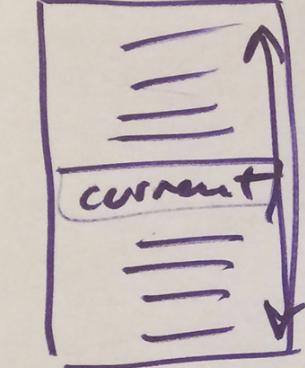


CRAZY8 EXERCISE

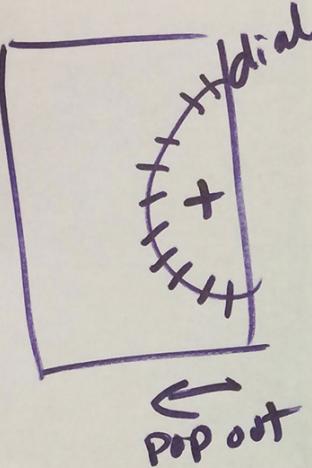
#2b | UX Research

Crazy 8's is a **fast sketching exercise** that challenges people to **sketch eight distinct ideas in eight minutes**. The goal is to **push** beyond your **first idea**, frequently the least **innovative**, and to generate a wide variety of **solutions** to your challenge.

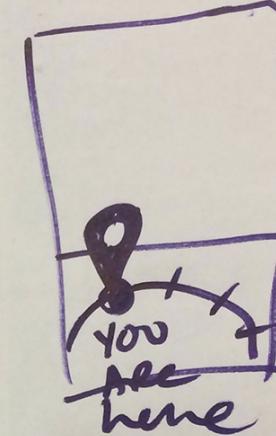
Google Design Sprint



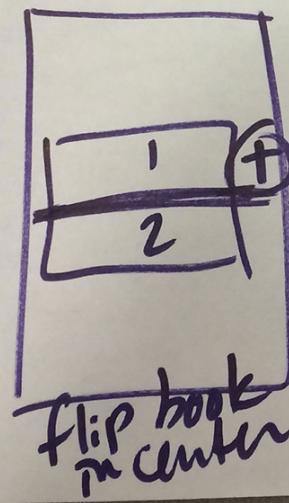
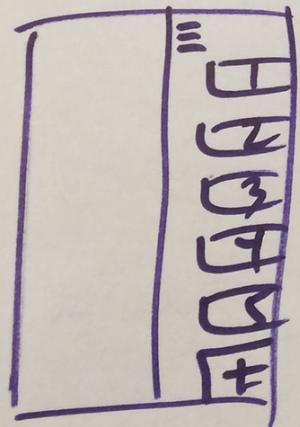
current



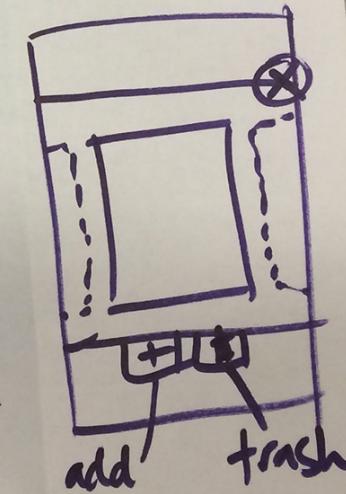
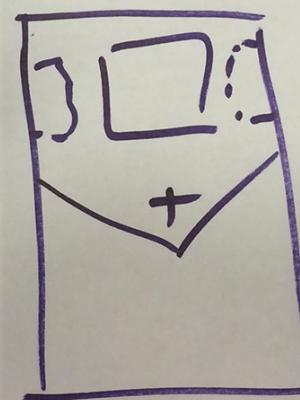
slide
sorter



you
are
here

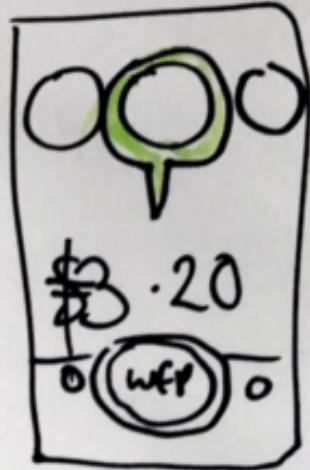
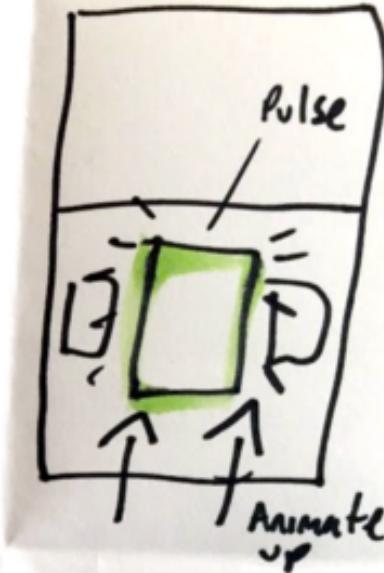
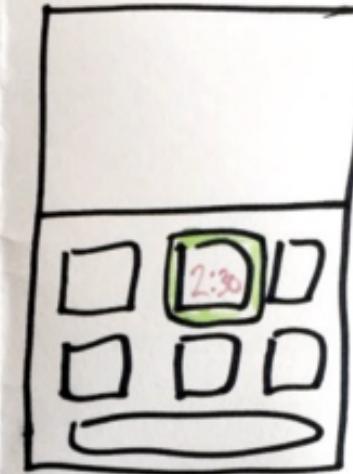
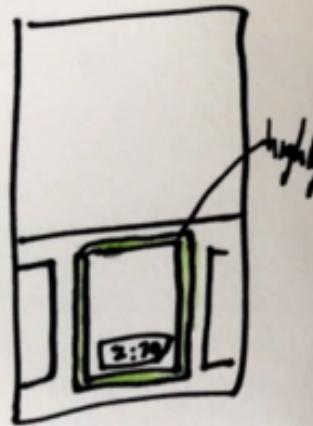


flip book
center



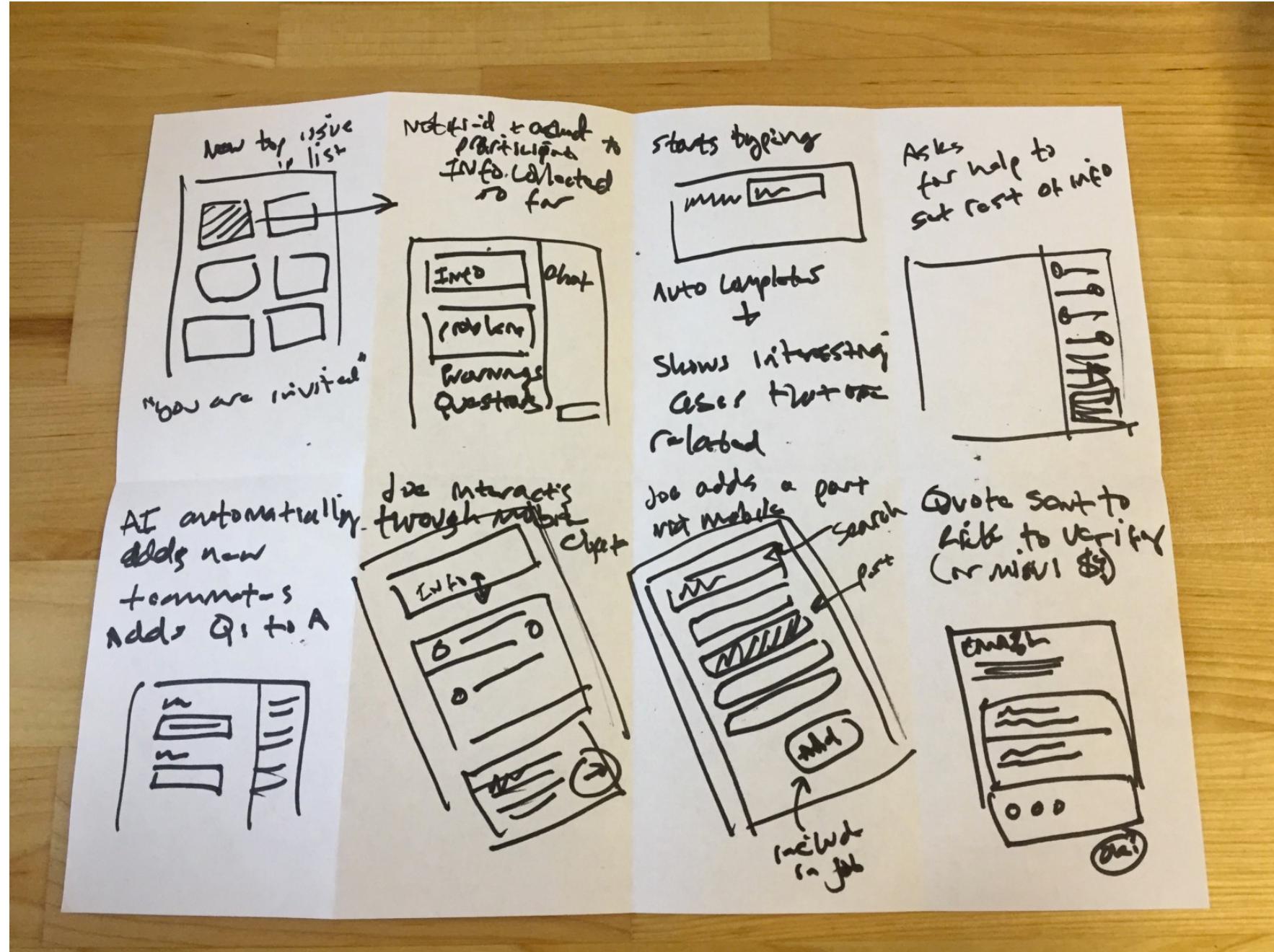
add trash





Same as
this
but
the green
comes
center





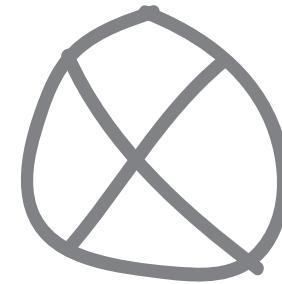
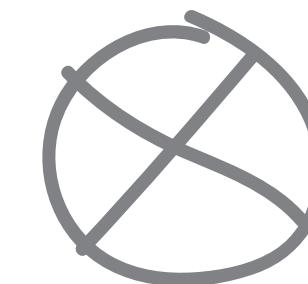
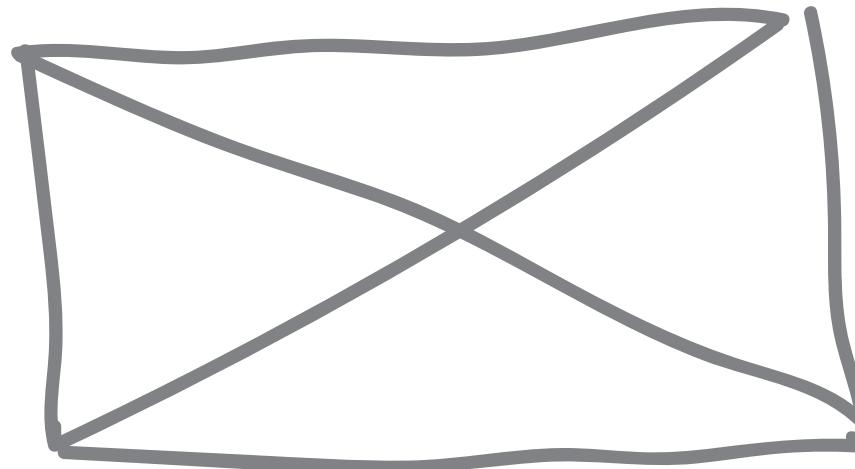
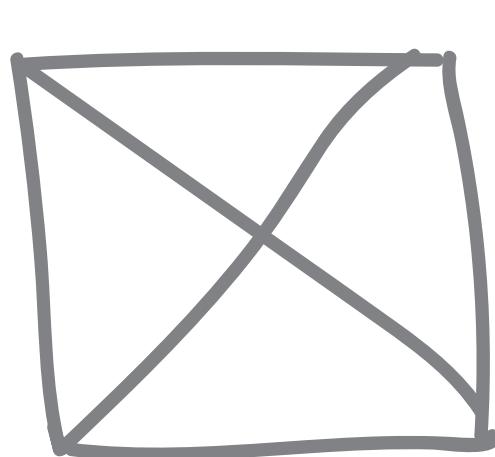
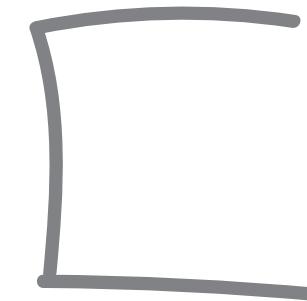
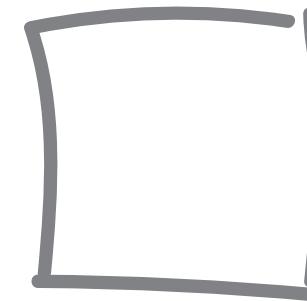
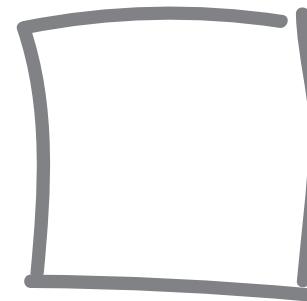
The idea is to generate as many ideas as possible within a short timeframe, **focusing on quantity** of **ideas** not quality, and then once you've got a bunch of divergent thinking on one topic, to begin converging on some winning ideas by voting on the favourites.

Google Design Sprint

PREPARATION

- 1 Take your paper and fold it into eight sections
- 2 Set the timer for eight minutes
- 3 Each team member sketches one idea in each rectangle
- 4 When the timer goes off, put your pens down

PREPARATION



READY?

**SHARE YOUR
CRAZY8 - IDEA**