

Sketch Key Pages 45 min

With this exercise, the goal is sketch 2-3 key pages to surface different perspectives on what's important for those pages, and develop a shared vision. You'll pick 2-3 groups or clusters from the Content Card-Sort and over 2 rounds converge on a shared understanding of the overall structure of each page. For some good examples of sketches, check out: webdesignledger.com/inspiration/18-great-examples-of-sketched-ui-wireframes-and-mockups

SUPPLIES NEEDED:

- 10-20 sheets of 8.5x11" paper
- Fine-tipped markers (so you don't get too fixated on details)
- Scotch tape (for taping sheets together if necessary)

Process

1. As a group pick 3 key pages from the Card-Sort, including the home page.
2. Start with a key page that isn't the home page
3. Set a timer for 5 minutes, and have each team member sketch a rough layout for the page, including the header, navigation menu, logo, page title, and footer. Draw boxes or sketchy depictions of videos, images, etc. If the page is long, additional sheets can be taped together.
4. Have each team member go around and share their sketch.
5. Set the timer for 3 minutes and do another round on the same page, with each team member incorporating what they liked from other team members.
6. Go around again and share sketches, and put a star on the sketch the group agrees is the best representation of that page.
7. Repeat the same two-round-and-star process for each of the remaining key pages, ending with the home page.
8. Document by taking photos of starred pages, and keeping the stack of round one sketches as a repository of ideas for future use.