

1.



Activity introduction

This activity will help you apply ideation techniques such as Crazy Eights or How Might We (HMW) to generate initial page layout ideas for your portfolio project responsive website. This process will enable you to identify gaps and opportunities related to what you learned in your competitive audit.

These ideation techniques are effective ways to come up with solutions for gaps in your portfolio project website. The Crazy Eights and HMW techniques let you compare your ideas, examine different ideas, and narrow down the list of possible solutions before moving forward with the best ones.

To complete this activity, choose one of the options below and follow the directions to conduct either a Crazy Eights or HMW exercise.



Step-by-step instructions

Option 1: Conducting a Crazy Eights Exercise

Your goal for this Crazy Eights exercise will be to brainstorm potential ideas and solutions for the gaps or opportunities you identified for your portfolio project in the activity [Conduct a competitive audit](#)^[7]. To complete this Crazy Eights exercise, revisit a gap or opportunity in your design, and then use the Crazy Eights diagram to ideate and form a solution.

Follow these steps to complete the Crazy Eights exercise.

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 your portfolio project by reading the competitive audit spreadsheet and report you completed in [Conduct a competitive audit](#)^[7].

In the competitive audit activity exemplar, the designer first identified a gap in the Food Saver business model by reading the competitive audit spreadsheet and report and determining where there things could be improved.

An example of a gap or weakness for the Food Saver marketplace might be:

The competitors are already doing some things well, like taking different but direct approaches to limit food waste. The problem you identified could be:

"Food Saver could differentiate by helping users track the food that comes into the household and help people use all of it whether it's cooked already or fresh."

This is an activity you've already completed once for this project. Now you're focusing on the responsive website. Go back to your competitors and evaluate how they've approached their product. Do they have a dedicated app? A responsive site? Both? Where can your responsive site succeed and set itself apart?

Step 3: Prepare your piece of blank paper

Fold the paper in half vertically, then fold it in half again horizontally, then in half one more time horizontally. Unfold your paper to reveal eight rectangles between the fold lines. Each of the eight spaces will be for a different idea. That's where the Crazy Eights name comes from.

Your paper should be folded along these lines:

Note: If the eight rectangles from an 8.5" x 11" page are too small for your webpage design ideas, you can use two pages of four rectangles or try a larger sized paper.

Step 4: Take out your writing instrument

A lot of designers like black markers or felt-tipped pens because they create distinct lines. Or, you might want to use a pencil, so that you can darken certain areas.

Step 5: Take out your timer

The Crazy Eights exercise will take eight minutes: one minute for each idea.

Step 6: Complete the Crazy Eights exercise

You should use the gap or opportunity you identified in step two based on the data from your competitive audit. Then, sketch eight ideas to address that opportunity. Do one problem per square, per minute. Remember, don't judge your ideas; all ideas are worth recording.

Step 7: Take a photo of your completed Crazy Eights activity

You'll be sharing it in the next discussion prompt. Showing your ideation process is also helpful to include in your portfolio.

Step 8: Reflect on the completion of this activity

In this Crazy Eights exercise, did you:

Identify a gap based on your project's competitive audit comparison and report?

Sketch eight potential solutions on your folded paper, allotting one minute to each sketch?

Take a photo of your Crazy Eights activity?

Step 9: Save your work

As you complete these activities, remember to:

. Take photos of your Crazy Eights exercise and save them.

. Save all of your work to your computer, a hard drive, or a Google Drive folder to make sure you have all the resources you'll need later in the course for your portfolio.

Option 2: Conducting a HMW Exercise

If you already completed option one, there's no need to complete this. The How Might We technique is a design thinking activity used to translate problems into design opportunities. Again, you will begin by formulating a problem based on your competitive audit. Identify a gap or opportunity in your marketplace, then use the HMW exercise to ideate and form a solution.

Follow these steps to complete your HMW exercise:

Step 1: Gather your materials

You can approach this exercise in any format you like. Choose to either write it out on a piece of paper, or in a digital format such as on a Google doc.

Step 2: Identify a gap or opportunity to address

Identify a gap or opportunity in your portfolio project marketplace design by reading the competitive audit spreadsheet and report, which you completed in

[Conduct a competitive audit](#).

The designer first identified a gap in the Food Saver business model for the exemplar you've reviewed previously by reading the competitive audit spreadsheet and report. An example of a gap or weakness for the Food Saver marketplace might be:

The competitors are already doing some things well, like taking different but direct approaches to limit food waste. The problem you identified could be:

"Food Saver could differentiate by helping users track the food that comes into the household and help people use all of it whether it's cooked already or fresh."

An example of a gap for a hypothetical sandwich shop might be:

"The sandwich shop is underutilizing its website. It isn't using the web to build loyalty or encourage repeat orders like to-go orders."

From this identified gap in the sandwich shop's business, you are encouraged to build features into the shop's website to generate repeat business and increase to-go orders. Here, the problem you want to solve is how to build these features into the shop's website.

Step 3: Reframe your problem as an HMW question

Consider the gap you've identified and try to rephrase your gap as an HMW question by adding "How might we" to the beginning of your problem statement. For example, reframing the problem formulated in Step 1 as:

"How might we build features into a website that will help generate repeat business and increase to-go orders for the sandwich shop?"

Step 4: Determine whether your HMW question is broad enough

Your HMW question should generate several possible answers and become a way to identify useful solutions. Examine your HMW question and ask yourself if it allows for a variety of solutions. If not, consider broadening it.

Step 5: Determine whether your HMW question is too broad

Make sure that your HMW question and its solutions aren't too broad. You want your HMW questions to be general enough to generate various possible solutions, but you also want them to be specific enough to focus on actionable solutions. Ensure your HMW question leads you toward design solutions that meet the users' specific needs and that you can actually implement.

Step 6: Come up with at least two more HMW questions

Remember that you want to come up with many ideas during the ideation phase of the design process. So, for this exercise, you want to come up with many HMW questions, not just one. Come up with at least two more HMW questions, for a total of at least three questions.

Step 7: Find answers to your questions

With your HMW questions as your starting point, brainstorm ways to solve your design problem. Record your ideas in whatever medium you chose, either a piece of paper or digitally.

Step 8: Reflect on the completion of this activity

In this HMW exercise, did you:

Identify a problem to be solved based on your project's competitive audit comparison and report?

Rephrase your problem as a set of at least three HMW questions?

Make your HMW questions broad enough to generate a variety of solutions? Are your solutions focused enough to be actionable?

Find solutions to your design problem inspired by your HMW questions?

Step 9: Save your work

As you complete these activities, remember to:

- . Take photos of your HMW exercise and save them.
- . Save all of your work to your computer, a hard drive, or a Google Drive folder to make sure you have all the resources you'll need later in the course for your portfolio.