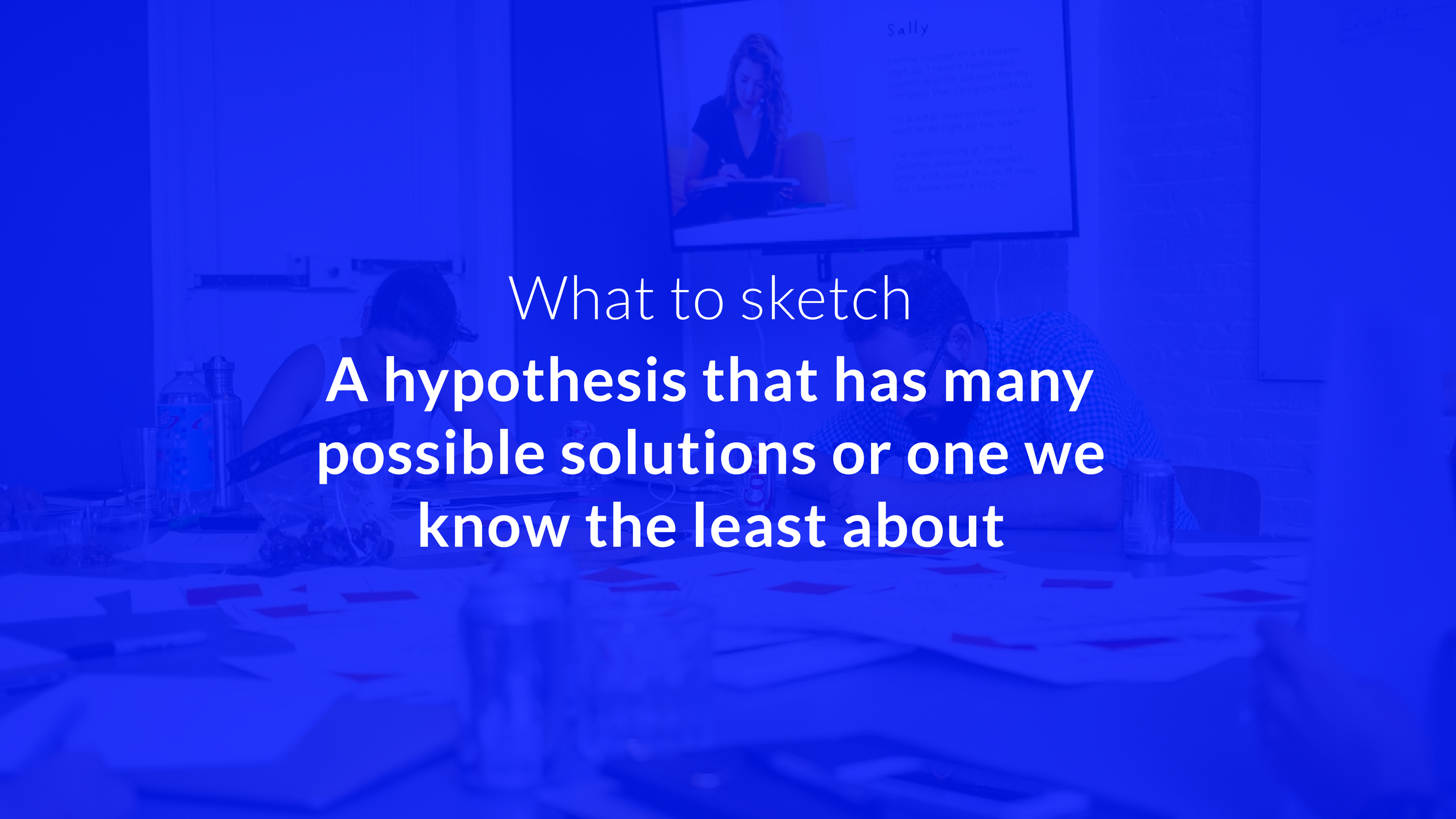
Team sketch session

Generating lots of ideas to kick start the prototyping process

Team sketch sessions

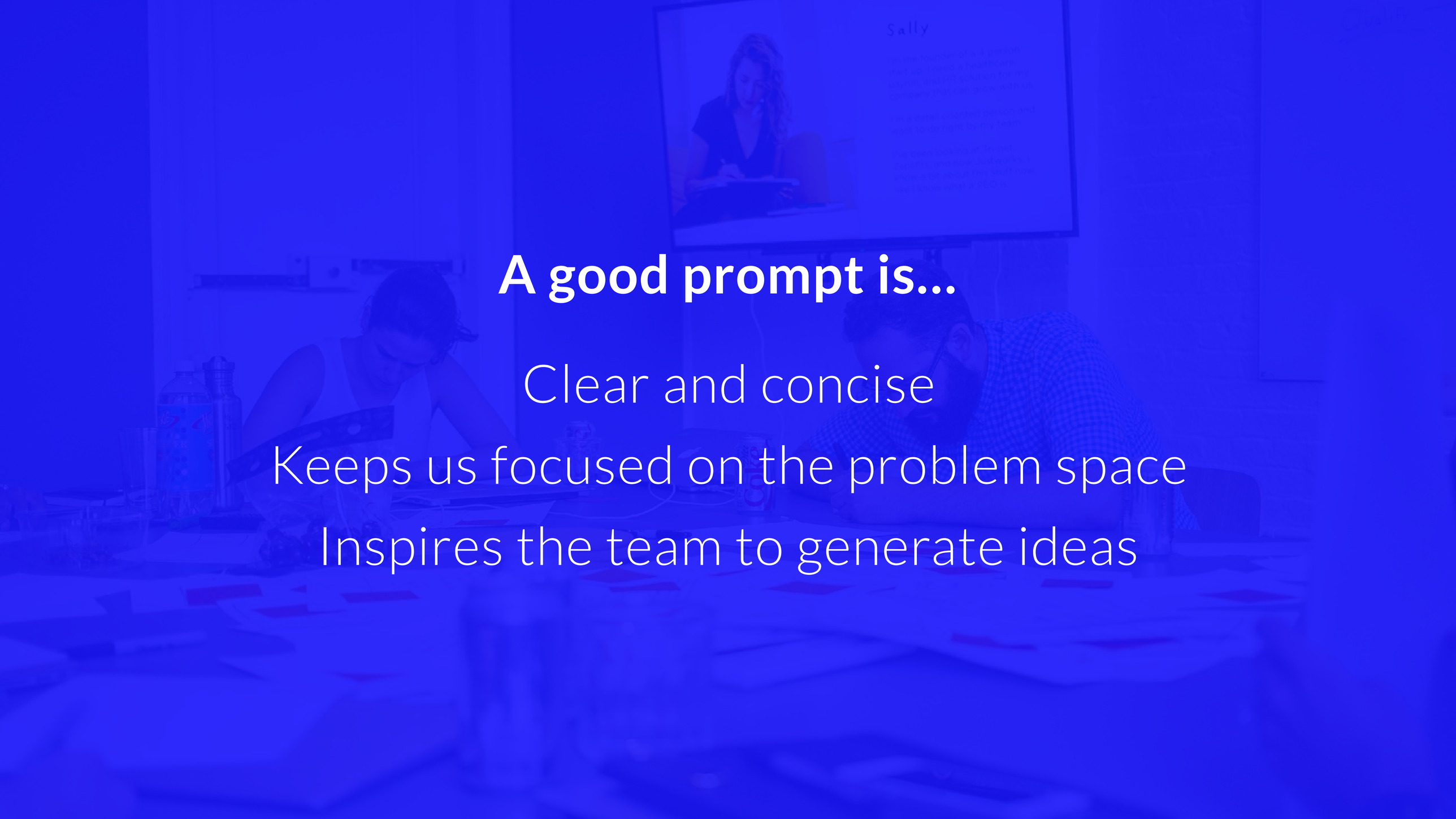
Help us generate a lot of ideas to unstick us, make sure we’re not missing anything, and push us in new directions



What to sketch

A hypothesis that has many possible solutions or one we know the least about

Hypothesis → Prompt



A good prompt is...

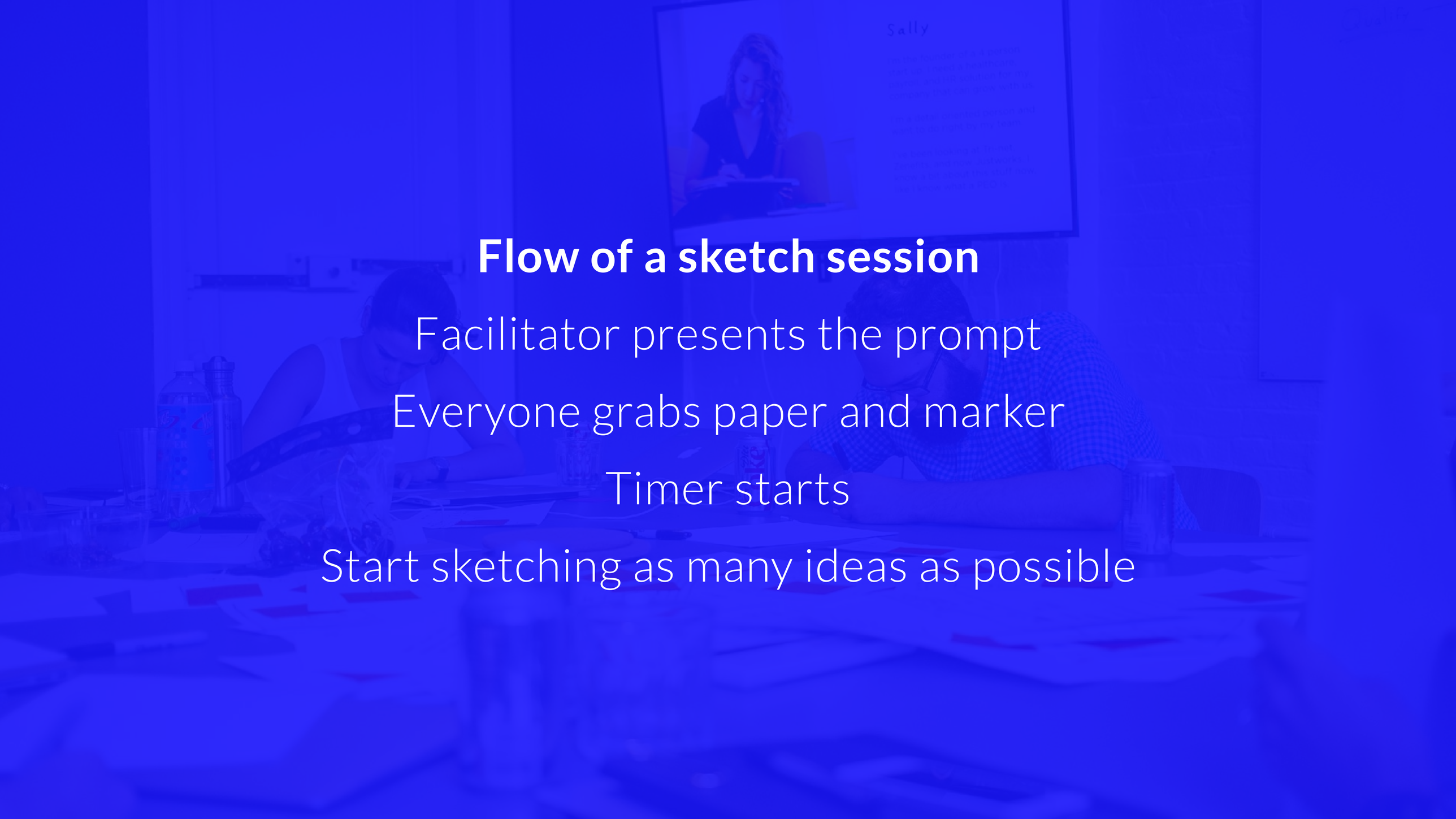
Clear and concise

Keeps us focused on the problem space

Inspires the team to generate ideas

Your job is to have tons of ideas

Quality over quality



Flow of a sketch session

Facilitator presents the prompt

Everyone grabs paper and marker

Timer starts

Start sketching as many ideas as possible

Some sketching ground rules

No bad ideas

This is easy, drawing skills don’t matter

Draw fast, quantity over quality

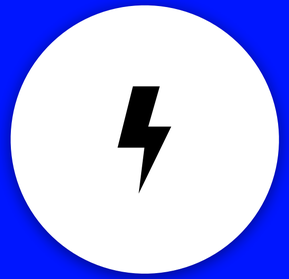
Present your sketch right away

Steal any idea

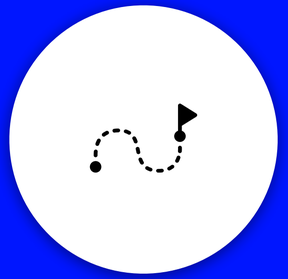
Remix and add onto it

Post it note a description

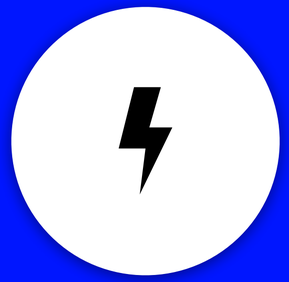
2 ways to ideate by sketching



Concept sketch



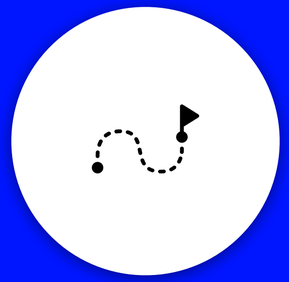
Ideal User journey



Concept sketch

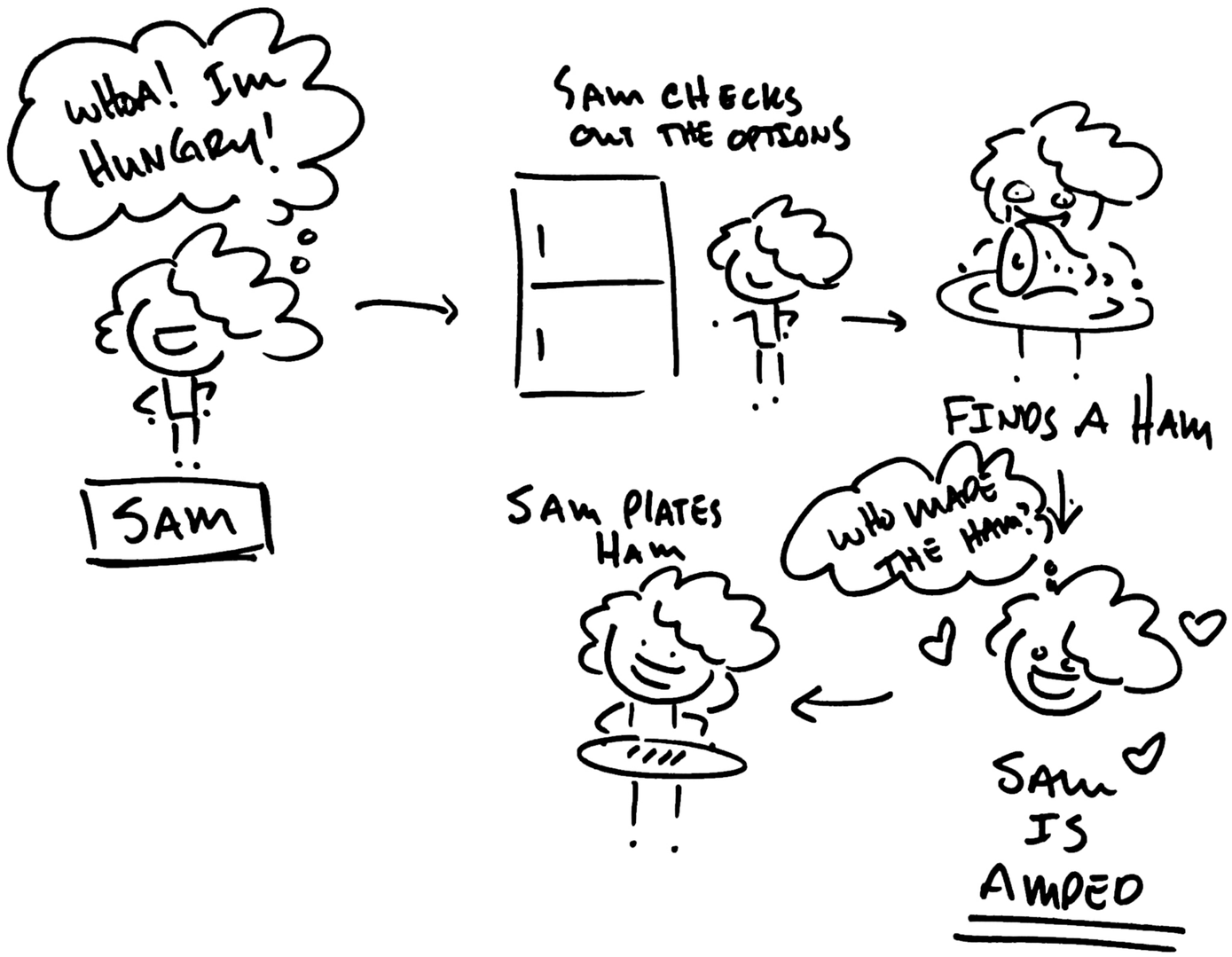
Draw screens, your start ups website, anything & everything

MKT
SERVE!
HELPME PICK
TCARD
REG
QUEST.
BAI
REG
BILLPAY
BILLPAY 1P
SERVE
SERVE 1P
WE THINK YOUD LIK SKU 1
MORE SKU
REG
WE THINK YOUD LIK SKU 1 BECAUSE
MORE SKUS
SKU 1
REG
1
2
3
APP!
SERVE!
SIGN UP HERE + GET ALL THE BENEFITS OF SERVE
ARE YOU REGISTERING A CARD YOU BOUGHT IN A STORE?
YES
NO!



Ideal User journey

Illustrate a user’s flow through an experience, indicating key moments and emotions

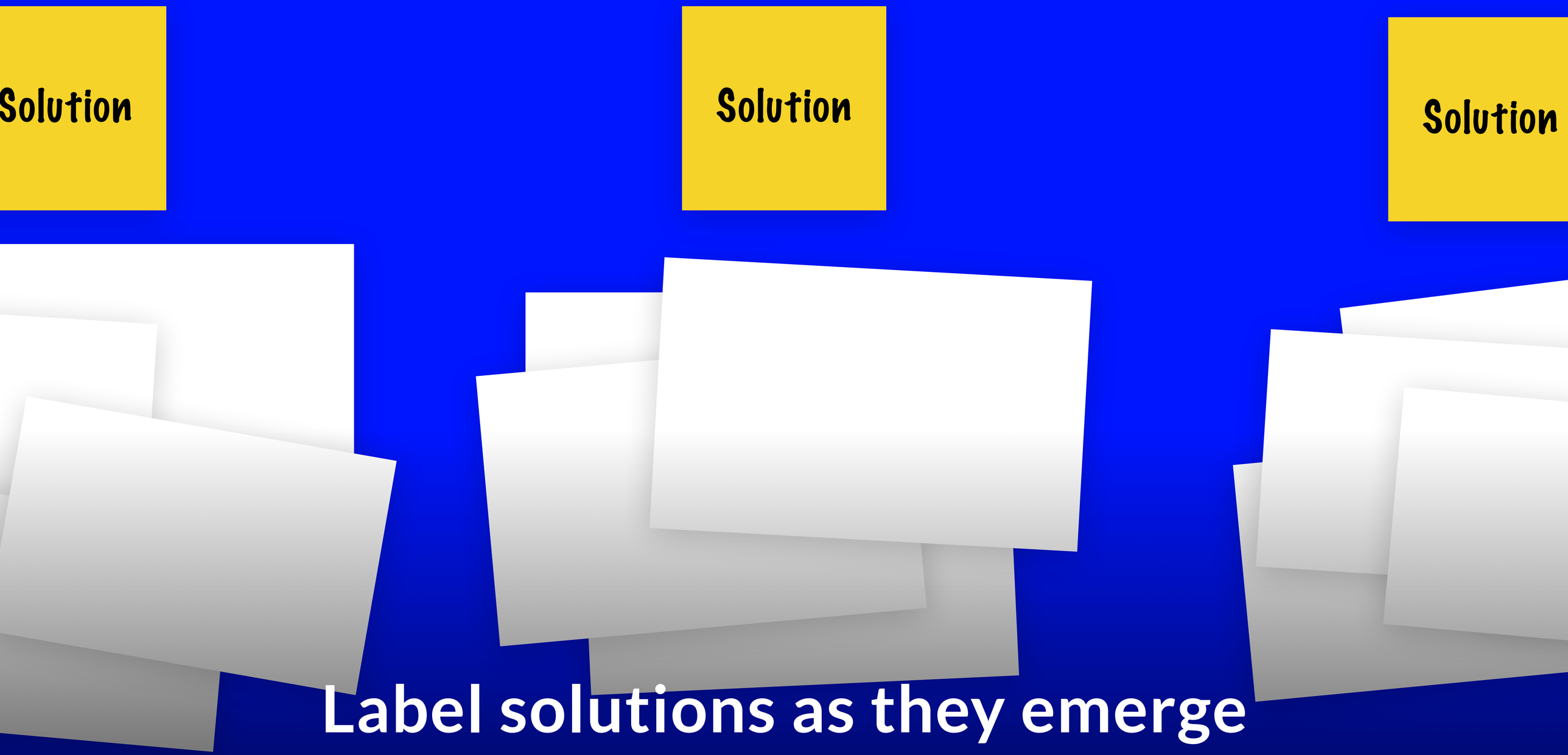

WHOA! I'm HUNGRY!
SAM
SAM CHECKS OUT THE OPTIONS
FINDS A HAM
WHO MADE THE HAM?
SAM PLATES HAM
SAM IS AMPED

Synthesis

Synthesis

Making sense of our sketches

Group together similar solutions



Label solutions as they emerge

Solution

If a stack gets too big...

Solution
Solution
Break it into two and
re-write the solution

In the end we'll have something like this