Jon Kolko – Thoughts on Interaction Design

* Interaction Design is the creation of a dialogue between a person and a product, service or system. (s 11)
* A designer must create a design that assists the viewer not only in experiencing a particular emotion but also in truly understanding the content.
  + This understanding goes deeper than just usability and is not isolated in a single instance in time.
* Design is language.
* A simple way of thinking about interactions designers is that they are the shapers of behavior.
  + The purpose of the profession: to change the way people behave.
* Marketing er gået fra “ what we have “ til at illustrere ” what you could have ” og til sidst tvinge en til at realisere ” What you think you need”. (s 22)