Sketching user experiences
getting the design right and the right design

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Based on the book by the same name by Bill Buxton
(See www.billbuxton.com)
Outline

- The user experience
- What is sketching?
- Why sketching?
- How to sketch?
- RingTree – a tale
The user experience (1/2)

- Temporal
- Contextual
- Feel
The user experience (2/2)
The user experience (2/2)
The user experience (2/2)
What is sketching?

- Media of less importance
  - pencil/paper
  - cardboard, adhesive tape, etc
  - animation
  - video
Properties of sketches (1/2)

- Quick
- Timely
- Inexpensive
- Disposable
- Plentiful
- Clear vocabulary
- Distinct gesture
Properties of sketches (2/2)

- Minimal detail
- Appropriate degree of refinement
- Suggest and explore rather than confirm
- Ambiguity
Sketching vs. Prototyping (1/2)

- **Sketches**
  - Suggest
  - Explore
  - Question
  - Propose
  - Provoke
  - Tentative

- **Prototypes**
  - Describe
  - Refine
  - Answer
  - Test
  - Resolve
  - Specific
Sketching vs Prototyping (2/2)

Prototyping: Getting the design right

Sketching: Getting the right design
Product development process (1/3)

Phase 1: Engineering
Phase 2: Sales
Product development process (2/3)

Phase 0: Design
Phase 1: Engineering
Phase 2: Sales
Product development process (3/3)

Phase 0: Design
Phase 1: Engineering
Phase 2: Sales

- Design
- Management and Marketing
- Sales
- Engineering
The design funnel

General
(overall concepts)

Course
(big gestures)

Medium
(intermediate development)

Fine
(detailed refinements)

CC = Controlled Convergence

CG = Concept Generation
Let's try to sketch
Why sketching?

- Sketching as exploring the design space
- Sketching as understanding the problem
- Sketching as a base for discussion
- Sketching as generating ideas and questions
- Sketching as focusing the mind and getting started
- Sketches as communicating progress
- Sketching as communicating the user experience
Tricks of the trade (1/3)

- Drawing on top of real objects
- Simple animation
  - Post-It car ride
  - Shaking handheld
- Wizard of Oz
  - Remote cursor control
Tricks of the trade (2/3)

- Video tricks
  - Bifocal display
  - Motion sensitive handheld
  - Graspable interface
  - Xerox 895X matter duplicator

- Theatrical sketches
  - Richard Harper, MSR
Tricks of the trade (3/3)

- Connecting old stuff in new ways
  - Movement sensitive tablet
- Using magnets
  - Wrist computer
  - Sketch-a-move
Ring Tree – an example