Facilitated Sketching

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Facilitated Sketching

Where participants generate visual artifacts to communicate ideas, solve problems, visualize something over time & create alignment.

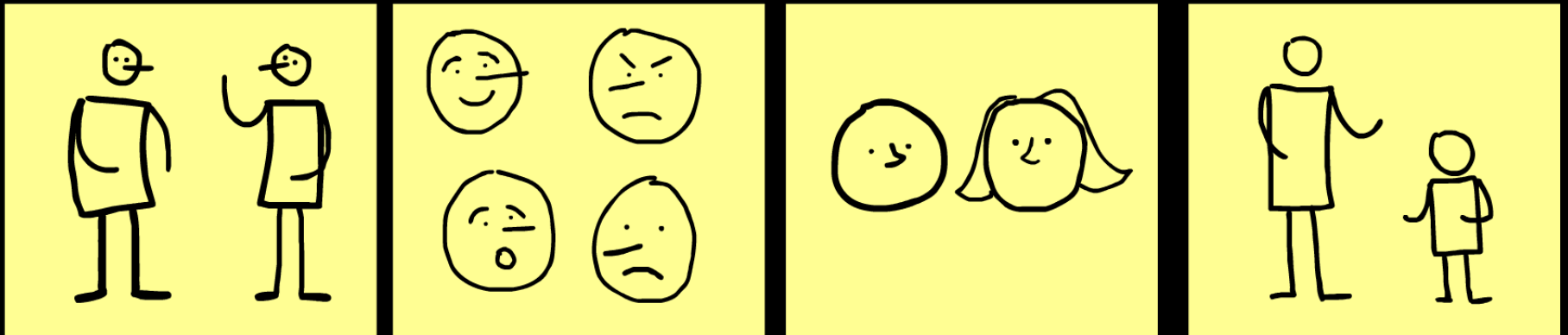# Facilitated Sketching
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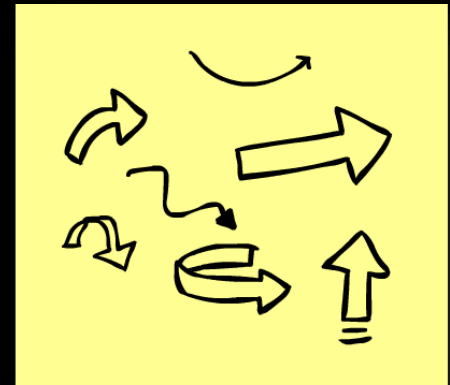
Facilitated Sketching
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Why is Sketching Useful?

Why is Sketching Useful?

By visualizing ideas, you lower the risk of misinterpretation. Thus, dramatically increasing the shared understanding of your audience.

Potential for misinterpretation

Talking

Writing

Sketching

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The challenge of a facilitated sketching session is getting participants over the fear of visualizing their ideas.

A Facilitated Sketching Session

Is similar to other types of facilitated activities. It will be successful with adequate preparation, a structured goal, adequate stakeholder attendance, a conducive venue, material to support the facilitated exercises, and passionate facilitation.

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Getting participants over the fear of judgment requires a lot more energy

Preparation for Facilitation

1. Understand the participants
2. Develop clear and relevant focus areas with supporting activities
3. Preparation and logistics
4. Facilitating the session
5. Recap and expectation setting

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2/ Supporting activities

Creating / refining a process

Creating / refining a process

Products and services often exist as part of a larger system (i.e. manufacturing, logistics, application of product, etc.). Teams can be broken up into groups to concept variations of a process, from start to finish, or focus on refining nuanced aspects.

Why should I use it?
- To create an innovation profile of key client stakeholders
- To create an understanding of the larger eco-system that supports a given product.
- To understand better the perception of current ideas / concepts (if concepts already exist, or a range of concepts have been created for the client to reflect on)
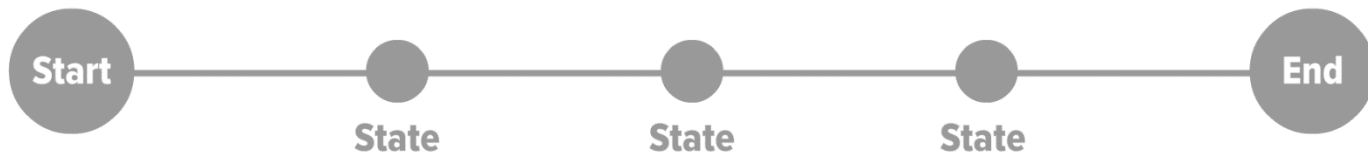- To define specific expectations around the current design challenge

When should I use it?
- Any time

- An alternate version of this activity allows the team to define a process as a group. This is generally useful for creating alignment amongst stakeholders and SMEs for processes that traverse multiple business units.

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Process Sketching Template

Name of Process

Start ———— State ———— State ———— State ———— End

Name of Process How to make a sandwich

Start — State — State — State — End

Creating / refining a process

Steps to facilitating this session:

1. Schedule 1.5 – 2.5 hours to complete this activity

2. After completing the warmup framework divide into groups and hand out the activity. Each group should receive multiple copies of the activity worksheet if they are to create multiple concepts.

3. Explain the activity in full after everyone has received the materials.

4. Allow for 10 – 15 min per iteration. After the allotted time, encourage the group to move onto the next iteration.

5. After 45 – 60 min, come back together and have a representative from each team present ideas. Pin up each idea.

6. As a group, vote on the top 5 or 6 ideas with colored dots or post-it notes.

7. Divide into groups again. Instruct each group to do an iteration of one of the top 5 or 6 ideas (or an element of the idea).

8. After 25 – 30 min, come back together and present again.

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Generating Ideas

Generating Ideas

A facilitated sketching session around a product or service provides a lot of material for teams to explore, refine, and validate.

Why should I use it?
- To understand better the perception of current ideas / concepts (if concepts already exist, or a range of concepts have been created for the client to reflect on)
- To create a variety of ideas for a design or development team.
- To engage stakeholders in the creative process as a means to facilitate buy-in.

When should I use it?
- During program kick off before research begins (this exercises is most helpful for programs involving design research)
- After the research readout when a variety of concept directions are useful.
- After narrowing down design concepts – to provide additional variances on the same idea.

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Product Sketching Template

Product Name

Product Constraints

_____

_____

_____

_____

_____

Ideal User

_____

_____

_____

_____

Product Features

_____

_____

_____

_____

Sketch

Product Name

Awesome Lava Lamp.

Product Constraints

Water Proof
very durable
Alien/space-like

Ideal User

Young kids who like aliens!

Product Features

Changes color @ night.
Makes alien sounds!

Sketch

cool alien ears!

durable Easy-to-remove cap.

lava-port for the mouth.

water-proof cord.

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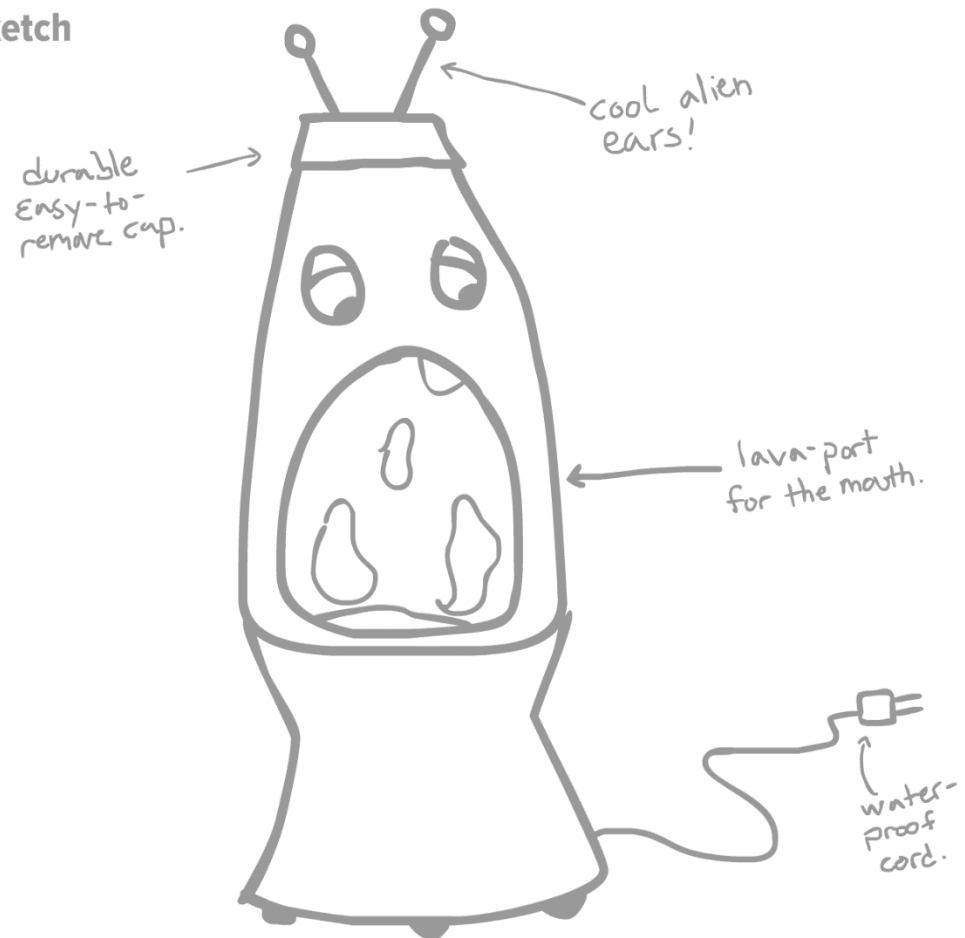
Generating Ideas

Steps to facilitating this session:

1. Schedule 1 – 1.5 hours to complete this activity

2. After completing the warmup framework divide into groups and hand out the activity. Each group should receive multiple copies of the activity worksheet if they are to create multiple concepts.

3. Explain the activity in full after everyone has received the materials.

4. Allow for 5 – 10 min per iteration. After the allotted time, encourage the group to move onto the next iteration.

5. After 40 -50 min, come back together and have a representative from each team present ideas. Pin up each idea.

6. As a group, vote on the top 5 or 6 ideas with colored dots or post-it notes.

7. Divide into groups again. Instruct each group to do an iteration of one of the top 5 or 6 ideas (or an element of the idea).

8. After 25 – 30 min, come back together and present again.

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# 4/ Facilitating the session

Start with a Framework
Participants aren't going to start drawing unless you provide them with a framework and a starting point.

- Practice drawing all of the things on the following framework as a warm up exercise, in an area where participants can see
- After drawing each object, encourage each participant to try it themselves – don't take no for an answer!
- While participants are practicing, walk the room and offer encouragement.
- Plan for 10 – 20 min of warm up before handing out the activity.

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Sketching Framework

Basic Shapes

Everything can be drawn with circles, squares and arrows and other simple shapes.
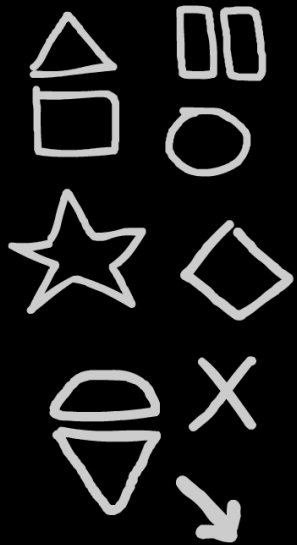
Combine Shapes

Combine simple shapes to form more complicated objects. Think about a basic shape and add on to it to create the final object.
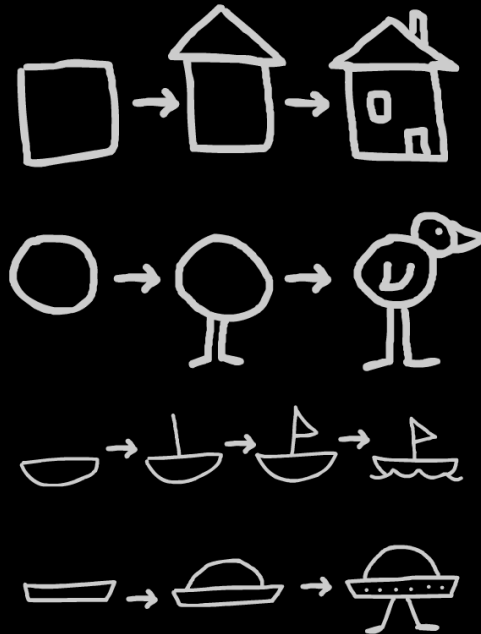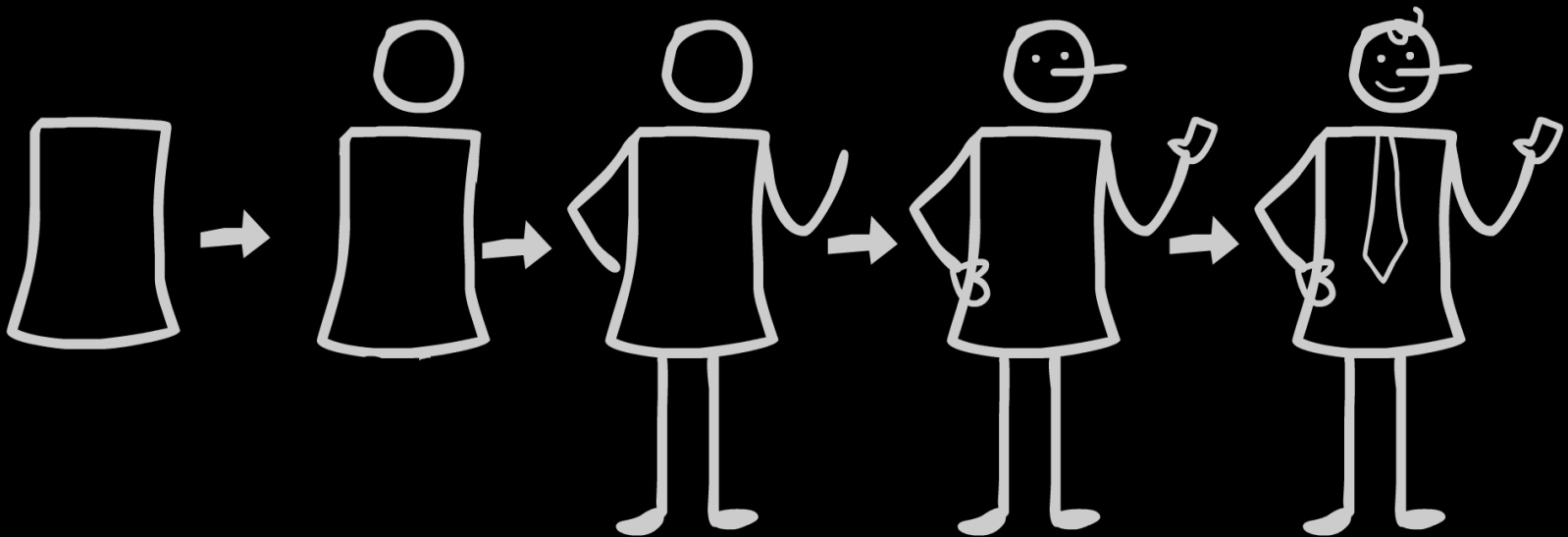
Use Arrows

The Arrow is a powerful method to show progression, communicate movement & direct attention.

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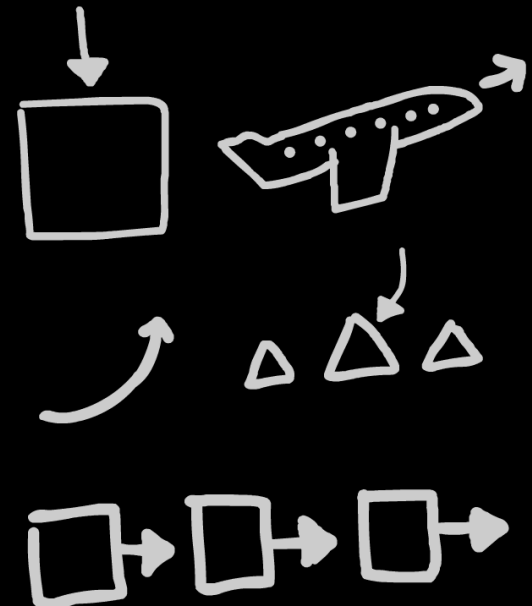
Sketching Framework

People can be difficult to draw at first. People can be drawn really easily using this technique...
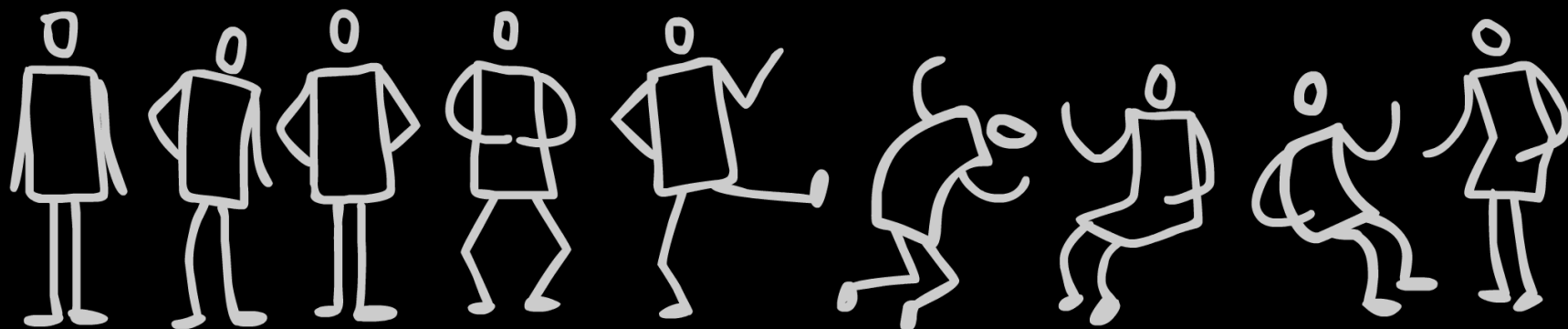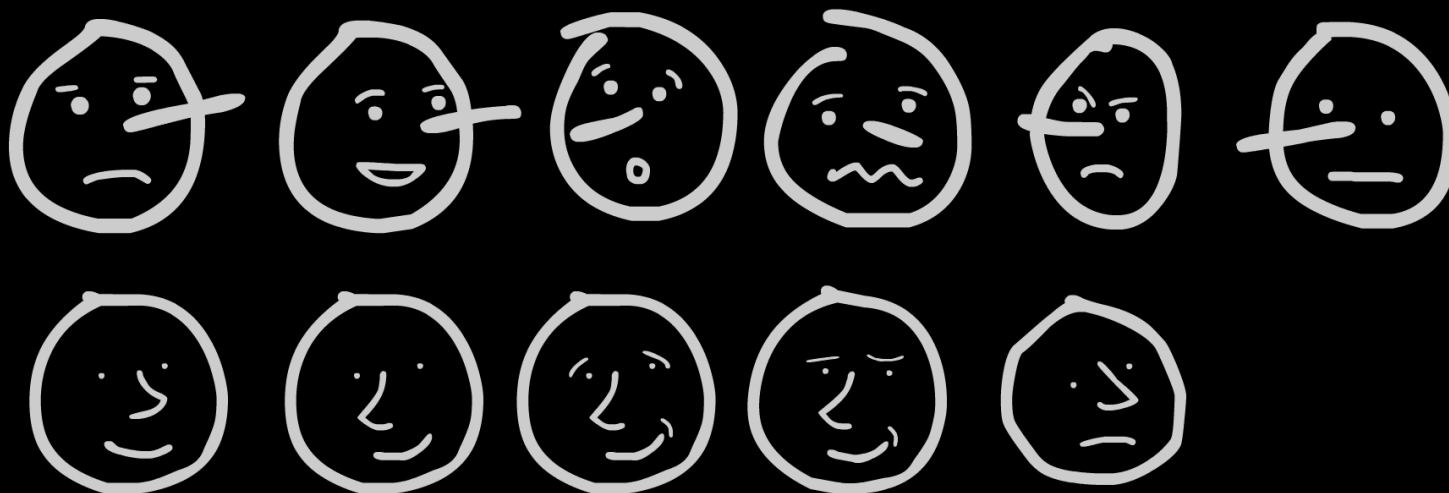

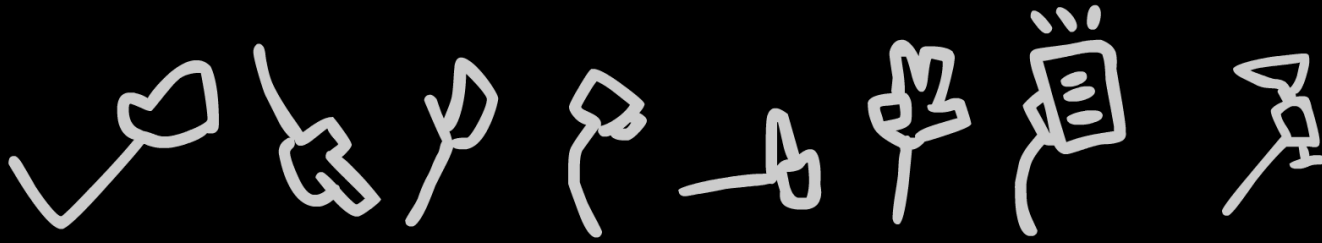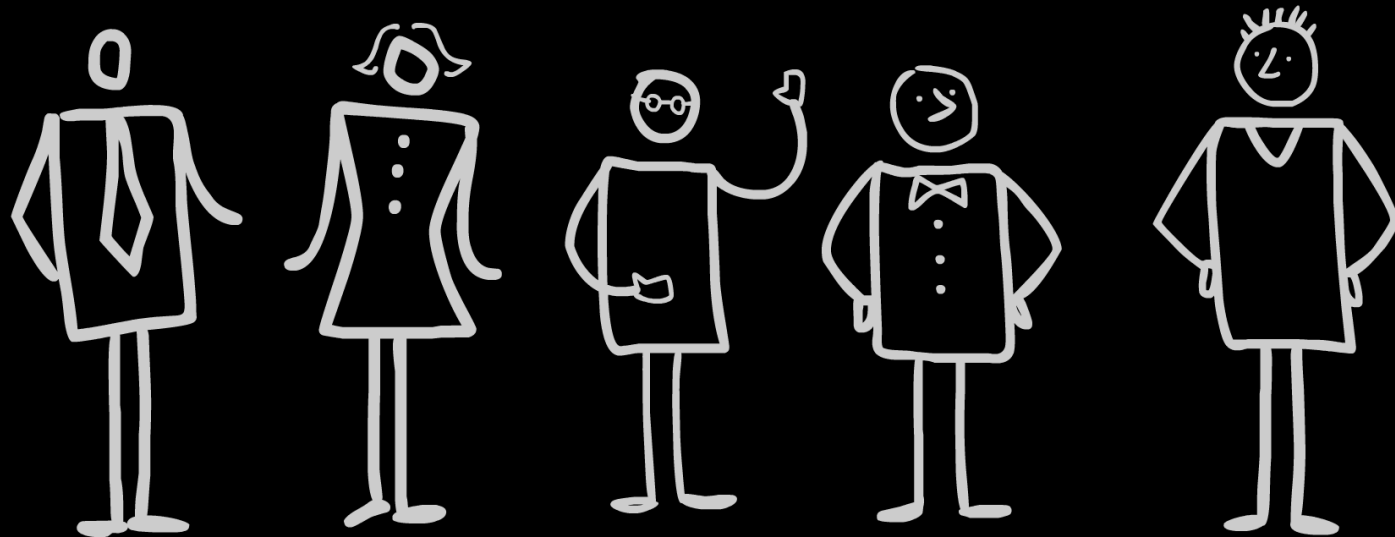| Start with a square | Add a head | Add Arms & Legs | Face & Hands | Additional details |

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Body Variations

Faces

Hands

Other Details

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Provide the exercise

Only do this when you feel like participants are ready to begin. If they are struggling, take a few extra minutes for practice.

- Sometimes it helps to seed each group with a facilitator who is comfortable sketching.

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Facilitation Requires Passion
You feed the energy in the room.
Your participants consume it.

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Download our free book,
Wicked Problems: Problems Worth Solving,
at http://www.wickedproblems.com