

Critical Acclaim for Bill Buxton's *Sketching User Experiences!*

"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, Microsoft

"Like 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 pilgrim's journey. There are lots of ideas and techniques in this book to feed good design and transform the way we think about creating useful stuff".

Peter Gabriel

*"Informed 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 Toronto

"Design 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 Interactions*.

"It's a book written primarily for designers, but one that could and should be read by any engineers and executives who share Buxton's desire for better and more successful products."

"Buxton offers his straightforward analysis of the design process, in concrete language and with plenty of real-world examples."

**Jessie Scanlon,
BusinessWeek.com**

Books that have proposed bringing design into HCI are aplenty, though books that propose bringing software in to Design less common. Nevertheless, Bill manages to skilfully steer a course between the excesses of the two approaches and offers something truly in-between. It could be a real boon to the innovation business by bringing the best of both worlds: design and HCI.

**Richard Harper,
Microsoft Research, Cambridge**

"I love this book. There are very few resources available that see across and through all of the disciplines involved in developing great experiences. This is complex stuff and Buxton's work is both informed and insightful. He shares the work in an intimate manner that engages the reader and you will find yourself nodding with agreement, and smiling at the poignant relevance of his examples."

**Alistair Hamilton, VP Design
Symbol Technologies, NY**

Buxton develops a clearly articulated design perspective on the creation of digital products, based firmly in the seminal activity of sketching. The core part of the book is an inventory of sketching techniques, presented through well-chosen examples and illustrating a breadth of approaches to the key question of how to sketch temporal behavior and interactivity. Buxton lays out two parallel threads to frame the sketching examples -- a discussion of professional product development, and a scholarly perspective on the history and significance of sketching in design -- which makes the book a highly valuable resource for professional interaction designers as well as teachers and students.

**Jonas Löwgren
Konst, Kultur, och Kommunikation, Malmo, Sweden**