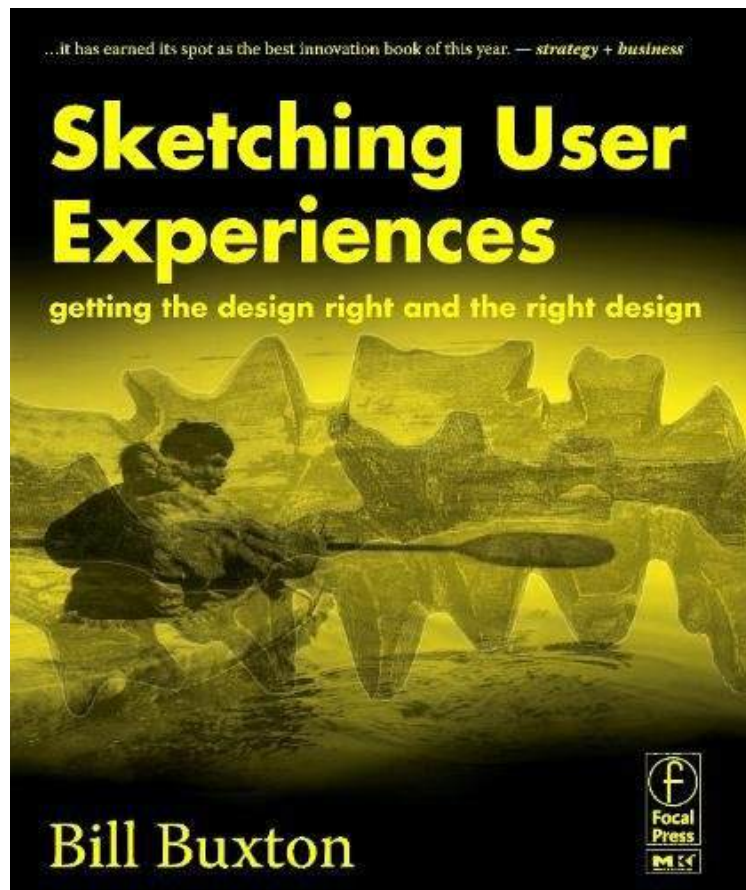


Sketching User Experiences: Getting the Design Right and the Right Design (Interactive Technologies)

By Bill Buxton



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2 of 2 review helpful Not very web oriented and needs a copy editor By Customer My interest is the user experience in web applications The author makes some good points but it would appear he never took the time to read his own writing Typos grammar and some illogical points really detract from the reading experience While he implies that this

is all relevant to web design he takes his time tying it in whereas h 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 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

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