

YSDN 4003 - Advanced Topics in Interactivity

# Crazy 8's

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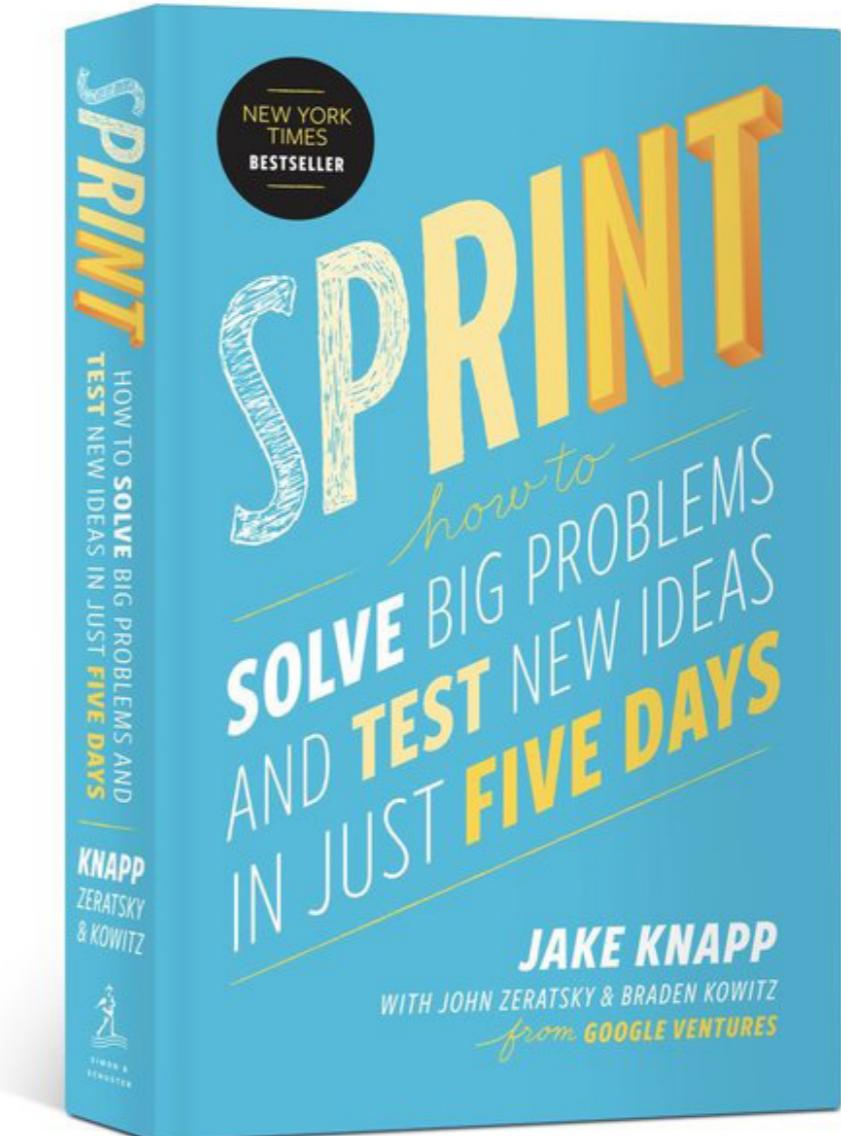
# Introduction

## Crazy 8's

Crazy 8's is a fast-paced technique to generate design solutions. The idea is pretty simple.

Under a time-based approach, each participant draws a high-level representation of eight different ideas for the problem to clarify as a team.

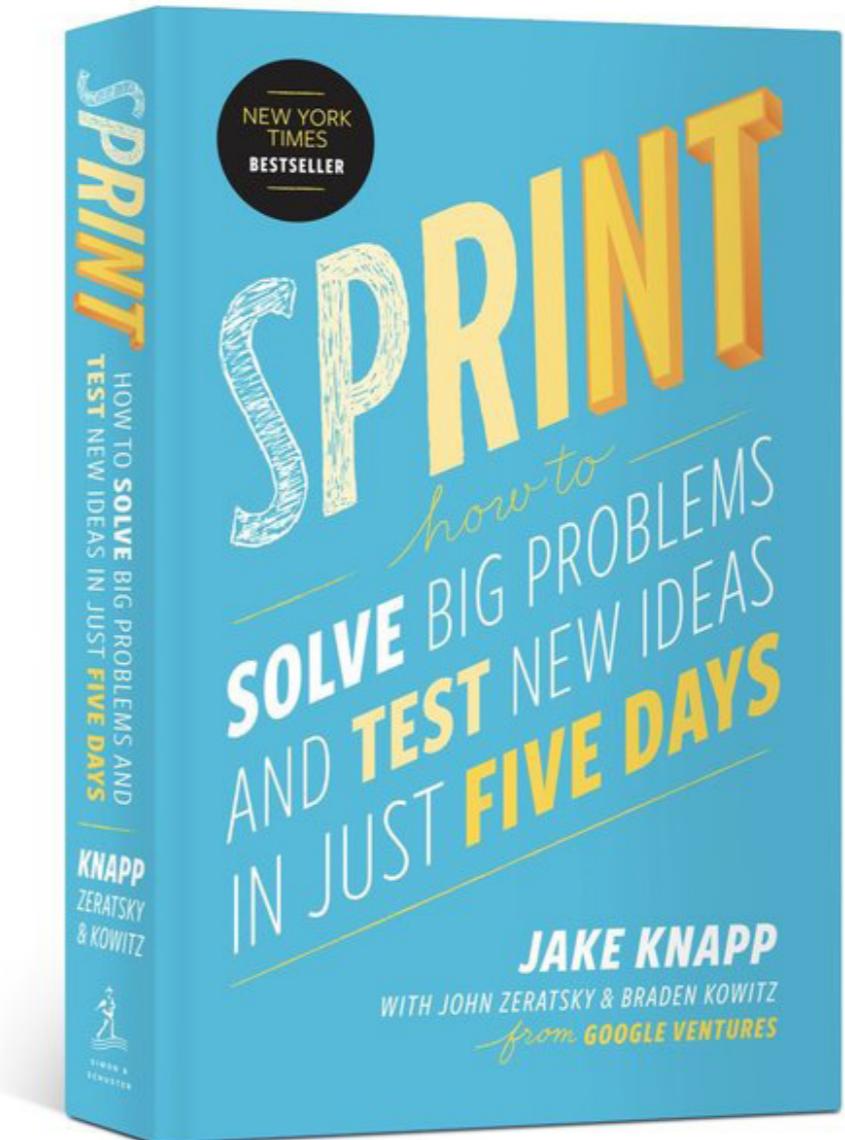
The goal is to go fast. It's not about the details, but rather about the idea.



The Design Sprint, <http://www.gv.com/sprint/>

## Crazy 8's

According to Jake Knapp, Crazy 8's goal is to allow for the emergence of ideas, concepts, and solutions.



The Design Sprint, <http://www.gv.com/sprint/>

Crazy 8's

# How it works

## Crazy 8's

### *Part 1 Note taking*

Before starting to sketch, each participant needs to understand what they need to focus on.

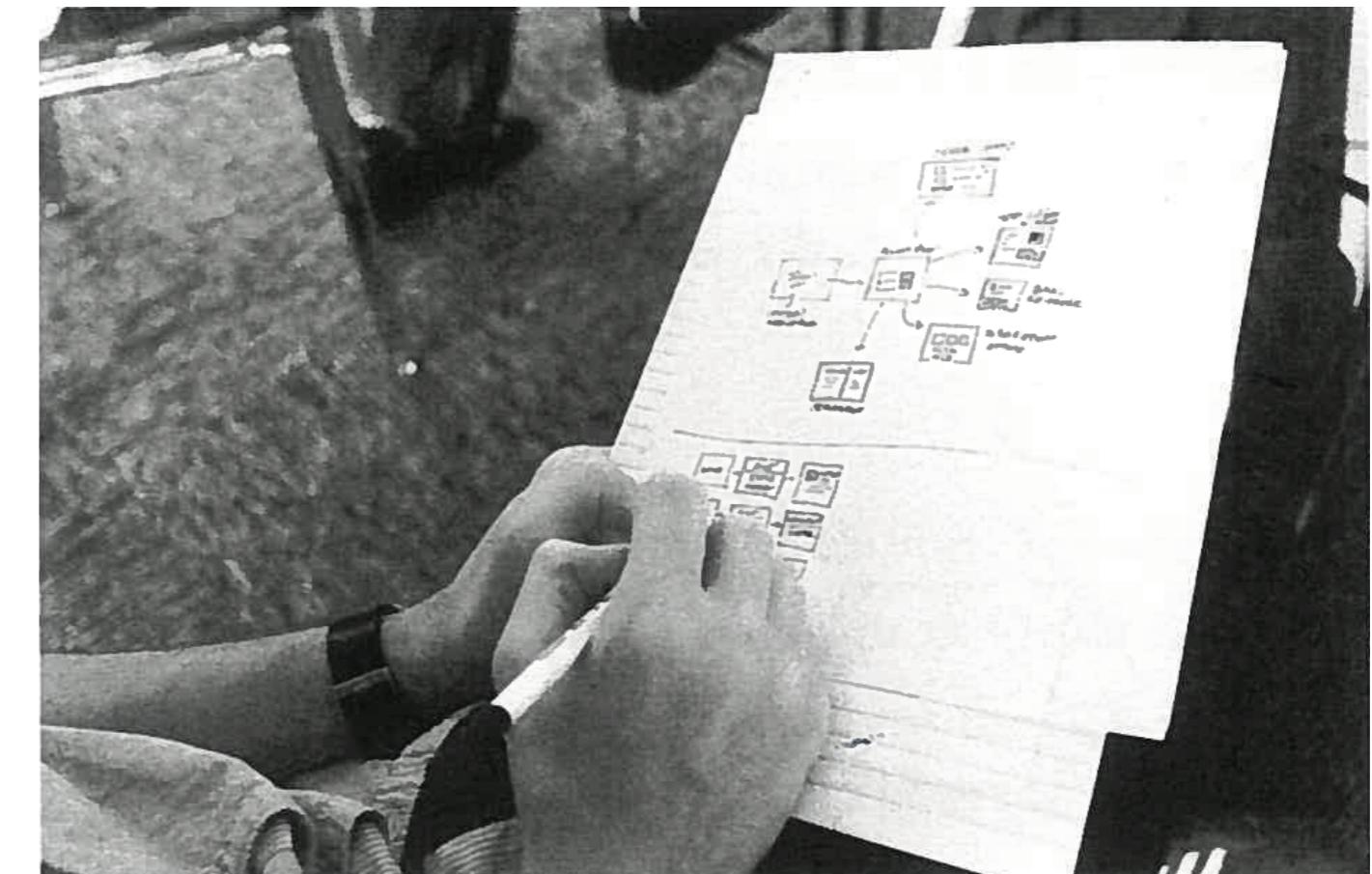
Generally, this exercise is done as a group project. Thus, as a group, a clear statement is available as a specific problem to narrow the focus.



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The Design Sprint, page 110 <http://www.gv.com/sprint/>

## Crazy 8's

Thus, each participant acts independently during this clarification of the main problem goal, taking notes as keywords for potential investigation before Crazy 8's.



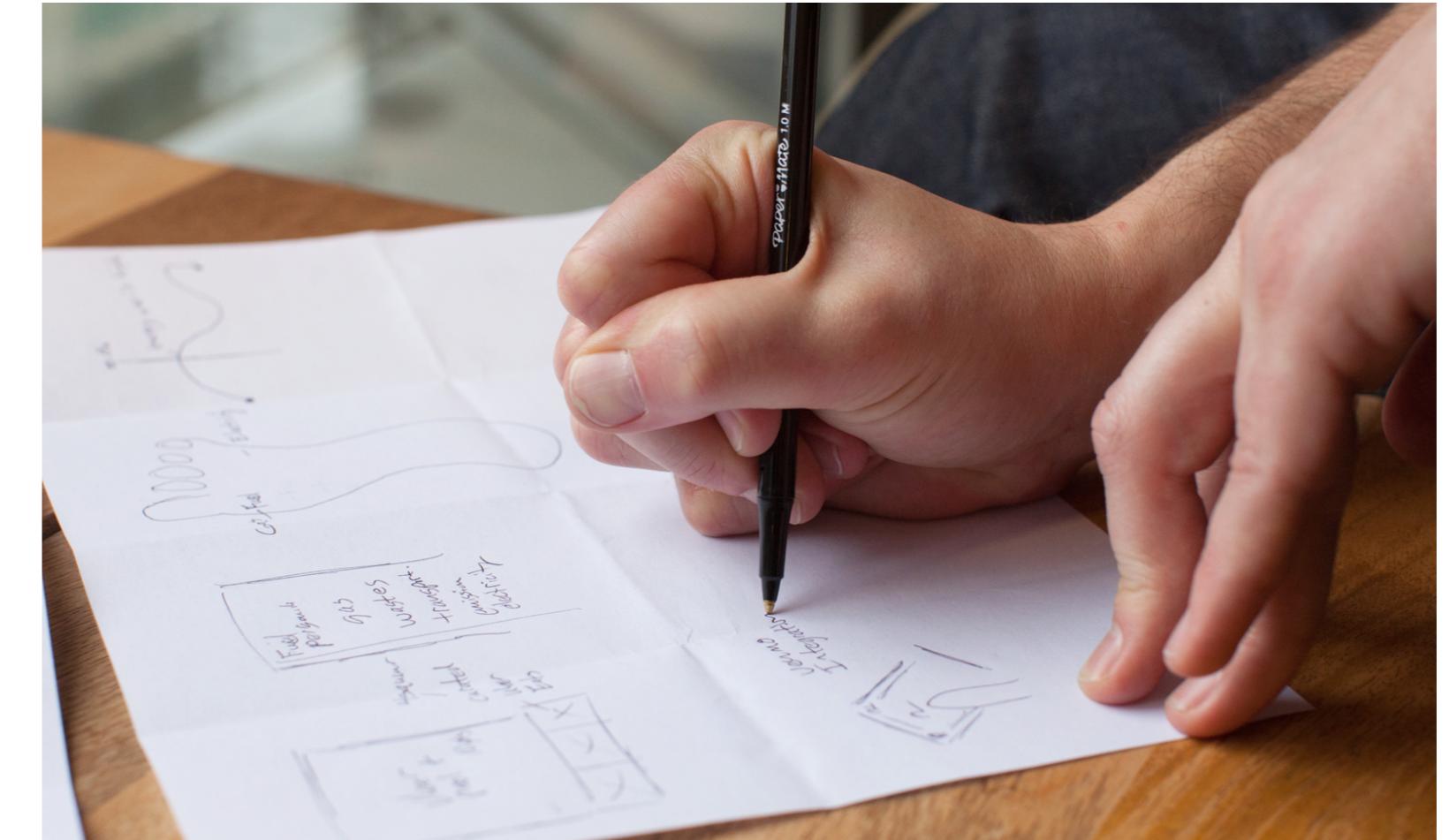
The Design Sprint, page 111 <http://www.gv.com/sprint/>

## Crazy 8's

### *Part 2 Crazy 8's*

#### **Time 8 minutes** **Activity Individual**

- Take your paper and fold it into eight sections.
- Set the timer for eight minutes.
- Each team member sketches one idea in each rectangle.
- Put down your pen when the timer sounds.



## Crazy 8's

Once again, at this stage, no sketch or idea is bad or wrong. Each participant had the opportunity to think how those eight solutions have potential.



<https://designsprintkit.withgoogle.com/methods/sketch/crazy-8s/>