



A collection of reflections  
written by Jon Kolko

# THOUGHTS

ON  
INTERACTION  
DESIGN

SECOND EDITION

MK  
MORGAN KAUFMANN

## **Part One**

### **Process & Method**

**19**

Chapter One:

Thinking About People

20

Chapter Two:

Managing Complexity

40

Chapter Three:

Persuasion and Communication

52

## **Part Two:**

### **Culture and Responsibility**

**59**

Chapter Four:

Experience and Authenticity

60

Chapter Five:

Poetry, Spirit, and Soul

76

Chapter Six:

*Judgment and Shifting*

*Negative Behavior*

84

Chapter Seven:

*Wicked Problems*

96

## ***In Summary***

**113**

## **Glossary**

**117**