



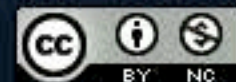
UNIVERSITY OF
MICHIGAN

Sketching

INTRO TO UX

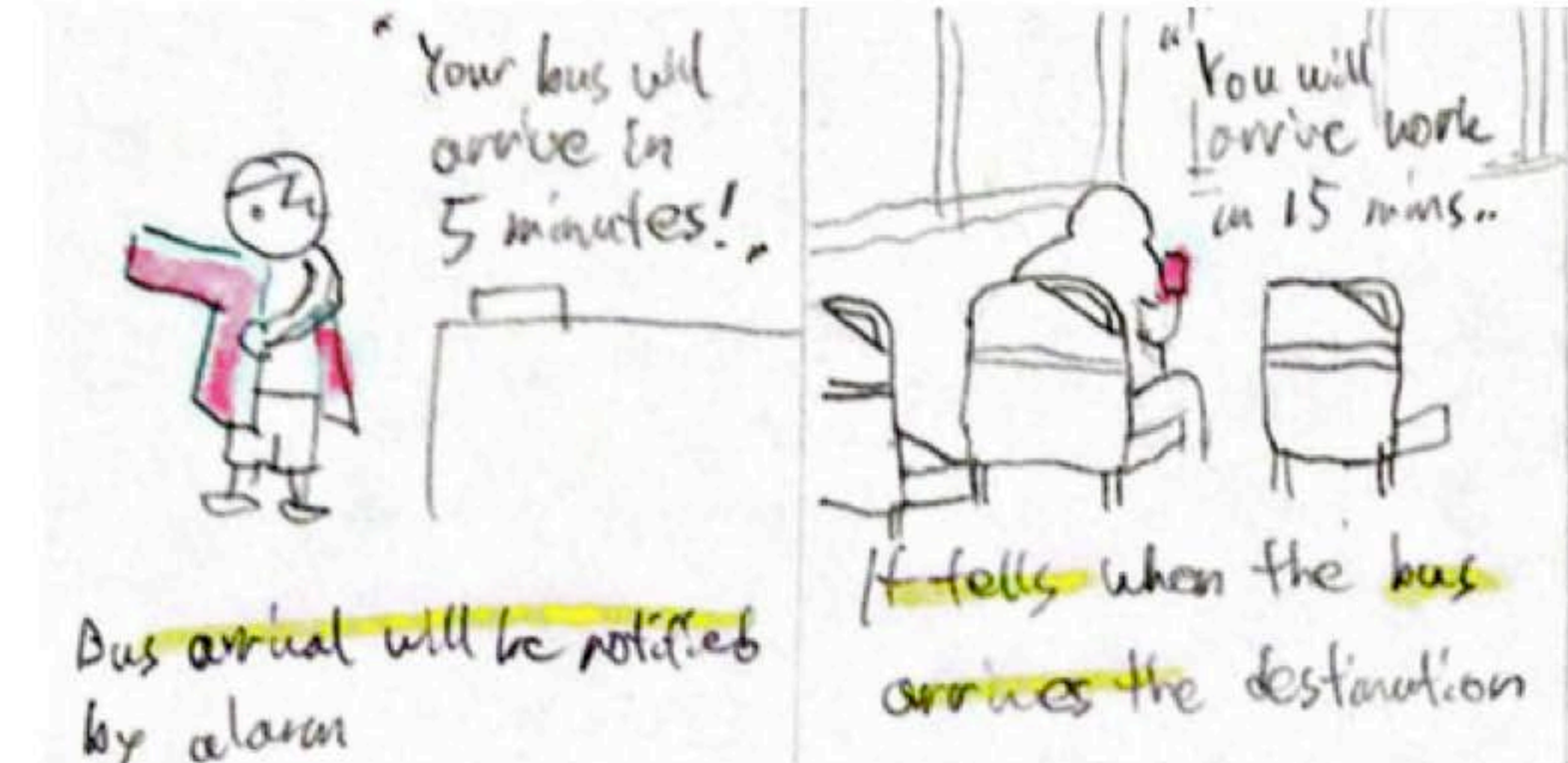
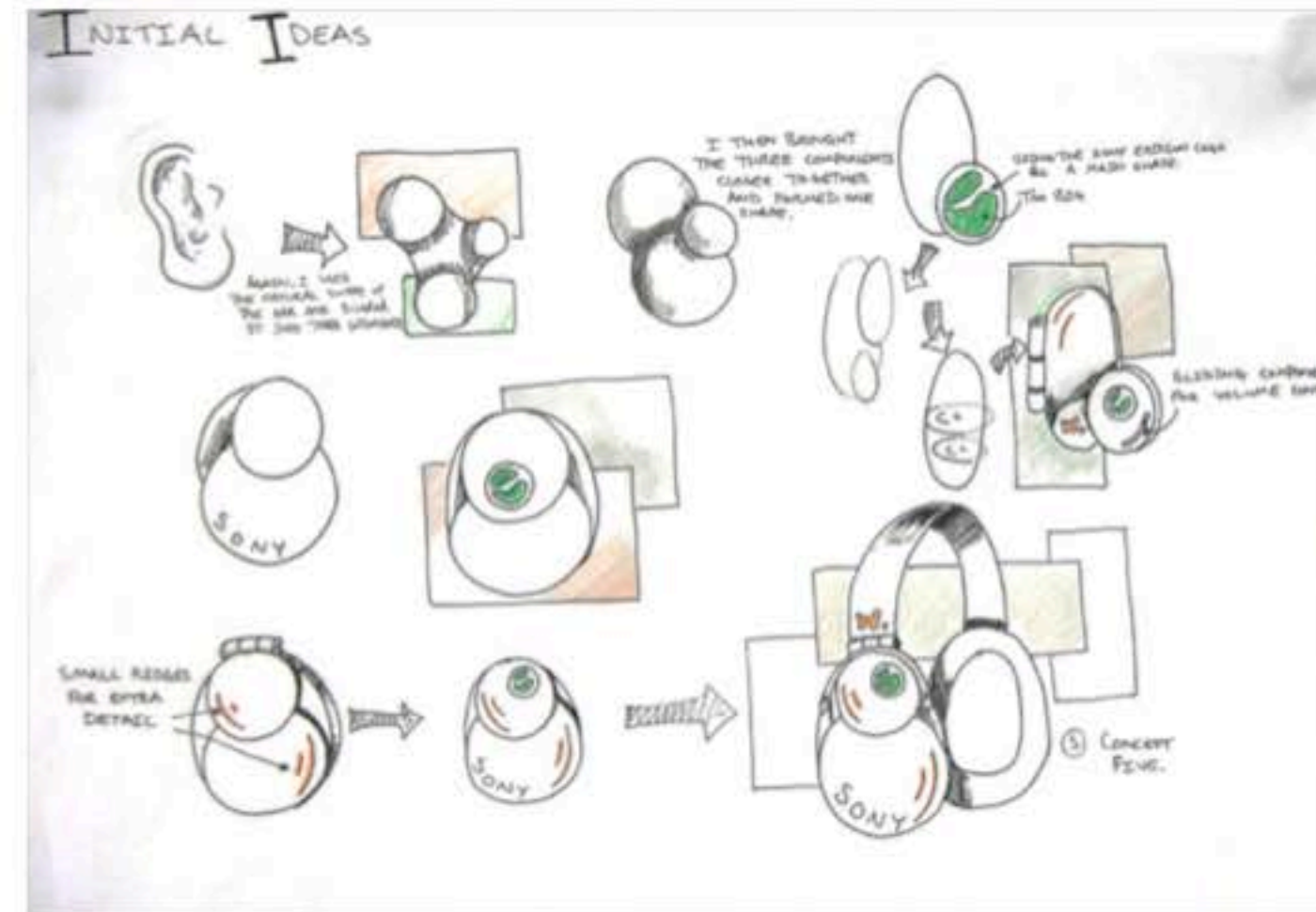
Mark W. Newman

Associate Professor, School of Information



Sketching

- **A cheap, rapidly constructed representation of an idea**



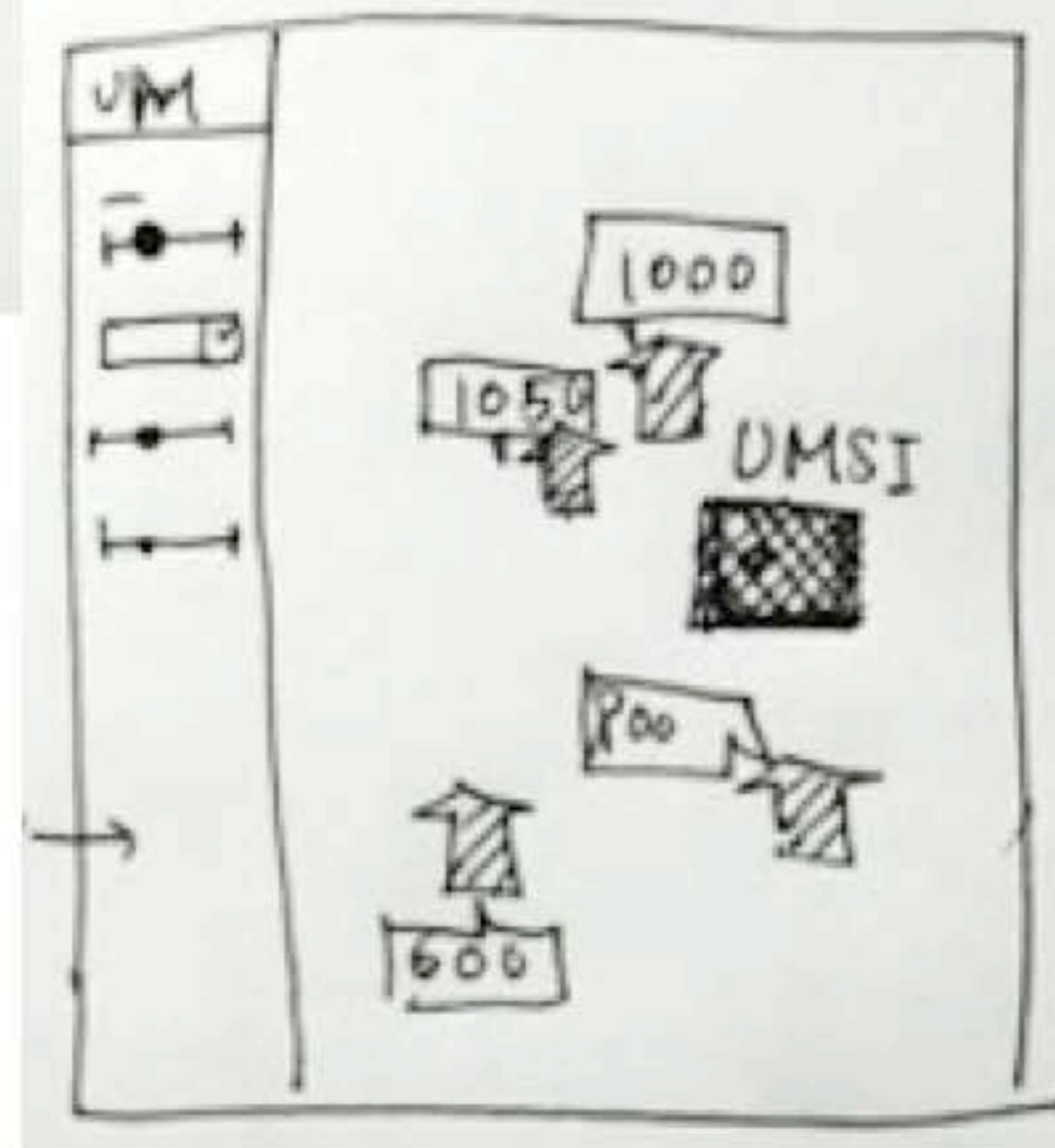
Qualities of a sketch

- Quick
- Timely
- Inexpensive
- Disposable
- Plentiful
- Minimal detail
- Allow ambiguity

Entry Page. (Personal Info)

A hand-drawn sketch of a form titled 'VM Housing'. It contains four fields: 'School' with a dropdown arrow, 'Rate' with a slider between 0 and 200, 'Recommendation' with a star rating from 1 to 5, and 'Move in date' with a dropdown arrow.

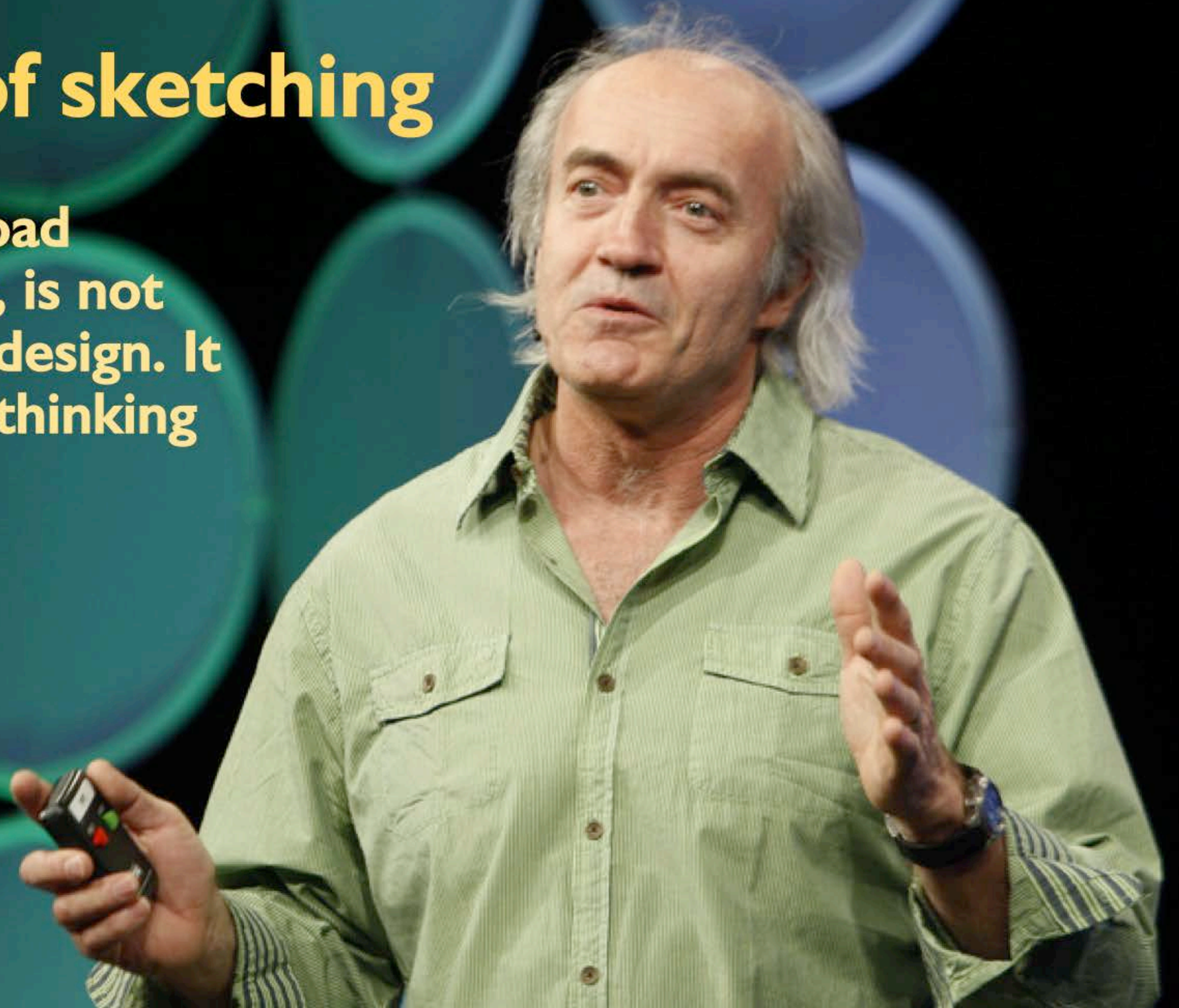
Entry Page (MAP + Filter)



The activity of sketching

- **Sketching in the broad sense, as an activity, is not just a byproduct of design. It is central to design thinking and learning.**

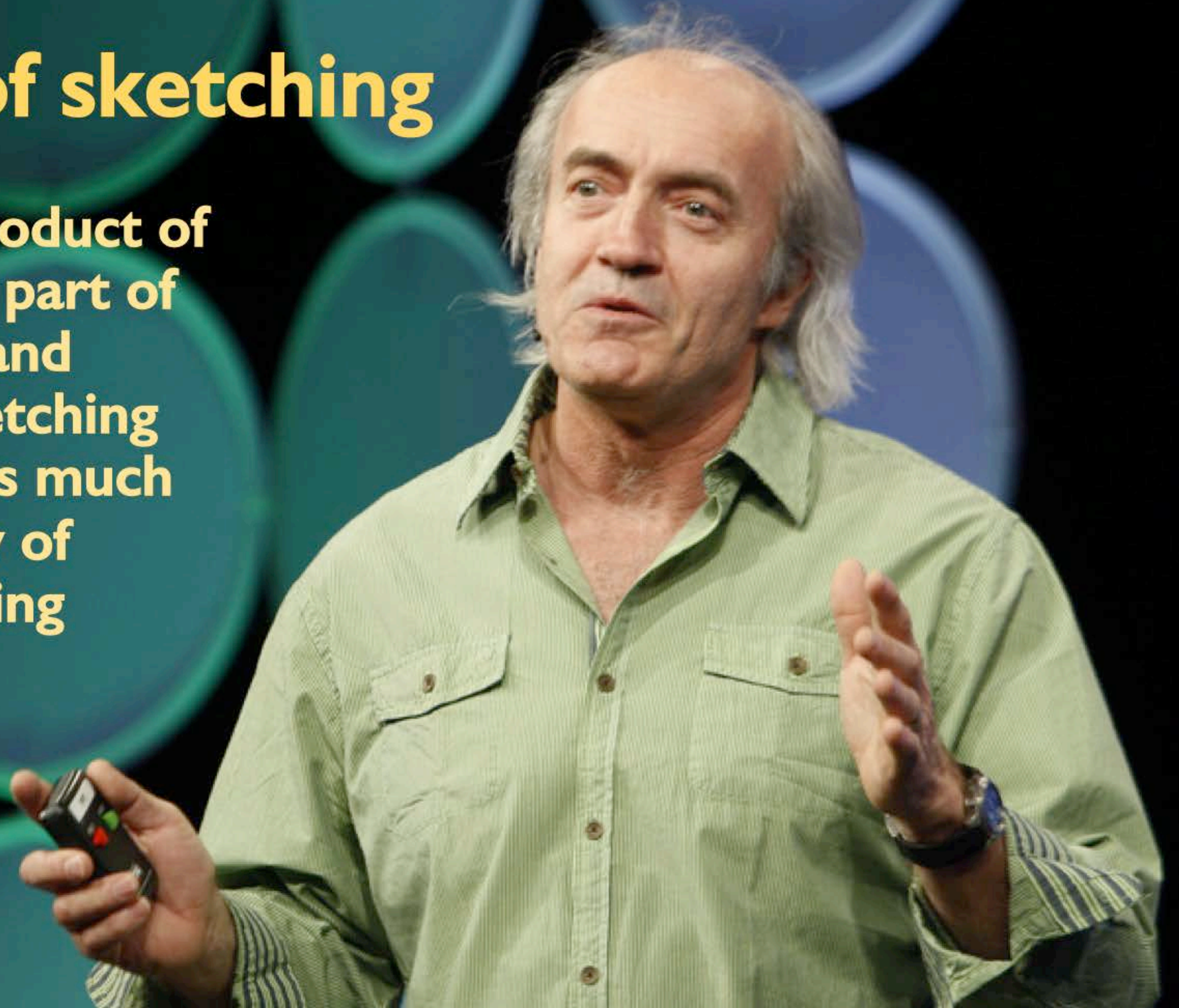
-Bill Buxton



The activity of sketching

- Sketches are a byproduct of sketching. They are part of what both enables and results from the sketching process. But there is much more to the activity of sketching than making sketches.

-Bill Buxton



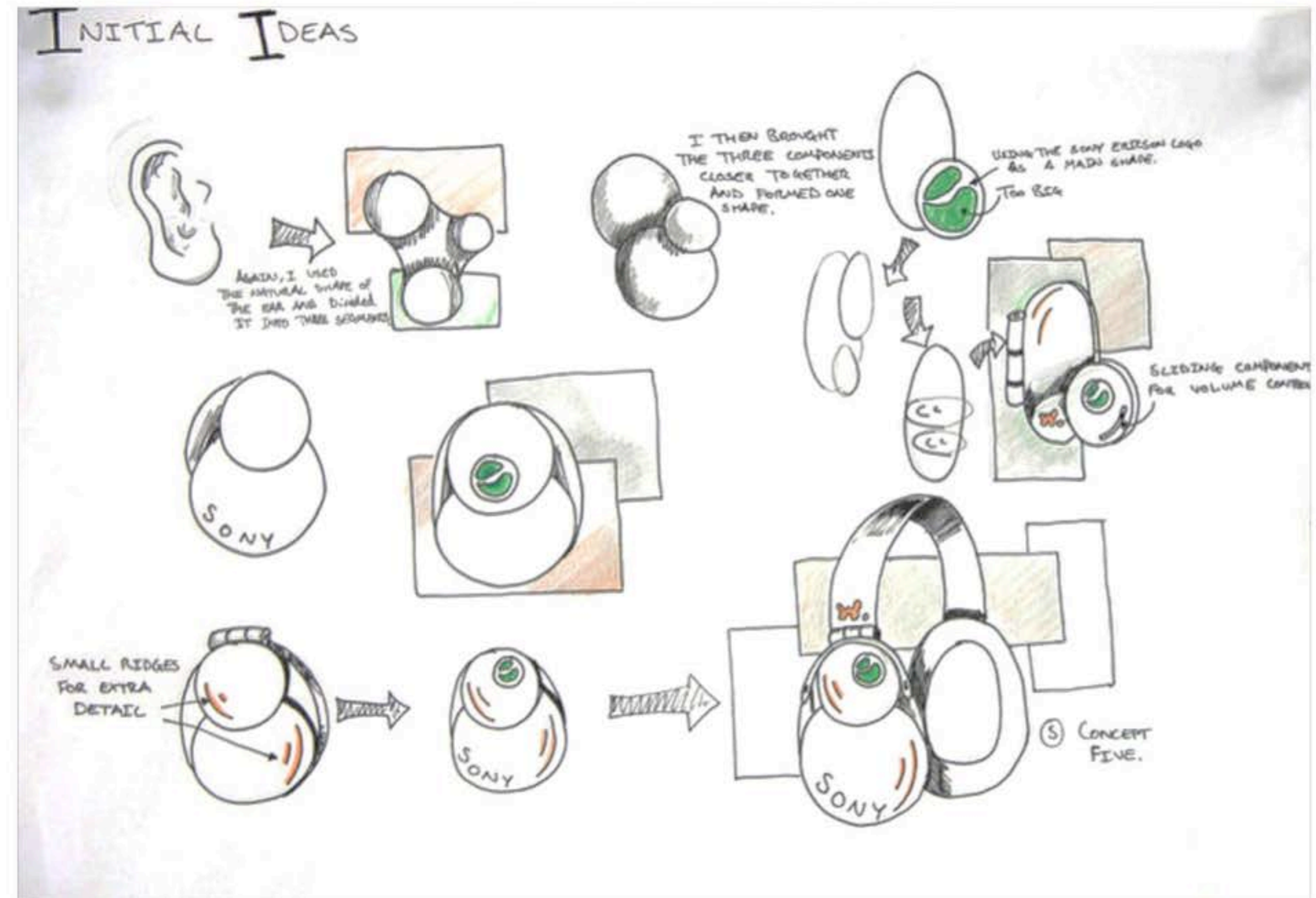
Why sketch?

- **Reflect**



Why sketch?

- Reflect
- Explore



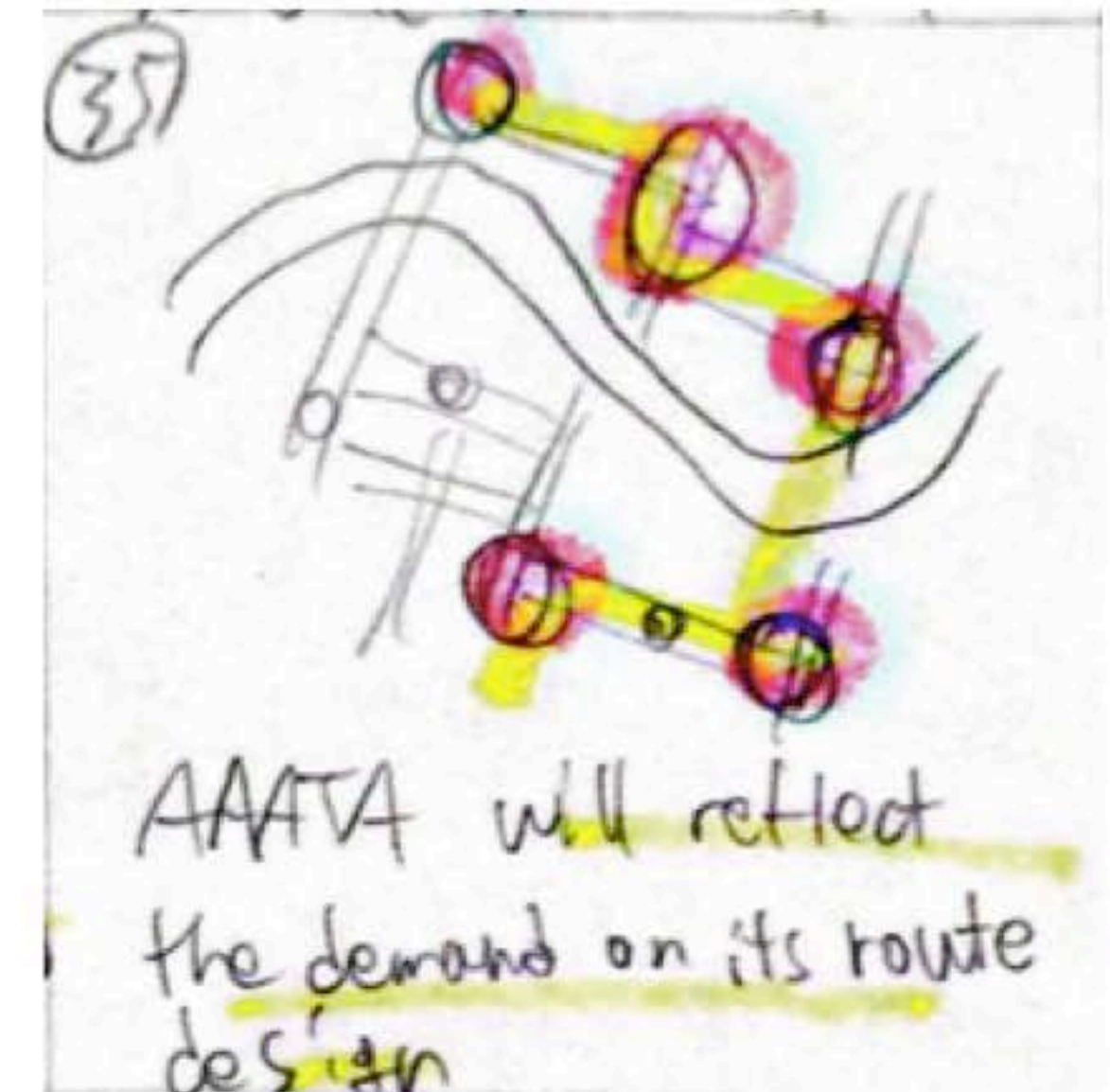
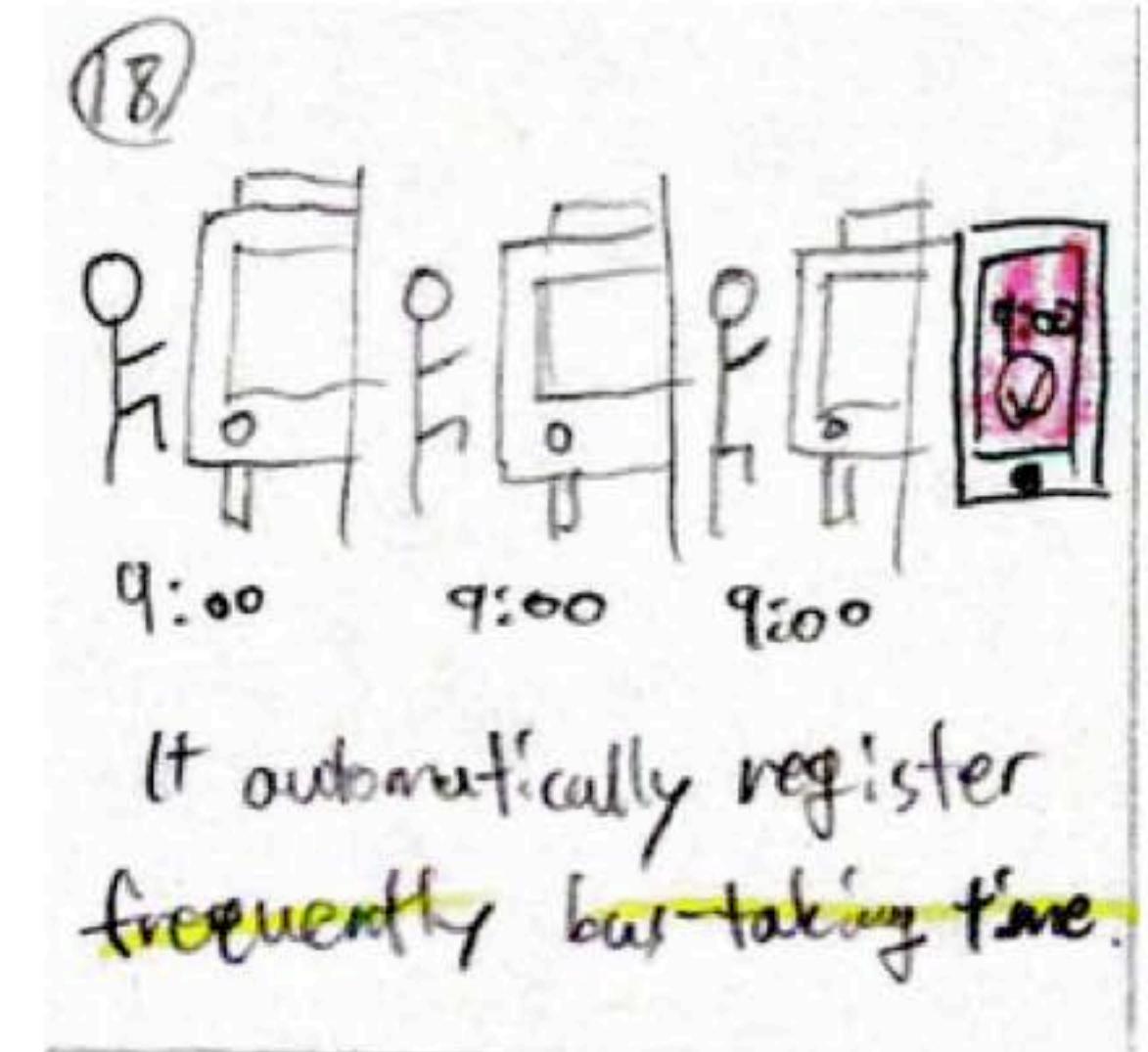
Why sketch?

- **Reflect**
- **Explore**
- **Communicate**



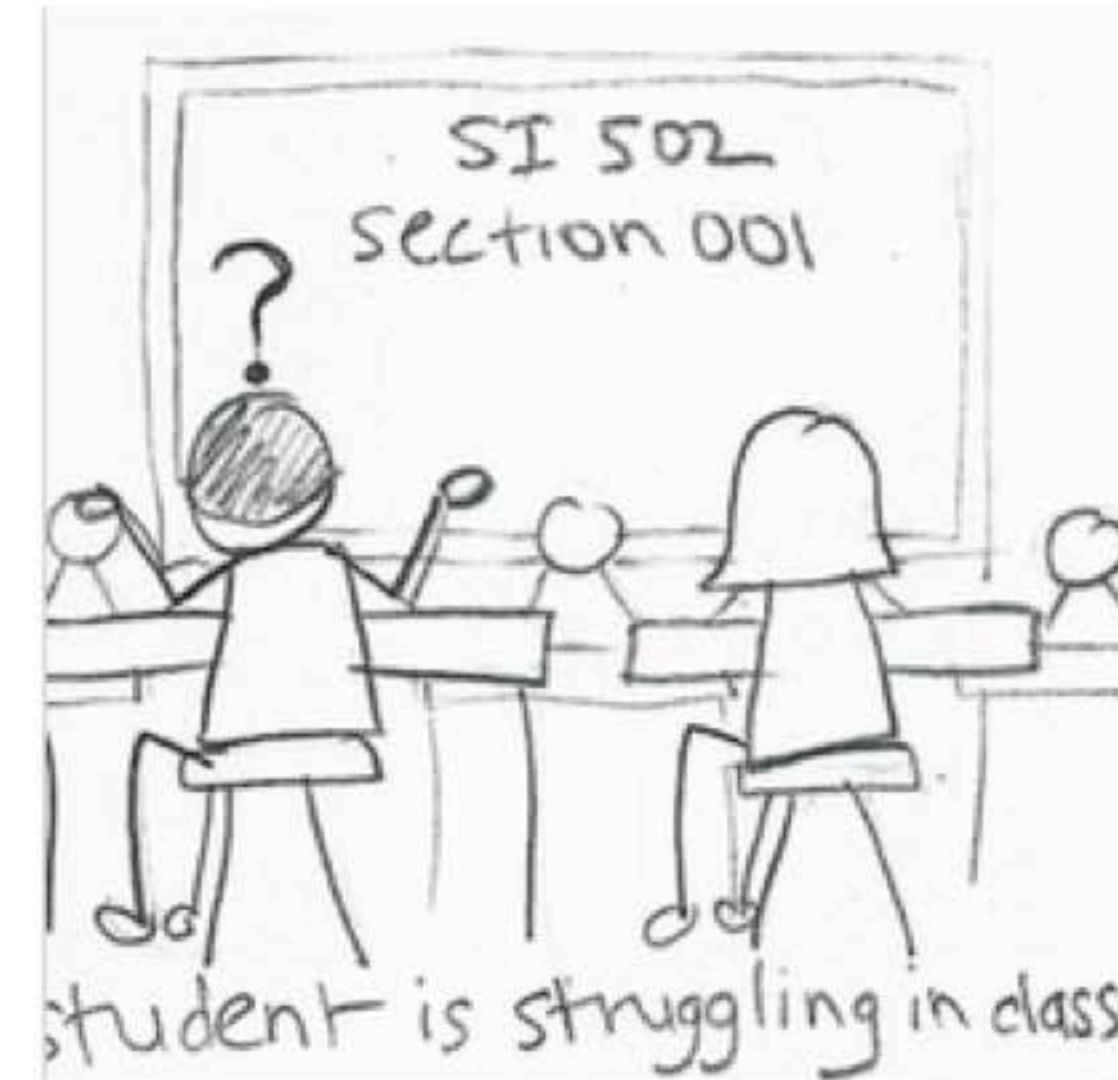
How to sketch

- Use pencil and paper (whiteboard OK)
- Go fast
- Don't perfect
- Make lots of them
- You don't have to be "good at drawing!"



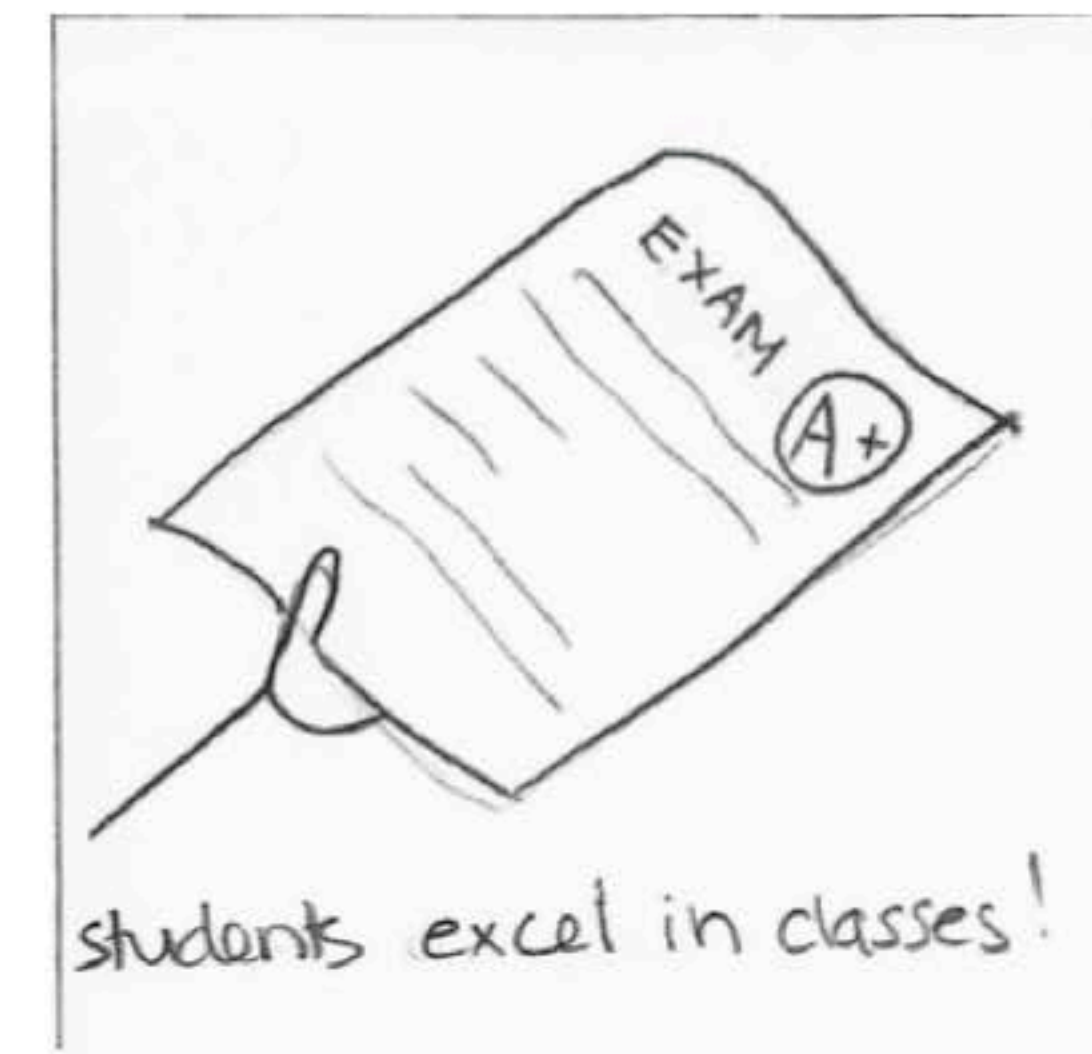
What to sketch

- The problem
 - How would someone experience this problem?



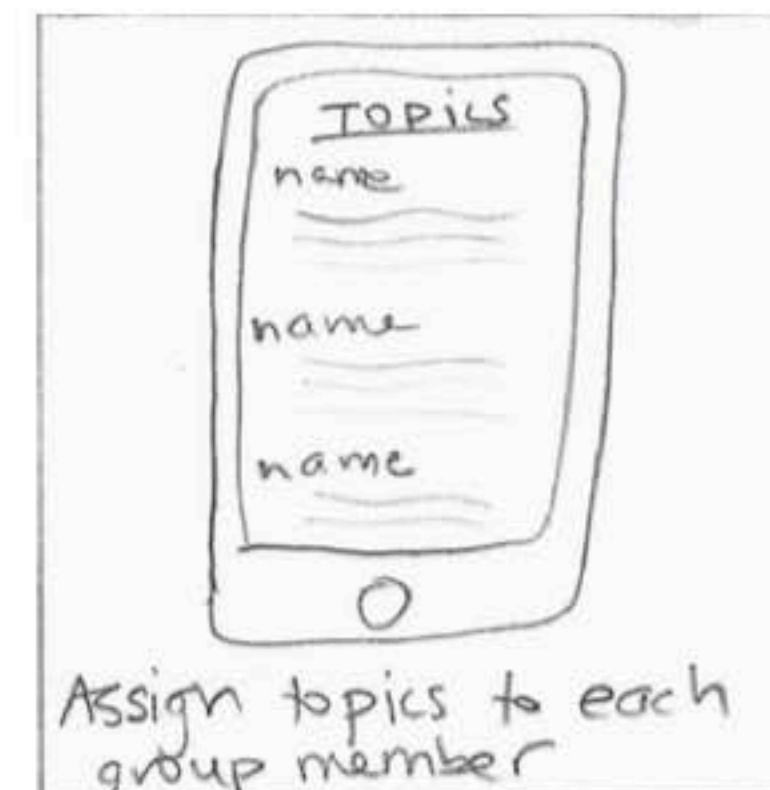
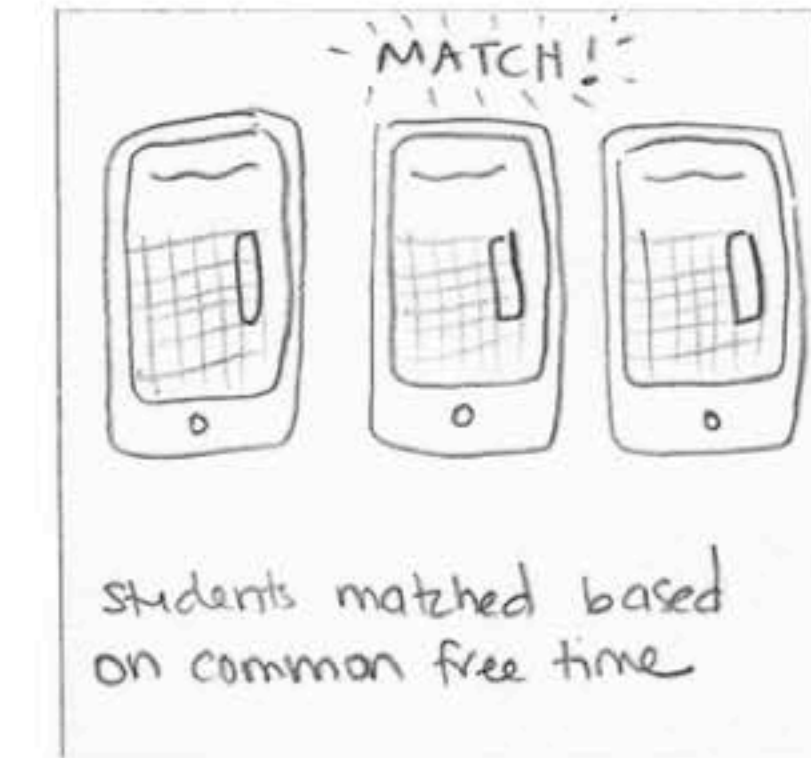
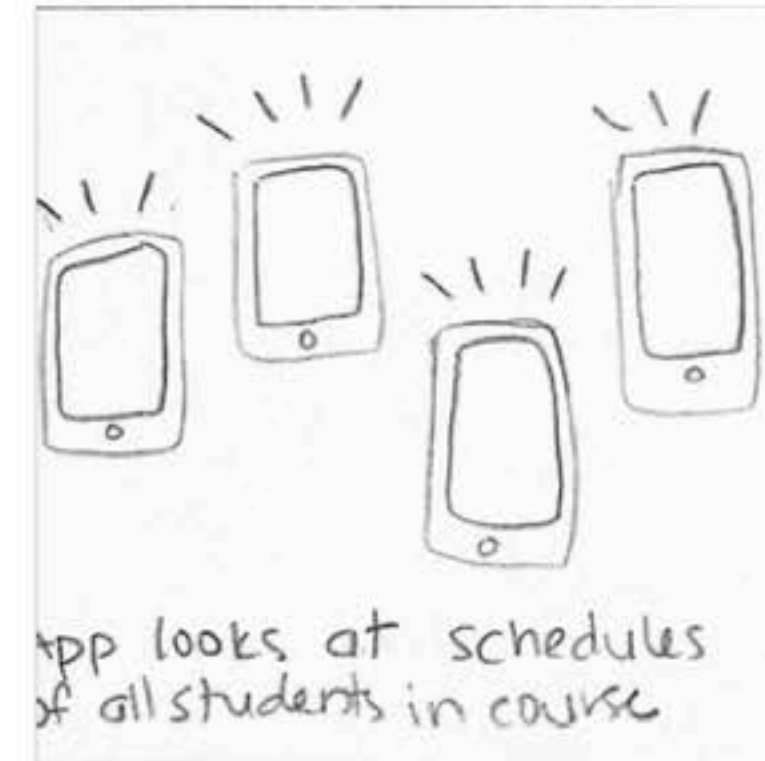
What to sketch

- **The problem**
 - How would someone experience this problem?
- **The solution**
 - What would it look like for the problem to be solved?



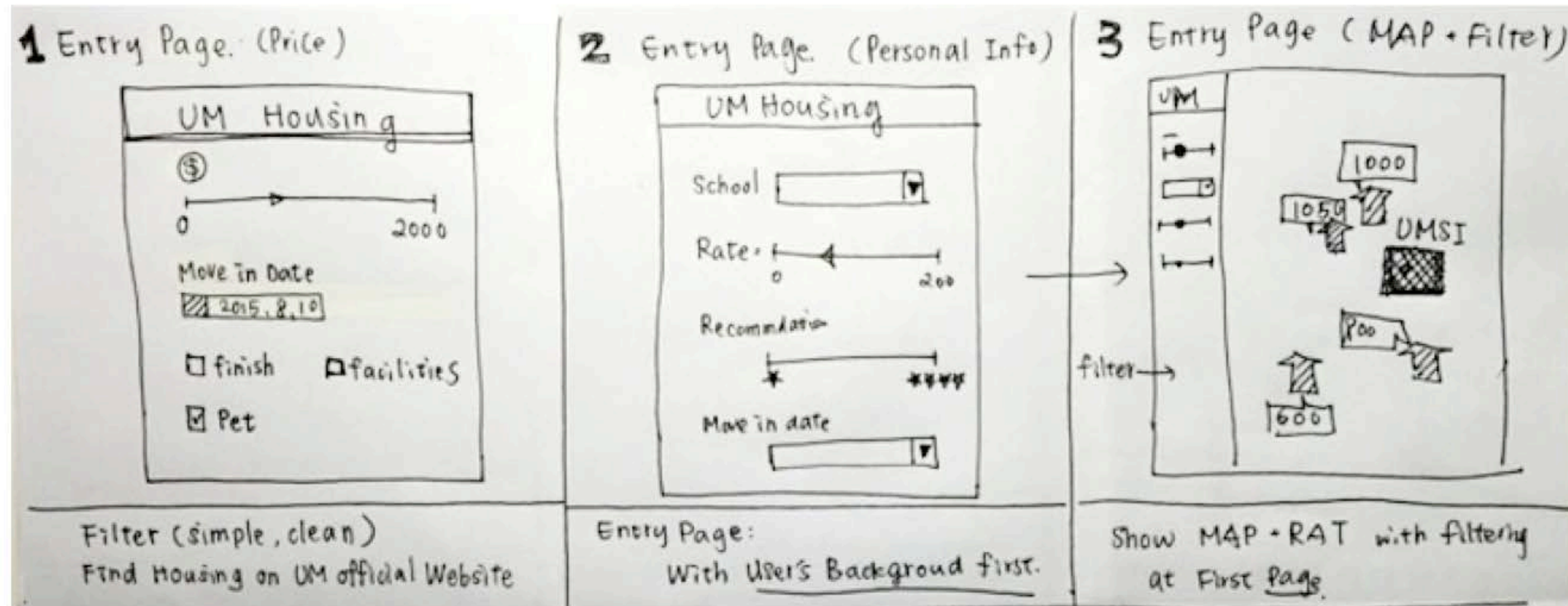
What to sketch

- The problem
 - How would someone experience this problem?
- The solution
 - What would it look like for the problem to be solved?
 - How would a system help solve the problem?



Sketches vs prototypes

- A sketch can be a prototype
- A prototype can be a sketch



Sketches vs prototypes

<u>SKETCH</u>		<u>PROTOTYPE</u>
EVOCATIVE	—————→	DIDACTIC
SUGGEST	—————→	DESCRIBE
EXPLORE	—————→	REFINE
QUESTION	—————→	ANSWER
PROPOSE	—————→	TEST
PROVOKE	—————→	RESOLVE
TENTATIVE	—————→	SPECIFIC
NONCOMMITTAL	—————→	DEPICTION

From Buxton, B. Sketching the User Experience

Opposing Processes in Design

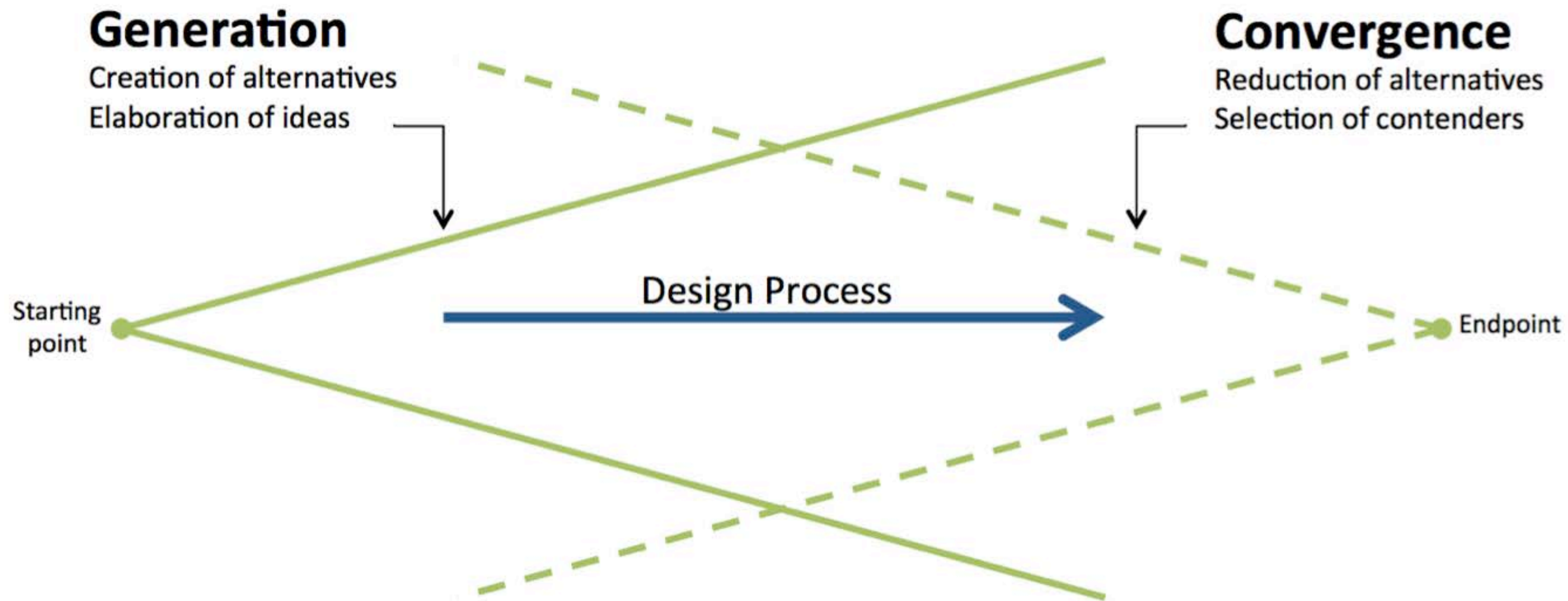


Figure adapted from Buxton, B. Sketching the User Experience

Phases of Generation and Convergence

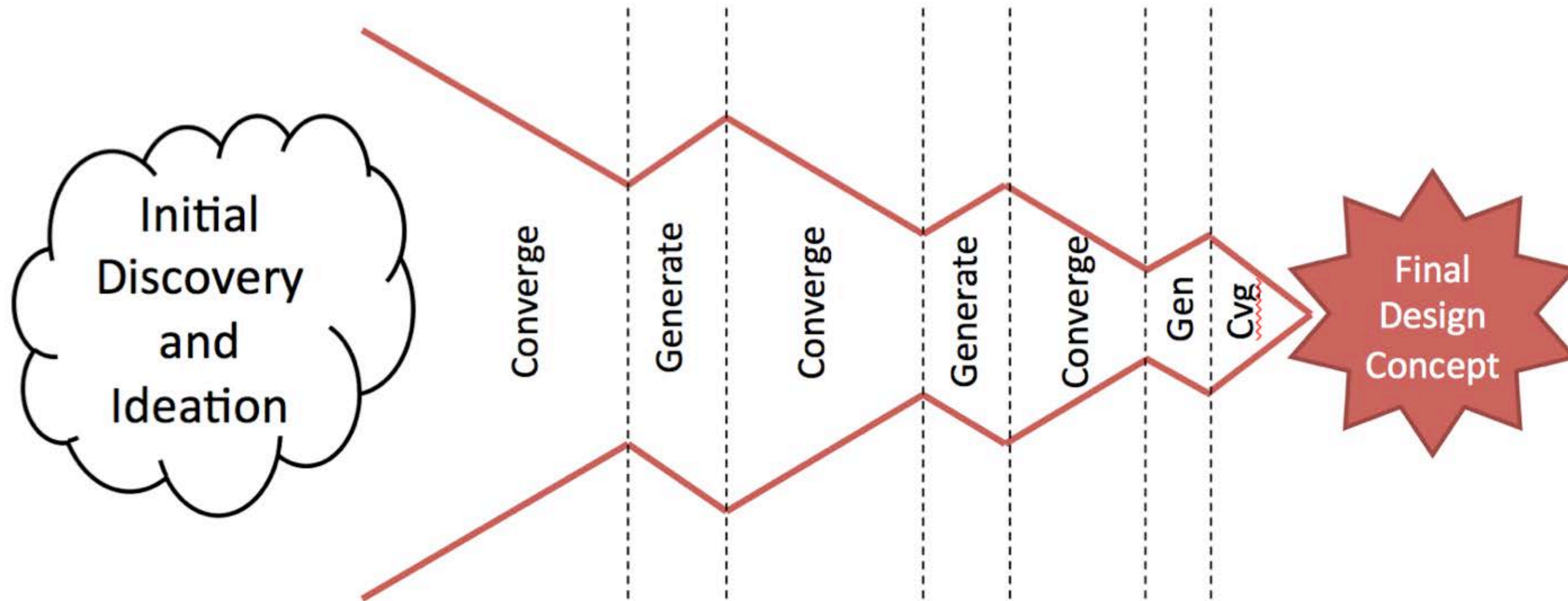
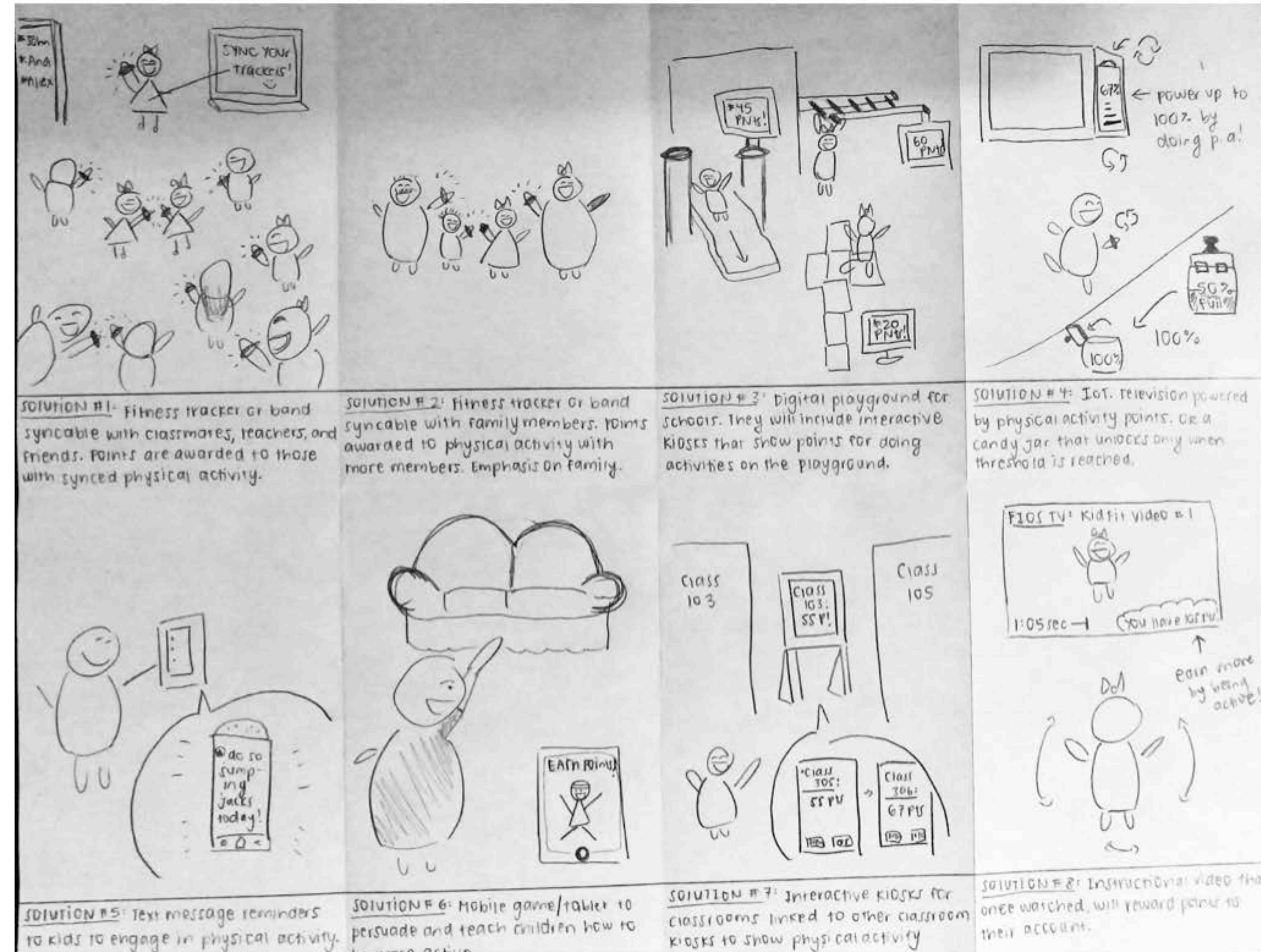


Figure adapted from Buxton, B. Sketching the User Experience

Generation

- Sketch!
- Quantity over quality
- Build, don't critique
- Apply “lateral thinking”



Convergence

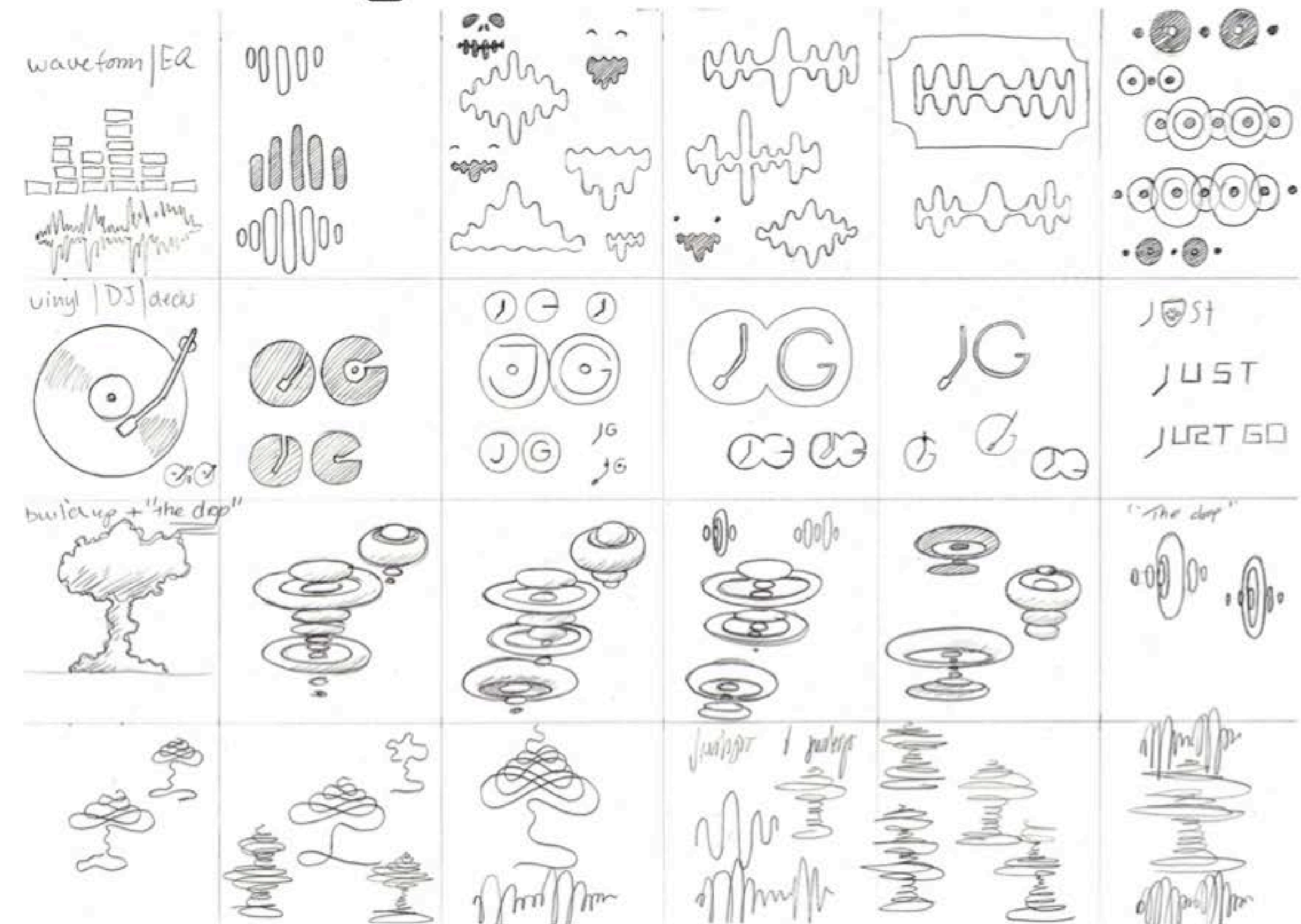
- **Synthesize**
- **Apply criteria**
- **Critique**
- **Eliminate and promote**

- **You will run out of ideas. Don't stop!**
- **Many techniques exist for “lateral thinking”**
 - **Brainstorming**



Sketchers' block: Ideation

- You will run out of ideas. Don't stop!
- Many techniques exist for “lateral thinking”
 - Brainstorming
 - Matrix techniques
e.g., Morphological Analysis



Ideation technique: The Worst Idea

- Use when stuck
- Think of the worst idea(s) you can for solving the problem
- Use these for inspiration

The Flickr logo is displayed in a stylized font. The word "flickr" is in blue, and the final "r" is in pink.

Biggr. Discrete photos smeared together.
Spectaculr. Like New Coke and Edsel.
Wherevr. Bad navigation.
Whatevr. Looks completely random.

Go sketching!

- Quick
- Imperfect
- Quantity over quality
- *Generate* rather than *converge*
- Use *lateral thinking* when you get stuck

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