, Portugal Consulting "The second edition of Kolko's *Thoughts on Interaction Design* is an important book for the discipline of interaction design. It artfully weaves together the practice of interaction design with contemporary design theory and research in a thoughtful and reflective manner. The result is a text that is immensely valuable for both a senior and novice interaction designers." --Carl DiSalvo, PhD. Georgia Institute of Technology "This book is a tightly packed bundle of valuable ideas. Kolko distilled his years as an interaction design practitioner and educator into a thoughtful, entertaining and useful collection of essays that are as insightful as they are quick to read. This book is like having an amazing dinner with a colleague who gives you the wisdom of decades of experience in a few short hours." --Mike Kuniavsky, author of *Smart Things* "Kolko, Executive Director of Design Strategy for Thinktiv, presents this text which covers interaction design from an academic approach. Intended as an educational tool for designers, this text focuses primarily on defining interaction design, developing ways to intellectualize and communicate design concepts, and exploring artistic and cultural relevance of interaction design. This edition also includes up-to-date information on technological, cultural, and market shifts which

always influence the manner in which humans interact with technology and ultimately influence the approaches that are viable for designers."--Book News, Reference & Research "What exactly is interaction design, and what is it for? That is the elusive question which this book addresses. It does so with wit, subtlety and, above all, an appreciation of all the other disciplines with which interaction design must build theoretical and practical bridges. It is an important book, written by one of the foremost thinkers on the subject. It is a nuanced and thoughtful discourse on the state of the art in interaction design and its relationship not only with product development strategy, but also with society in the broadest sense. The book is aimed at designers who want to help with understanding and communicating the role and significance of interaction design. It succeeds masterfully and is good value for money."--BCS British Computer Society

Some books about design focus on web sites or specific products. Some texts explore the aesthetic and emotional value provided by various elements of design. However, there are few texts that explore the semantic connections that live between technology, and form and people or "interactions." *Thoughts on Interaction Design* offers readers new insights into Interaction Design and the connections between people and technology. Now in its second edition, Jon Kolko's best-selling title builds upon its engaging material aimed to educate Designers, help Designers educate business owners, and legitimize Interaction Design for businesses. This edition explores how changes in the economic climate, an increased connectivity, and an international adoption of technology, affect designing for behavior and the nature of design itself. Ultimately, the text exists to provide a definition that encompasses the intellectual facets of the field, the conceptual underpinnings of interaction design as a legitimate human-centered field, and the particular methods used by practitioners in their day-to-day experiences.

Overall I enjoyed this book. He makes a number of good points about design, and design's role in the world. I assigned this book as an extra textbook in my human computer interaction class in spring 2013, and the students had mixed feelings about it. They were amused by the random images throughout, but it was not as easy of a read for them as I had hoped. I think this book is probably better suited to those who already have some idea about design, HCI, usability, etc. than it is to beginners with no real-world development experience. The plus side is the students highly enjoyed debating about this book.

The first part of this text is a little boring, unnecessary and a bit of a bear to get through. It's valuable

to know and start off with (so don't get me wrong), but it just doesn't seem like it has a place in this book. However... after that... After that's it's pretty well all gold, but just a few scratches on the surface. The reflections and reviews provide some great "jewels of information" that you can carry with you and reflect on in your own experience. After working for what is approaching 7 years working for ISVs I can see my experiences in direct alignment with some things presented. I can also see some things that I am headed for. The stories provided in the "accumulated" areas are relevant, well chosen and entertaining. This book really does focus well and provides a wonderful balance between the academic world, it's views, etc. and the business/real world's point of views in the same area. So what are the "scratches" I spoke about? Well... while it has a decent flow, it doesn't follow its own advice. I'm sure that after reading a couple more related texts, I will forget which pieces of wisdom were reflected explicitly in this book. It has great information but does nothing to really encapsulate you. I will be recommending this to a various set of people in the ISV world from CTO/CIO to Product Management and all the way down to the Architecture Engineers.

Easy to comprehend.

Juvenile fluff piece with very little real-world application. Somewhat interesting if this is your very first exposure to Interaction Design maybe.

For someone writing about usability the style of writing is all but that. Sometimes I think he writes this complicated so that other people might think how many difficult words he knows. If you compare his writing style and design (really small font and green on white) to Steve Krug's "don't make me think" you wonder why Mr. Kolko chose to do it this way. Shouldn't books be usable too? Beyond chapter 3 however it starts to get really interesting. And the writing gets more understandable. Good book, but the design and style of writing really makes you plough through it more often than not.

I've noticed this book on the used marketplace at outrageous starting prices. What these sellers don't want you to know is that the author switched publishers, and the book is currently being published by MK as *Thoughts on Interaction Design*. Note, the newer edition has a higher page count, even though it's still labeled as a 1st edition...

A must have for engineers, designers, and product managers alike. If you believe in a world where technology is made for humans to use, you'll find inspiration here.

It looks old, but really do the basic work for exploring form design which will last for a long time

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