

1.



Activity introduction

This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.

In this optional activity, you'll identify gaps and opportunities discovered during your competitive audit. Then, you'll do an exercise called Crazy Eights to come up with solutions that address the gap or opportunity. If you'd prefer to skip this activity, feel free to move to the next course item. This assignment is not required to complete the course or your CoffeeHouse project, but it is good practice. 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

Conducting a Crazy Eights exercise

You should have already identified several gaps and opportunities for the CoffeeHouse scenario in the activity [Create a competitive audit for the CoffeeHouse project](#)^[↗]. You can use any of the gaps and opportunities you've already identified for this activity.

If you haven't completed the competitive audit activity, we've provided a CoffeeHouse example that you can use:

To see the completed exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: [CoffeeHouse competitive audit](#)^[↗]

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.



[Google UX Design Certificate - Competitive audit - Coffeehouse - Example](#)
[XLSX File](#)

To see the completed exemplar for this course item, click the link below and select "Use Template."

Link to exemplar: [CoffeeHouse competitive audit report](#)^[↗]

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.




[Google UX Design Certificate - Competitive Audit Report - Coffeehouse - \[Example\]](#)
[DOCX File](#)

To access the CoffeeHouse business scenario, click the link below and select "Use Template."

Link to exemplar: [CoffeeHouse Business Scenario](#)^[↗]

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

 [Google UX Design Certificate - CoffeeHouse Business Scenario](#)
[DOCX File](#)

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 CoffeeHouse business model by reading the competitive audit spreadsheet and report. Make a note on the paper of what gap or opportunity you are addressing.

An example of a gap might be:

You are conducting a competitive audit of CoffeeHouse. You notice that visitors at a competitor's store are using an app to access a number of their services. Customers at CoffeeHouse tend to order in-store rather than on their devices. Participation in the CoffeeHouse loyalty program is low, wait times are long, and many people leave as soon as they get their order. The problem you identified would be:

"CoffeeHouse is underutilizing its app. CoffeeHouse is not effectively using the app to build customer loyalty."

Your goal for this exercise is to brainstorm potential solutions to the CoffeeHouse 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 be sharing your work in the next discussion prompt.

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 CoffeeHouse 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?