

### **Part 1: Art, Design, Craft**

Verplank expressed the connection between art, design and craft.

**Art:** Focus on expressing personal emotions and opinions.

**Design:** The core is the process of solving problems. The design starts with setting goals and the process works towards the goals.

**Craft:** Turning design ideas into real products or user experiences.

Through simple sketching, he showed how these three interact and complement each other to create actual outputs in design.

### **Part 2: The Importance of Sketchbooks**

Sketchbooks are an important tool for designers in the early stages of design and in the later stages of communication with the team.

Verplank proposed that sketchbooks can quickly capture and record design inspiration, capture creativity, and break down complex problems into thinking, which is very valuable. It can not only help designers express ideas more clearly, record and capture inspiration, but also enhance cooperation and understanding among members in team collaboration.

He showed us examples and the importance of sketchbooks and hand-drawn sketches in exploring and conveying design ideas.

### **Part 3: Three Questions of IxD**

Verplank proposed three core questions of interaction design, which can help designers clarify their direction during the design project:

**1. What to do?** This question can clarify the goal and function of the product and focus on the practicality of the design.

**2. How to use it?** Pay attention to the user experience and ensure that the designed product is easy to operate.

**3. How does it feel?** Pay attention to the emotions and experience of users when interacting with the product, which is convenient for reflection and improvement.

These questions he raised can guide designers to improve projects and works and sort out their thoughts in design, reflecting the importance of user experience in interactive design.

### **Part 4: Mindset and the History of IxD**

Verplank took us through the development history of interactive design and proposed that "empathy" is the key to understanding IxD.

**Technical aspects:** from mechanical technology to digital interaction.

**The role of design thinking:** Designers should be user-centric and use design to solve complex problems in reality.

**The impact of user experience:** Designers need to design products that stimulate users' emotional resonance and affect users' behavior and life by understanding users' emotional needs.

He used sketches to show the relationship between designers and technology, users, and cultural environment, and pointed out that "empathy" is the basis for creating successful designs.

## Summary

Verplank's speech used simple sketches as a medium to show us the relationship between art, design and craftsmanship. He also proposed the importance of sketching and hand-drawn sketches in the design process and the core of interactive design. He also told us about history, showing the important role of "empathy" in user experience design from different historical perspectives, and provided me with important ideas for the process and advancement of my interactive design projects.

