

The book was found

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™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

Series: Interactive Technologies

Paperback: 448 pages

Publisher: Morgan Kaufmann; 1 edition (April 11, 2007)

Language: English

ISBN-10: 0123740371

ISBN-13: 978-0123740373

Product Dimensions: 0.8 x 7.5 x 9.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars • See all reviews • (39 customer reviews)

Best Sellers Rank: #79,774 in Books (See Top 100 in Books) #15 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products #16 in Books > Textbooks > Humanities > Visual Arts > Drawing #36 in Books >

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.

[Download to continue reading...](#)

Sketching User Experiences: Getting the Design Right and the Right Design (Interactive Technologies) Rapid Contextual Design: A How-to Guide to Key Techniques for User-Centered Design (Interactive Technologies) Sketching User Experiences: The Workbook The Urban Sketching Handbook: People and Motion: Tips and Techniques for Drawing on Location (Urban Sketching Handbooks) The Urban Sketching Handbook: Reportage and Documentary Drawing: Tips and Techniques for Drawing on Location (Urban Sketching Handbooks) Drawing For Beginners: The Ultimate Guide To Successful Drawing - Learn The Basics Of Drawing And Sketching In No Time! (Drawing, How To Draw Cool Stuff, Sketching) The Urban Sketching Handbook: Understanding Perspective: Easy Techniques for Mastering Perspective Drawing on Location (Urban Sketching Handbooks) How To Draw Manga: Sketching Manga-Style Volume 1: Sketching As Composition Planning (How to Draw Manga (Graphic-Sha Numbered)) Urban Sketching For Beginners: A Beginner's Guide to Urban Sketching, Including Paris, je t’aime.:

The Sketching Lover's Companion (Sketching on Location) Watercolor Sketching for Beginners (Watercolor Sketching for Beginners (art, watercolor, sketch, instruction, reference, tuition, painting) Book 1) Modern Web Development: Understanding domains, technologies, and user experience (Developer Reference) Persuasive Technology: Using Computers to Change What We Think and Do (Interactive Technologies) Forms that Work: Designing Web Forms for Usability (Interactive Technologies) Fire Stick: The 2016 User Guide And Manual - Learn How To Install Android Apps On Your Fire TV Stick! (Streaming Devices, How To Use Fire Stick, Fire TV Stick User Guide) Kindle Fire HD User Manual: The Complete User Guide With Instructions, Tutorial to Unlock The True Potential of Your Device in 30 Minutes (JULY 2016) Echo: The Ultimate User Guide to Master Echo In No Time (Echo 2016,user manual,web services,by ,Free books,Free Movie,Alexa ... Prime, smart devices, internet) (Volume 4) UNIX AWK and SED Programmer's Interactive Workbook (UNIX Interactive Workbook) Justin Bieber: JB Interactive Love Quiz (Interactive Quiz Books, Trivia Games & Puzzles all with Automatic Scoring) Interactive Japanese (Berlitz Interactive)

[Dmca](#)