

These questions are intended to provoke thought. Reflect on “Sketching from User Experiences” by Bill Buxton. Reply to each question “essay” style. Your answers must be typed and exam needs to be saved and submitted to this assignment drop box in .pdf format. Use complete sentences (no sentence fragments).

- 1) How did your instructor use the concept of the Video Whiteboard in her introductory lesson for this course?
- 2) Explain the importance of role-playing in regards to becoming the best at designing.
- 3) How can storyboards be “designed for impact”?
- 4) Show several ways designers can utilize Post-it Notes.
- 5) At the very least, in order to qualify concepts as sketches, they must have what 11 attributes? When is it that we are sketching interaction?
- 6) Apply the phrase “The only way to engineer the future tomorrow is to have lived in it yesterday” to market research. How does Buxton apply it?
- 7) How can good ideas be worse than bad ones?
- 8) What caused Apple’s crisis in 2000 and what brought Apple out of its crisis in 2004? How did Steve Jobs reflect back on his failures- what was his attitude about the failures?
- 9) What is an “n+1” product? When should a corporation invest in an n+1 product and when should they not?
- 10) Of the products Adobe offers which two are “in-house” applications? How has Adobe remained successful by only offering two “in-house” applications?
- 11) Why is it we need to be careful about mixing hi-fidelity with low-fidelity media when proposing an inception to future investors?
- 12) What is paper prototyping? When can we consider paper prototyping hi-fidelity?
- 13) Why does your author think sketches should be “social” things? How does he say to make them social?
- 14) What two main categories must feed into the design phase in order for the product development process to operate optimally? Illustrate the Product Development Process with phase filters.
- 15) How can the layperson best contribute to the design process?
- 16) Why would a designer make a conscious effort to “dumb down” one of his/her renderings?
- 17) We know sketching is fundamental to the cognitive process of design. But, Why?
- 18) What is a “Tech Box”? What are some other ways that designers can expound on the same concepts that a Tech Box does?
- 19) Explain sketching on sketches? Bill Buxton states this is an example of what?
- 20) Convince your reader that it takes at least 20 years for technology to go from inception to maturity. What does this tell you that you must do as a designer?
- 21) Explain the market testing behind the airline ticket kiosks we are using in airports today to self check-in. This type of testing is named after what famous tale?
- 22) Why should we implement techniques like the “smoke and mirrors”?
- 23) How does Buxton explain the phrase, “get the right design and get the design right”?
- 24) How is it that a sketch is different from a prototype?
- 25) Illustrate and explain controlled convergence and concept generation in regard to a design selection.