# Sketching User Experiences: Getting the Design Right and the Right Design (Interactive Technologies)

*Bill Buxton*

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*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

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