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Adapted from Bill Buxton, Sketching User Experiences: Getting the Design Right and the Right Design, 2007. Use sketching in the early stages of the design funnel to explore multiple design directions at low cost. Refrain from developing low- or high-fidelity prototypes at this stage. Discard promising leads that, upon closer inspection, are unable to meet your problem requirements.

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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.

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