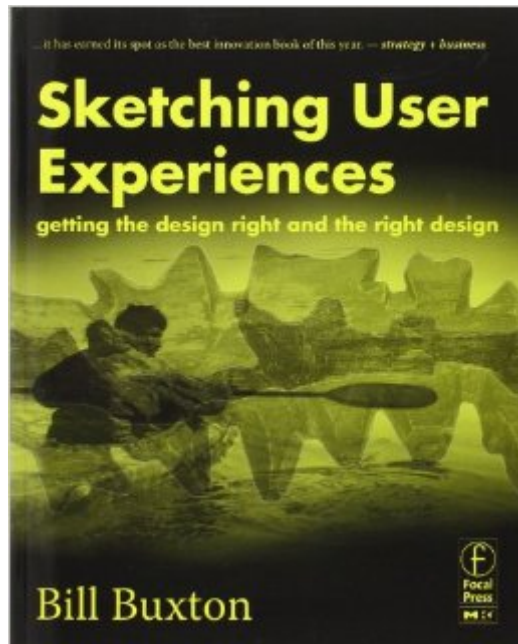


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# Sketching User Experiences: Getting The Design Right And The Right Design (Interactive Technologies)



## Synopsis

Sketching User Experiences approaches design and design thinking as something distinct that needs to be better understood • by both designers and the people with whom they need to work • in order to achieve success with new products and systems. So while the focus is on design, the approach is holistic. Hence, the book speaks to designers, usability specialists, the HCI community, product managers, and business executives. There is an emphasis on balancing the back-end concern with usability and engineering excellence (getting the design right) with an up-front investment in sketching and ideation (getting the right design). Overall, the objective is to build the notion of informed design: molding emerging technology into a form that serves our society and reflects its values. Grounded in both practice and scientific research, Bill Buxton's™ engaging work aims to spark the imagination while encouraging the use of new techniques, breathing new life into user experience design. Covers sketching and early prototyping design methods suitable for dynamic product capabilities: cell phones that communicate with each other and other embedded systems, "smart" appliances, and things you only imagine in your dreams Thorough coverage of the design sketching method which helps easily build experience prototypes • without the effort of engineering prototypes which are difficult to abandon Reaches out to a range of designers, including user interface designers, industrial designers, software engineers, usability engineers, product managers, and others Full of case studies, examples, exercises, and projects, and access to video clips that demonstrate the principles and methods

## Book Information

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## Customer Reviews

**Sketching User Experiences by Bill Buxton** This is a great book, for anyone involved with innovation, product management, communication of new ideas or product development. Bill Buxton has put forth some great examples of what a Sketch is how it is a prelude to a prototype and how to "create" the future cheaply for testers and user groups to experience things with in expensive and fast tools. The idea is to create rapid examples of future good and services to see how well they work. As Buxton mentions in the book, fail fast and early, learn fast and early. Redesigning a product or relaunching one is very expensive. This is a great read and deals with products and services in their "wholistic" setting. A new idea exists in a context and that context determines its success or failure. I would strongly recommend you buy this book or e-mail me and I might just lend you my copy. I keep only 1 of 10 books I read, but this one I will be holding onto or lending out. Some fun quotes from the book: Tell me and I forget, Show me, and I may remember. Involve me, and I will understand.

**Confucius** And a personal favorite of mine from an anthropologist: Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.

**Margaret Meade** Also from Buxton himself: Innovation in process trumps innovation in product. The idea is that corporations that innovate processes or better yet internalize innovation as a process will win hands down over those focused on tweaking a product. And finally Buxton closes the book with a quote from T.E. Lawrence: All men dream: but not equally.

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