

1.



Activity introduction

In this activity, you'll identify gaps and opportunities from what you learned completing a competitive audit. You'll then do an exercise called Crazy Eights to come up with solutions for that problem. Crazy Eights lets you compare ideas, examine other people's different ideas, and narrow down the list of ideas before moving on with the best solutions.

For this activity, you'll need:

A piece of plain paper 8.5"x11" or larger

A writing utensil like a pen or pencil

A timer



Step-by-step instructions

Conducting a Crazy Eights Exercise

To get started, open up the problem statement that you've generated for your portfolio project.

The exemplar will show this exercise based on the Food Saver research conducted so far. As a reminder, here is the problem statement for the user Thierry and the Food Saver app:

Problem statement:

<u>PROBLEM STATEMENT</u>	
<u>Thierry</u>	is a/an <u>working student</u>
user name	user characteristics
who needs	<u>reminders, suggestions, and coaching to cook more often with fresh ingredients</u>
	user need
because	<u>they like to cook and want to make it a part of their routine</u>
	insight

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

Evaluate the competitive audit [!\[\]\(5a351309c3b87e4420622c1f0e57efc0_img.jpg\)](#) you completed for your portfolio project and find an area where the competition hasn't met the needs of your persona. In the exemplar, the designer first identified a gap in the Food Saver business model by reading the competitive audit spreadsheet and report.

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

"The competitors don't sufficiently address the user need to keep track of food after it's purchased and cooked."

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."

As another example, imagine you did a competitive audit and gathered observational insights for a sandwich shop chain and noticed that visitors stayed longer at a competitor's store. The problem you identified could be:

"The sandwich shop is underutilizing its app. It isn't using the app to build loyalty or encourage repeat orders like to-go orders or encouraging patrons to stay at a storefront longer."

Your goal for this Crazy Eights exercise will be to brainstorm potential ideas and solutions for an opportunity you've identified for your product. So keep this problem in mind for the following steps. Remember too that you're going to be following a mobile-first design method. For this round of Crazy Eights, brainstorm for a dedicated mobile app.

Step 3: Prepare your piece of 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 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.

Fold your paper along these lines:

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 from the competitive audit for your portfolio project. You'll sketch eight ideas to address that problem. 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 will be sharing this photo in the next discussion prompt and can use it in your portfolio later on.

Step 8: Add in a description

After you've sketched out eight ideas on paper, it's a good idea to write a short description for each sketch. This will make it easier to collect the ideas and summarize them for presentation. When you do the Crazy Eights exercise with a team, you'll often have the opportunity to present your best ideas. Receiving feedback from other members of the team will help generate even more creative thinking!

Step 9: Reflect on the completion of this activity

In the Crazy Eights exercise, did you:

Identify a problem based on the competitive audit comparison and report that needs to be solved?

Take a photo of your Crazy Eights activity?