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Sketching User Experiences approaches design and
design thinking as something distinct that needs to be
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success with new products and systems. So while the
focus is on design, the approach is holistic.

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

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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.

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

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Create new products.

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success with new products and systems. So while the focus is on design, the approach is holistic.

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

Sketching Working Experience: The Workbook provides information about the step-by-step process of the different sketching techniques. It offers methods called design thinking, as a way to think as a user, and sketching, a way to think as a designer.

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