

[Mobile book] Sketching User Experiences: Getting the Design Right and the Right Design (Interactive Technologies)

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

Von Bill Buxton

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**Von Bill Buxton : Sketching User Experiences: Getting the Design Right and the Right Design (Interactive Technologies)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Sketching User Experiences: Getting the Design Right and the Right Design (Interactive Technologies):

KundenrezensionenHilfreichste Kundenrezensionen3 von 5 Kunden fanden die folgende Rezension hilfreich. Gefllt mir gar nichtVon BarnyTeilweise berflssiges in die Inge ziehendes Gessel. Veralterte Techniken. Dann immer das gleiche und schlecht illustriert. Zu teuer. Warum gibt es sowas?0 von 0 Kunden fanden die folgende Rezension

hilfreich. Must read Von Guido Knook Great book with a lot of good insights into how to design and develop software products. Bill has a fundamental understanding of the design process and how that will in the end help to get you good products (I'd go as far as to say that the only factor in getting to a good or great product consistently is whether you've followed the design process). He uses his understanding of the design process of industrial (product) designers and applies that to digital products. This is required reading material for anyone who wants to create digital products, whether you're a designer, developer, manager or startup founder. Highly recommended. 0 von 8 Kunden fanden die folgende Rezension hilfreich. Sehr zufrieden Von netsnake Bewertung ja steht oben. Ich kann hier keine ewig langen Artikel verfassen. Ich kann hier keine ewig langen Artikel verfassen.

Kurzbeschreibung 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 Pressestimmen Sketching User Experience is, nominally, a book about product design. But it would be just as accurate to say that it's a book about software development, or, more generally, about the often broken process of bringing new products to market, with examples ranging from the iPod to an orange juicer. "Hardly a day goes by that we don't see an announcement for some new product or technology that is going to make our lives easier, solve some or all of our problems, or simply make the world a better place," writes Bill Buxton in the preface to his book. "Few of these products survive, much less deliver on their typically over-hyped promise." Why, Buxton asks, are we not learning from these expensive mistakes? Why are we not fundamentally rethinking the process of product development? Sketching User Experience (Morgan Kaufmann, 2007) is a book born of the frustration of an industry insider. Principal researcher at Microsoft Research (MSFT) since late 2005, Buxton has spent decades in the trenches of computer science including a stint at the storied Xerox PARC (XRX) and at the front lines of the software industry. (Businessweek) Kurzbeschreibung 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