



## Activity introduction

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In this activity, with gaps and opportunities discovered during your empathize and define phases, you'll do an exercise called Crazy Eights to come up with solutions that address the gap or opportunity.

**Crazy Eights** lets you compare ideas, examine different solutions, and narrow down the list of possible options before moving forward with the best ones. For this activity you will need:

- A piece of plain paper 8.5"x11" or larger
- A writing utensil - a pen or pencil works great
- A timer



## Step-by-step instructions

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### Conducting a Crazy Eights exercise

You should have already identified several gaps and opportunities for the scenario of your project. You can use any of the gaps and opportunities you've already identified for this activity.

#### Step 1: Gather your materials

- A piece of plain paper 8.5"x11" or larger
- A writing instrument - a pen or pencil works great
- A timer

#### Step 2: Identify a gap or opportunity to address

Identify a gap or opportunity in the. Make a note on the paper of what gap or opportunity you are addressing.

Your goal for this exercise is to brainstorm potential solutions to the project gap or opportunity you've identified. Keep this in mind during the following steps.

#### Step 3: Prepare your blank paper

Fold the paper in half, then fold it in half again, then in half one more time. Then, unfold your paper to reveal 8 rectangles between the fold lines. Each of the 8 spaces will be for a different idea. That's where the Crazy Eights name comes from. Your paper should be folded along these lines:


## Step 4: Take out your writing instrument

A lot of designers prefer black markers or felt-tipped pens because they create distinct lines. You can also use a pencil so that you can shade certain areas.

## Step 5: Take out your timer

Set a timer on your device, or use a physical one. The Crazy Eights exercise will take eight minutes: one minute for each idea.

## Step 6: Complete the Crazy Eights exercise

Using the gap or opportunity you identified in step 2, sketch eight different ideas that propose solutions to the gap or opportunity. Use one space per solution, and stop working on each space after one minute. Use the timer to keep you on track.

Remember, don't judge your ideas yet! At this stage, you want to consider as many solutions as possible. They're all worth recording.

## Step 7: Describe at least three of the ideas you proposed

On a separate piece of paper or in a digital document, write a short explanation for at least three of your proposed solutions. This is a place to provide a justification for your ideas, and give them more context for stakeholders so they can understand your thought process. Write 2-3 sentences or bullet points for each idea that you describe.

If you complete this step on paper, take a photo of your work.

## **Step 8: Take a picture of your completed Crazy Eights activity**

You'll use the sketches for your future activities.

## **Step 9: Reflect on the completion of this activity**

In the Crazy Eights exercise, did you:

- Identify a gap or opportunity to address, based on the competitive audit comparison and report?
- Sketch eight solutions to the gap or opportunity you identified in the rectangles provided?
- Spend one minute or less drawing in each rectangle on the paper?
- Explain at least three of the solutions you proposed?
- Take photos of your work?