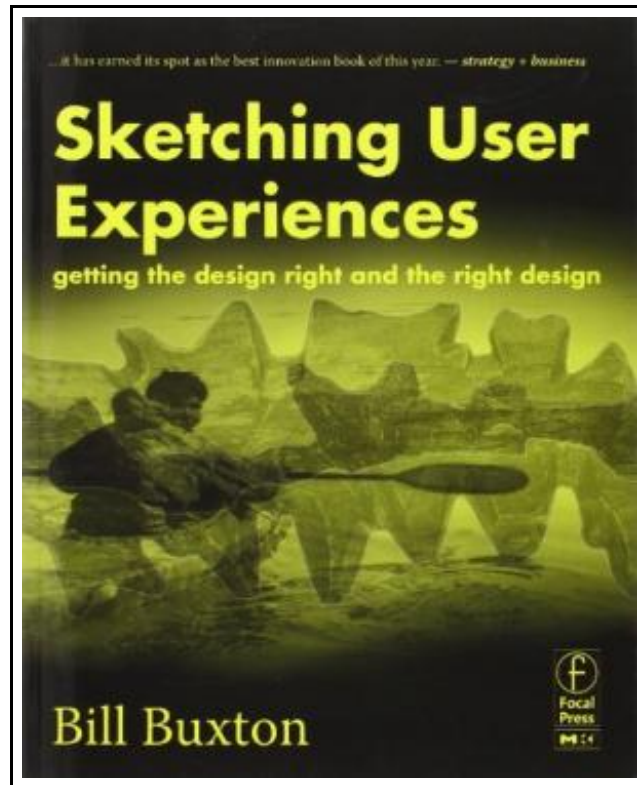# Sketching User Experiences: Getting the Design Right and the Right Design

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SKETCHING USER EXPERIENCES: GETTING THE DESIGN RIGHT AND THE RIGHT DESIGN

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Morgan Kaufmann Publishers. Paperback. Book Condition: New. Paperback. 448 pages. Bill Buxton and I share a common belief that design leadership together with technical leadership drives innovation. Sketching, prototyping, and design are essential parts of the process we use to create new products. Bill Buxton brings design leadership and creativity to Microsoft. Through his thought-provoking personal examples he is inspiring others to better understand the role of design in their own companies--Bill Gates, Chairman, MicrosoftInformed design is essential. While it might seem that Bill Buxton is exaggerating or kidding with this bold assertion, neither is the case. In an impeccably argued and sumptuously illustrated book, design star Buxton convinces us that design simply must be integrated into the heart of business--Roger Martin, Dean, Rotman School of Management, University of TorontoDesign is explained, with the means and manner for successes and failures illuminated by engaging stories, true examples and personal anecdotes. In Sketching User Experiences, Bill Buxton clarifies the processes and skills of design from sketching to experience modeling, in a lively and informative style that is rich with stories and full of his own heart and enthusiasm. At the start we are lost in mountain snows and northern seas, but by the end we are equipped with a deep understanding of the tools of creative design. --Bill Moggridge, Cofounder of IDEO and author of Designing InteractionsLike any secret society, the design community has its strange rituals and initiation procedures. Bill opens up the mysteries of the magical process of design, taking us through a land in which story-telling, orange squeezers, the Wizard of Oz, I-pods, avalanche avoidance, bicycle suspension sketching, and faking it are all points on the design pilgrims journey. There are lots of ideas and techniques in this book to feed good design and transform the way we...

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