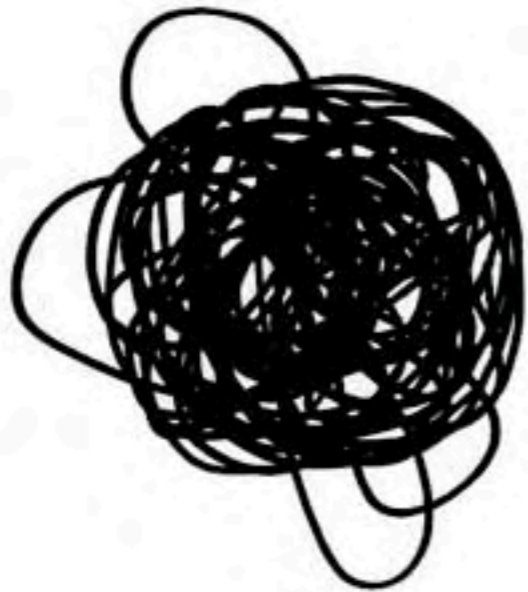


**GOOD
DESIGN
FASTER**



The problem

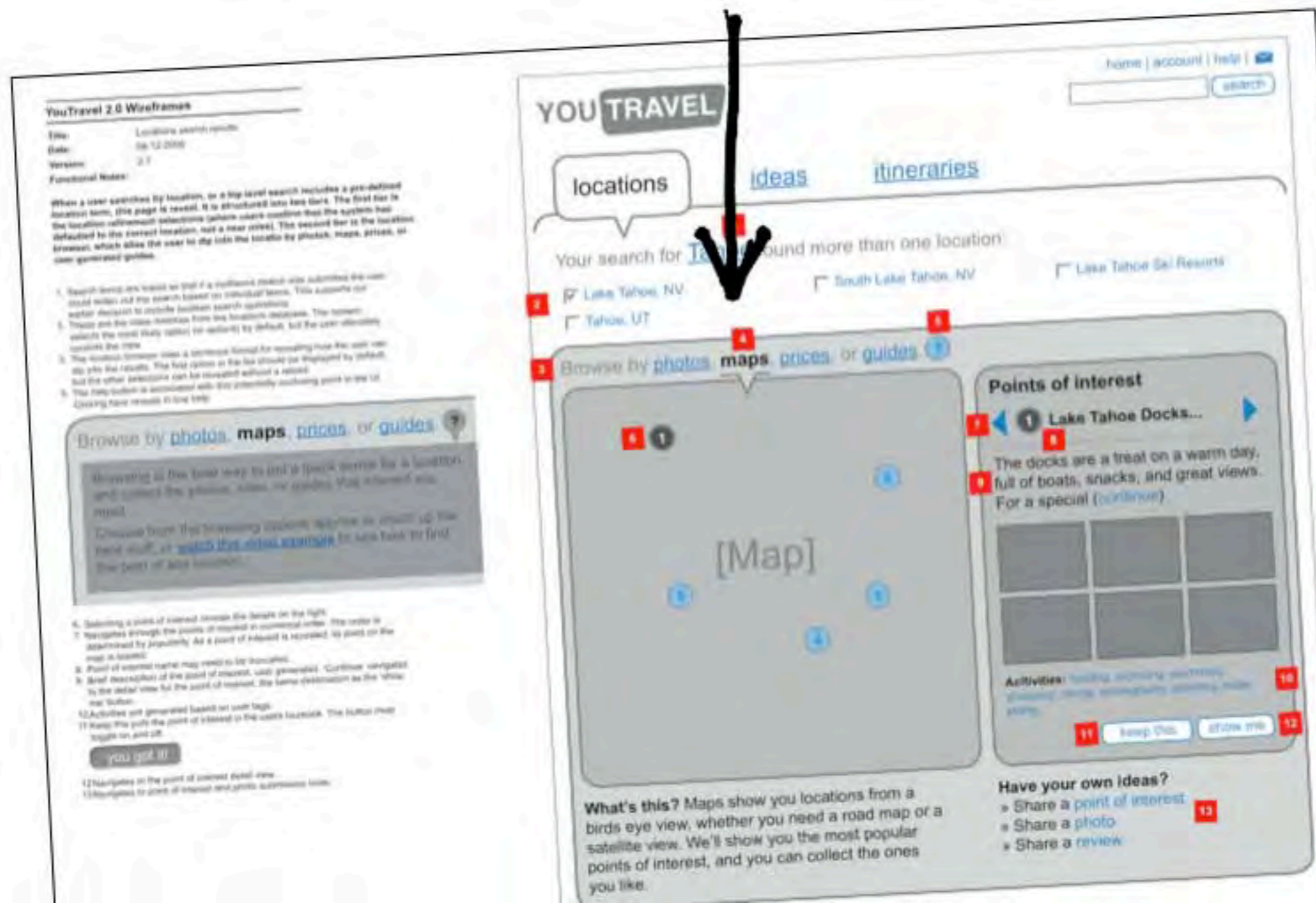
adaptive path 

Clients want great experiences, and they want them faster.



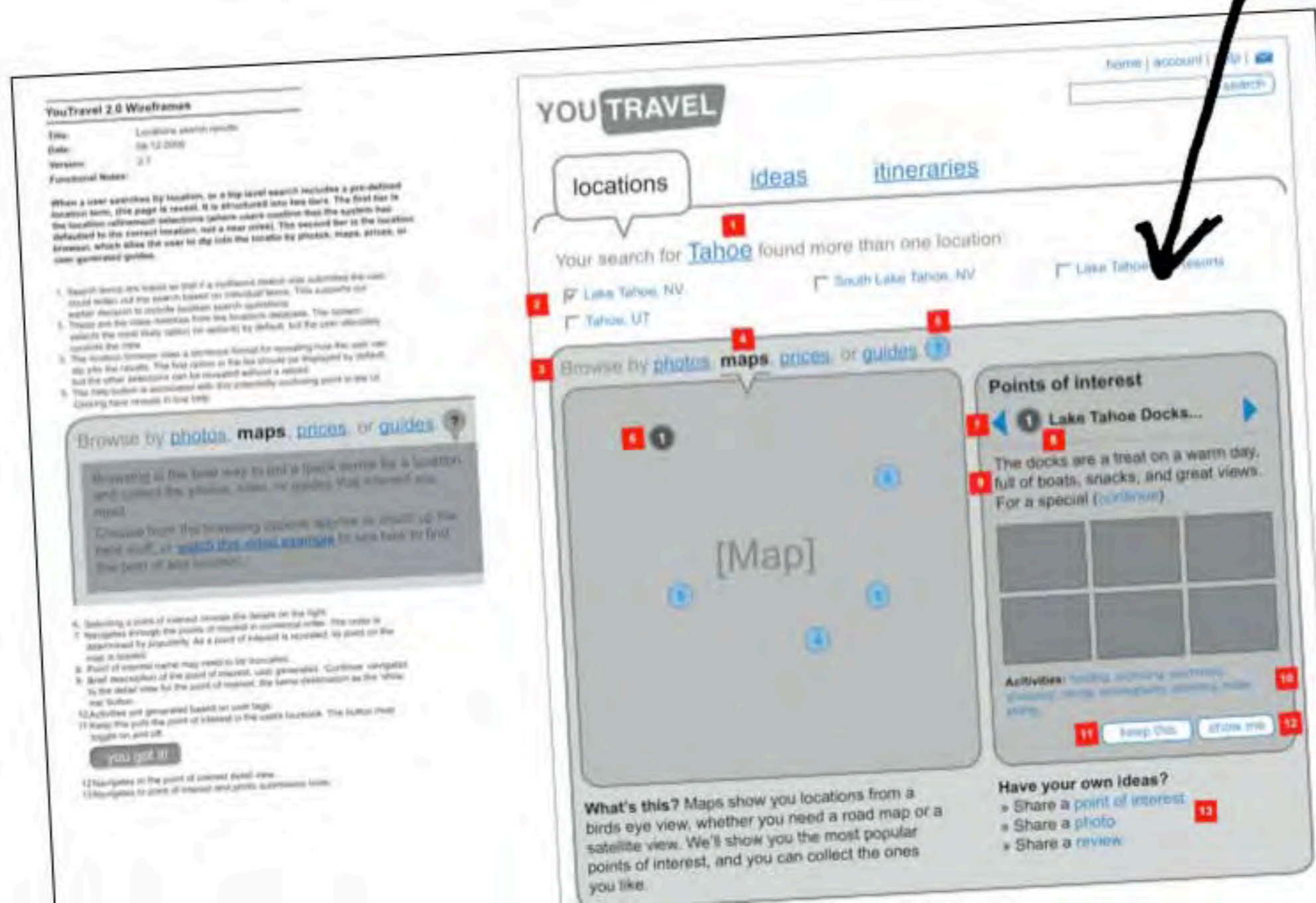
Wireframes (our ^{typical} tools of choice) don't work for this

~~✗~~ FOCUSES ON SINGLE APPROACH.
NOT MULTIPLE OPTIONS.



Wireframes (our ^{typical} tools of choice) don't work for this

~~✗~~ WRONG SCOPE: PAGE, NOT OVERALL EXPERIENCE.





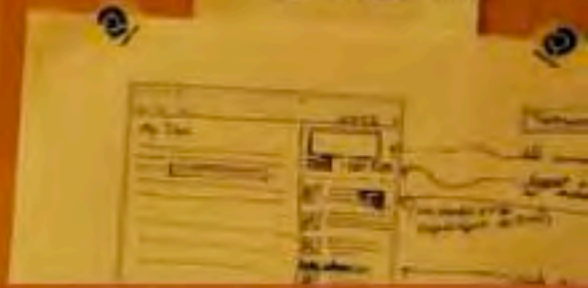
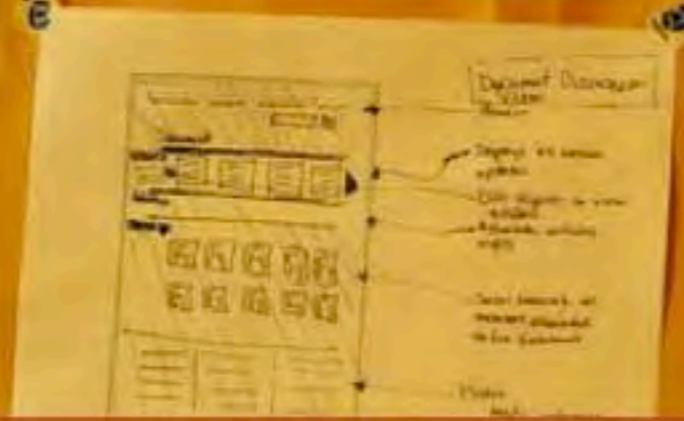
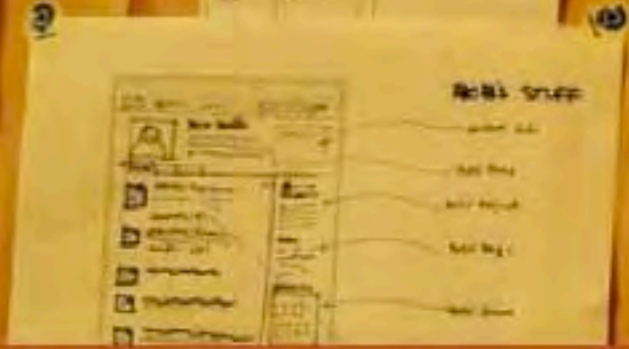
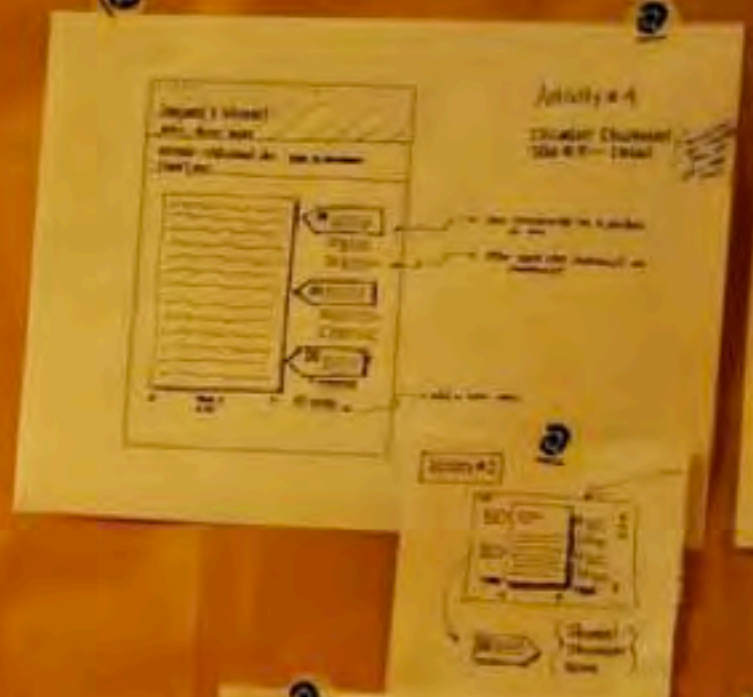
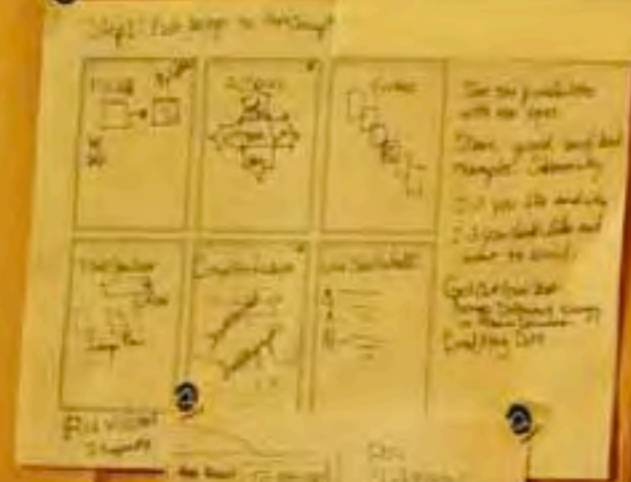
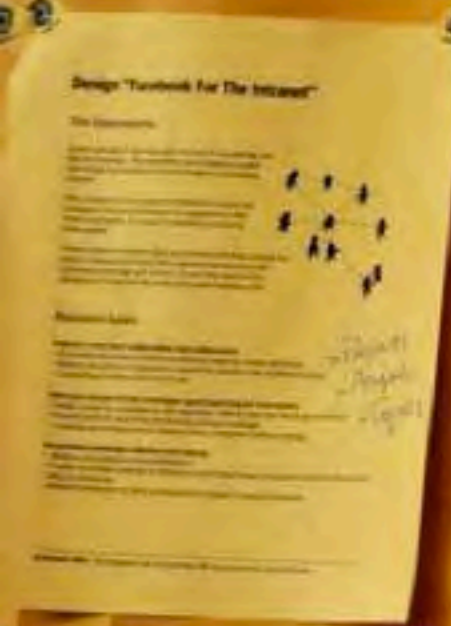
An approach inspired by the design studio...



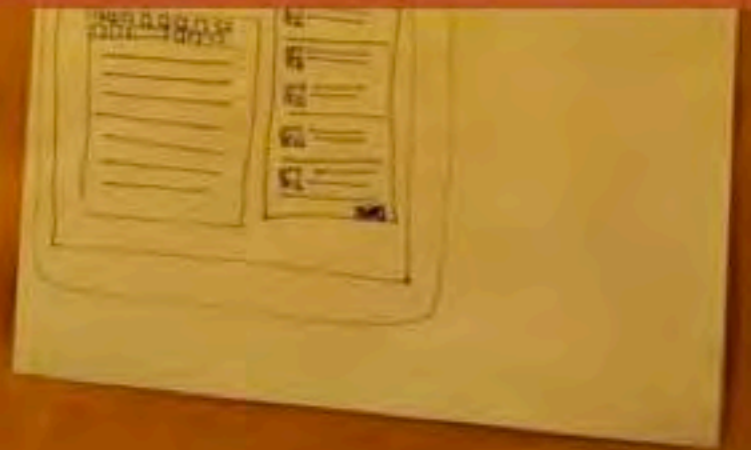
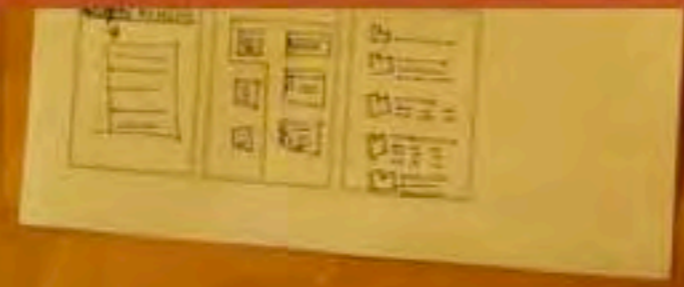
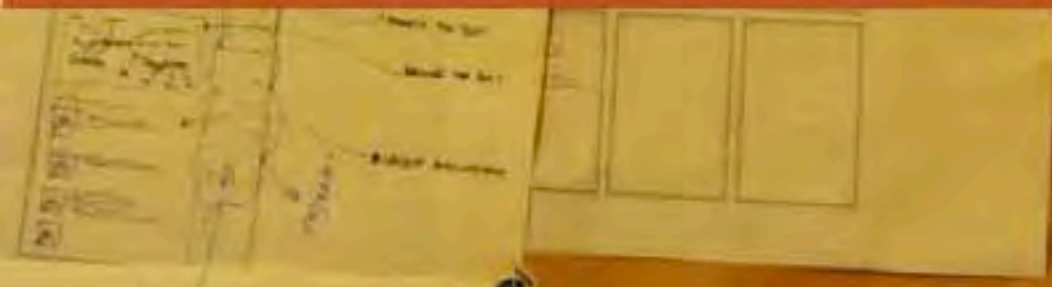
1. Sketch and explore ideas

FINI

COLLABORATE



2. Bring lots of ideas together



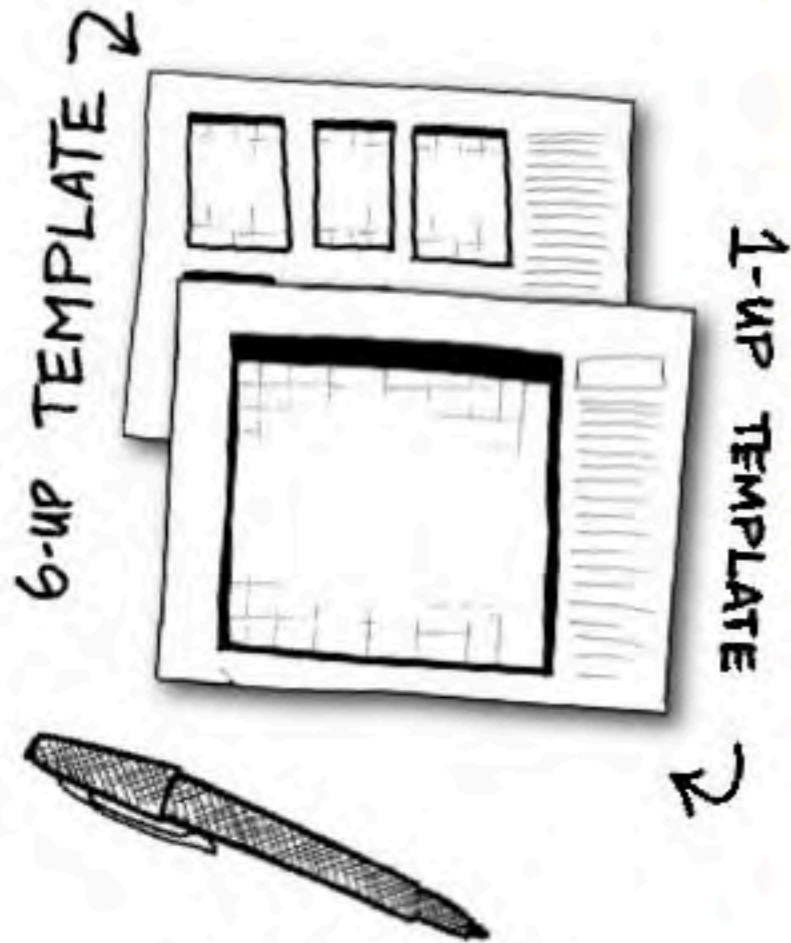


3. Share and iterate with the team

What we're going to do today

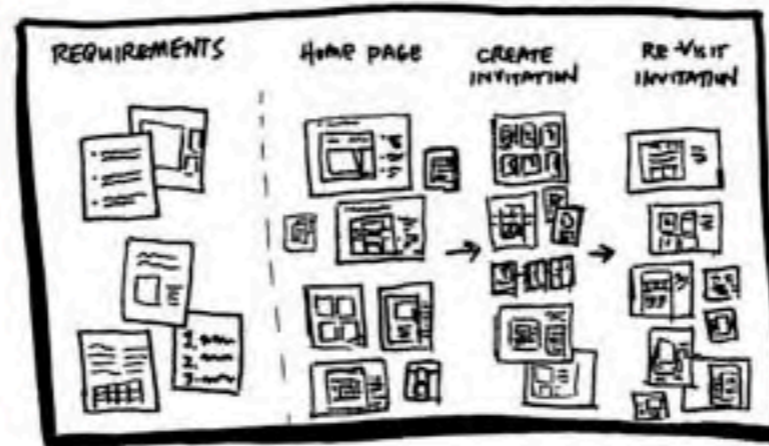
9:30-11:00 AM

Sketch and explore ideas



11:30-12:30 PM

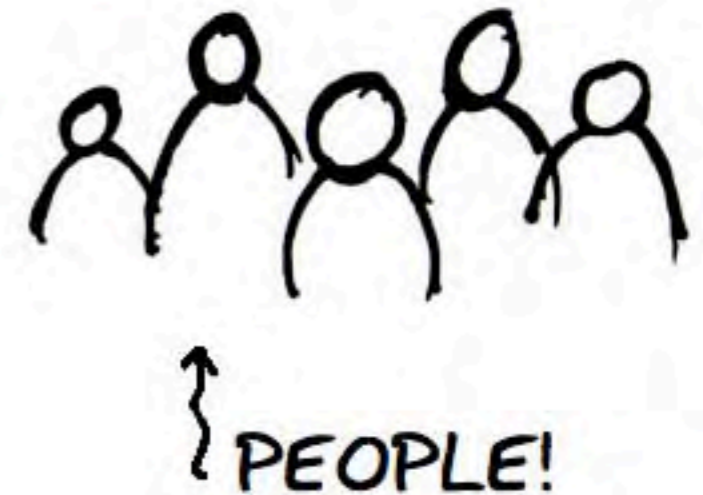
Bring lots of ideas together



SKETCHBOARDS ↗

12:30-1:00 PM

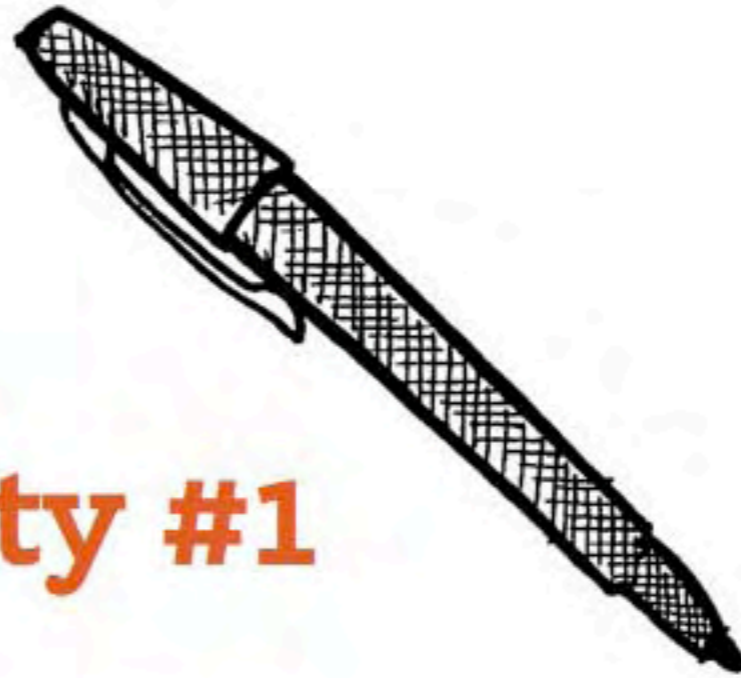
Share & iterate with the team



adaptive path ↗

What do you want to accomplish today?

Activity #1





Sketching

Sketching with markers

Look at me!

Yellow marker



More attention

Sharpie markers



Fat



Regular

Start here



Small

Depth:
Pop forward
Push back

Gray marker



adaptive path

Rules of thumb for design sketching

Use markers and pens, not pencils; our goal is **fast**, not *perfect*

If you mess up, keep going PHILOSOPHY

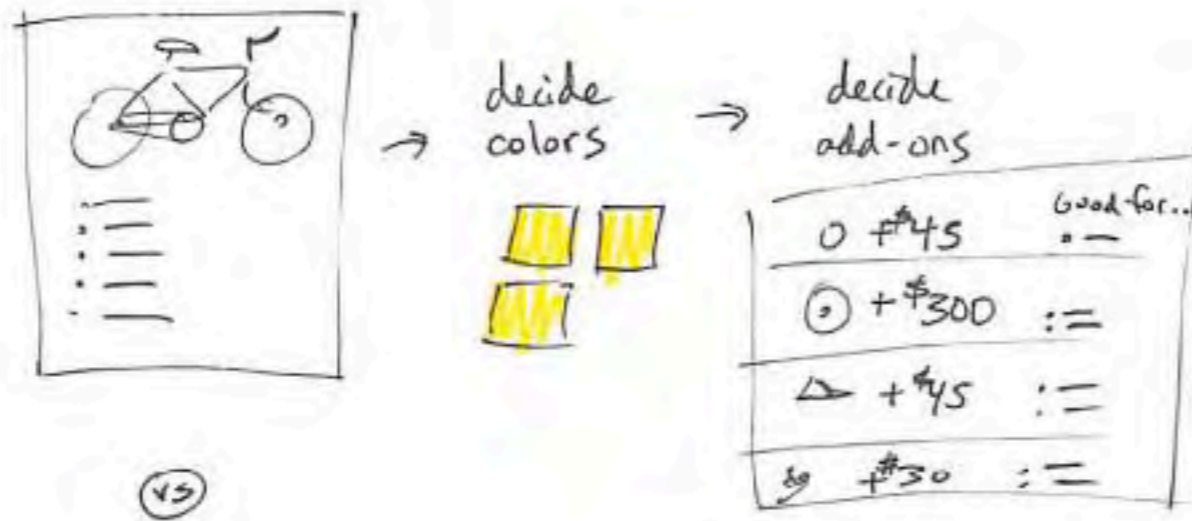
If you really mess up, grab a new page



Cheat #1: highlighting

Build-a-Bike

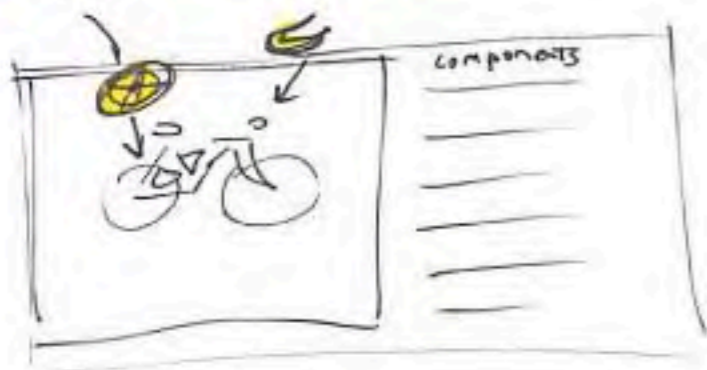
A start w/ basic bike



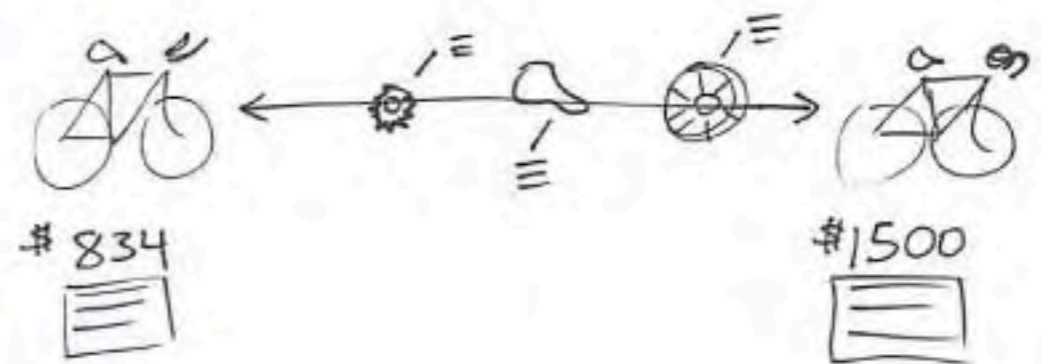
B start w/ type of rider



C Assemble bike from scratch



D see spectrum



Cheat #2: shading / warm gray

CONNECTING WANTS & HAVE'S

'wanted' posts or wishlist items appear when posting - they update based on post info

A

POST AN AD

Title

Price

Desc.

Have a car?
These people are looking for cars:

- want a Toyota
- Need Small car
- Looking for ...
- car needed

C Alerts → on homepage or via email, SMS

My

5 New Car posts! @

Categories

≡ ≡ ≡

5 items match your alert!

5 new 'car' posts today

B

Ability to ~~create~~ monitor anything via 'saved search', following a category, etc

YOUR SAVED SEARCH: RESULTS

car wanted

Need Toyota m

D Wishlist → embedded alerts

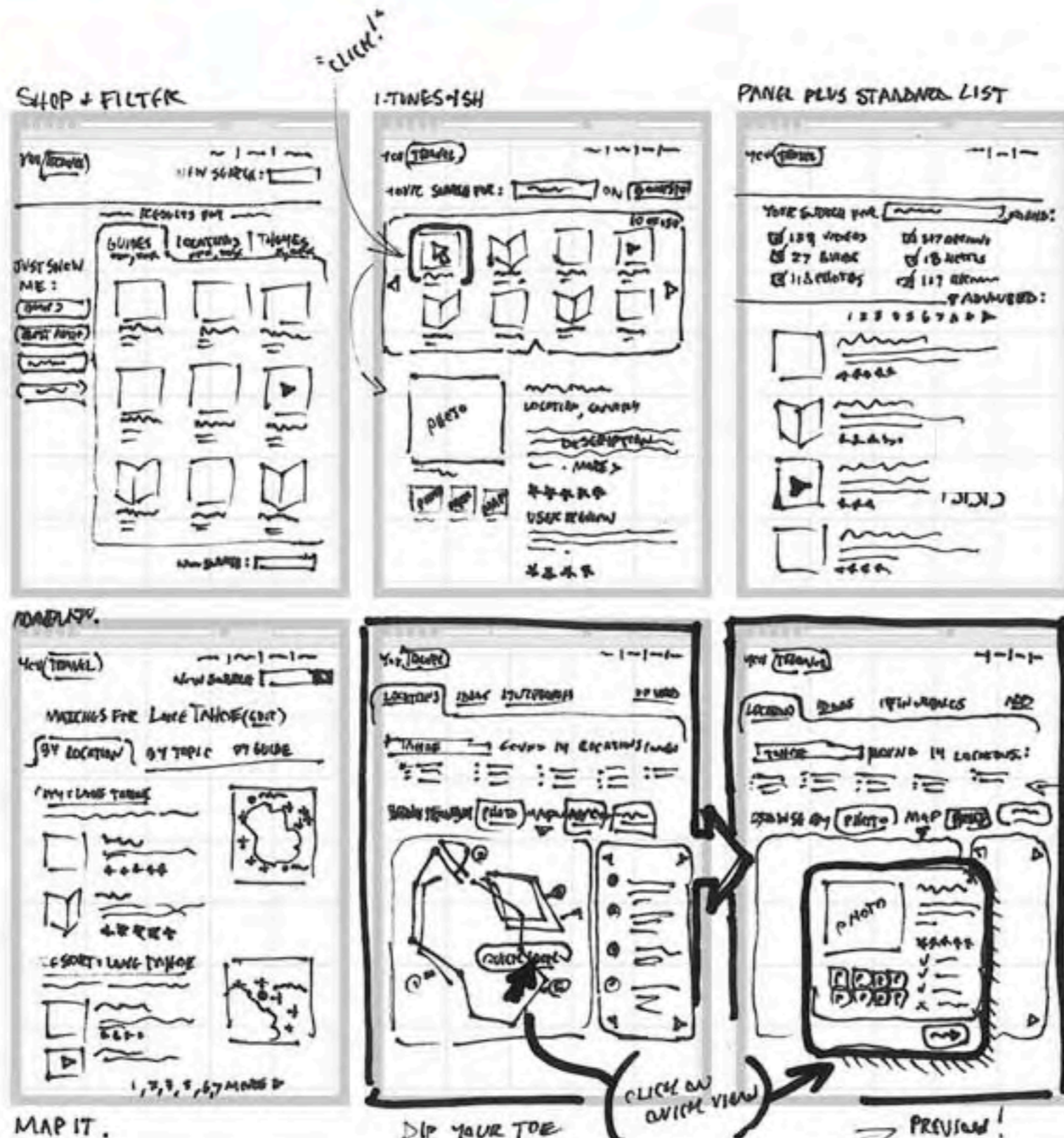
MY WISHLIST

New Toyota (132 potential matches!)

cat-sitter (6 in your neighborhood)

girlfriend (10 matches)

Cheat #3: line weight

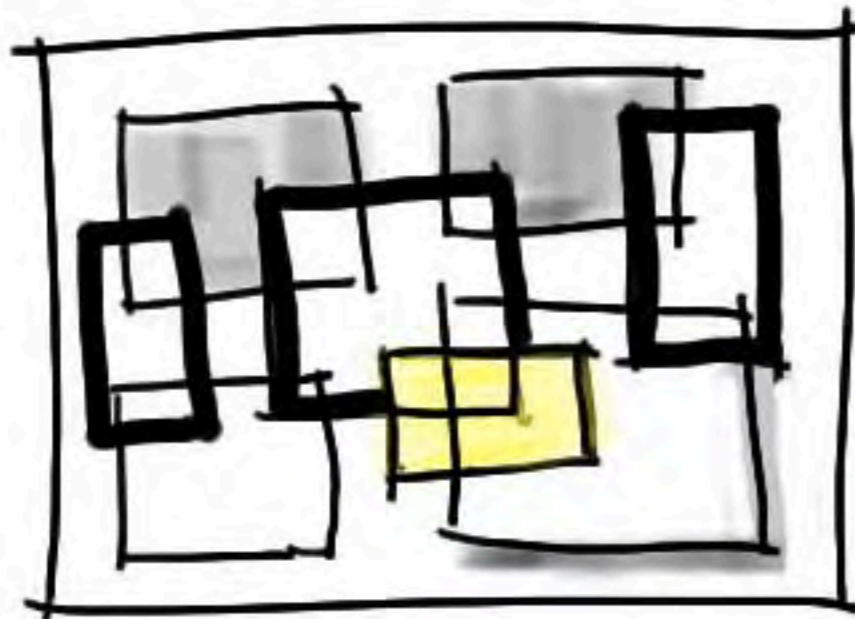
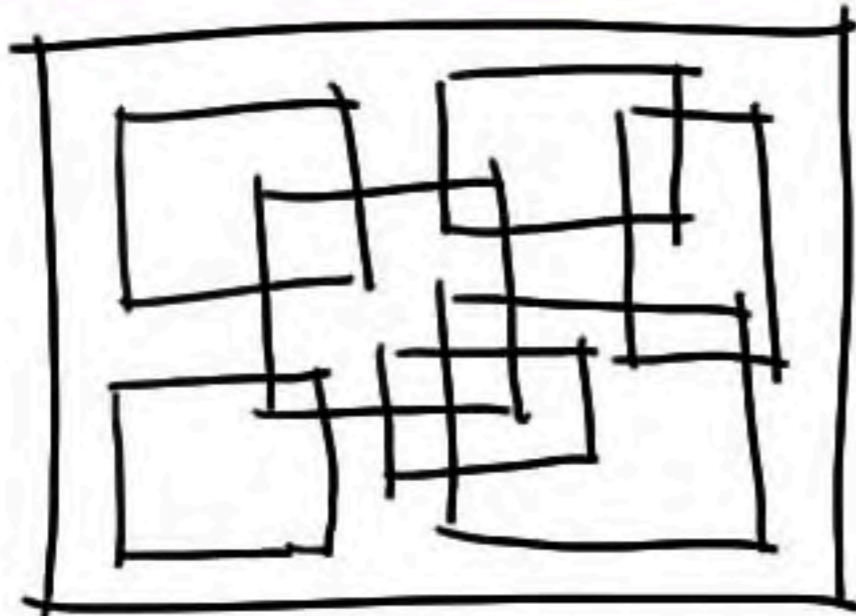


YOU TRAVEL SEARCH

- GET PEOPLE TO ENOUGH INFO AND "FEEL" OF A TRIP TO DECIDE TO COMMIT + GET MORE INFO.
- TRIPS ARE VISUAL: MAPS, PHOTOS, PLACES, EVENTS.
- TIME MAY MATTER (WINTER = SKI, FALL = SCENIC DRIVES)
- SOMETIMES LOCATION IS ALREADY DECIDED ON (GRAND CANYON!) + SOMETIMES NOT SO MUCH (THE BEACH! A GET-AWAY!)
- WHAT ABOUT \$\$\$?

NOTE: THIS IS A COMPLETELY FAKE PROJECT!

Activity: Lines & Rectangles

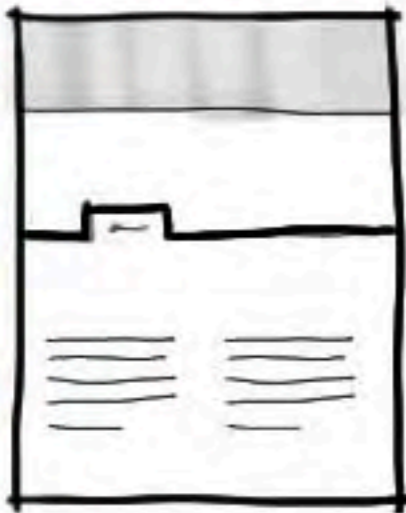


INSTRUCTIONS

1. **Fill a page with overlapping rectangles**
2. **Hold the page up for the group to see**
3. **Pass it to your neighbor, then choose one rectangle and color it yellow**
4. **Pass it to your neighbor, then outline 3-4 rectangles with the fat sharpie**
5. **One more pass! Shade in 3-4 rectangles with the gray marker ... or add some shadows**

Helpful sketching patterns

Header

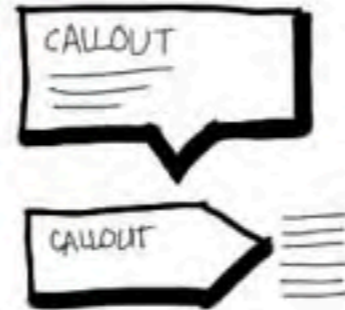


Tab

Filler text

Callouts

Can show alerts, help, guidance or sketch annotations



Drop Shadows

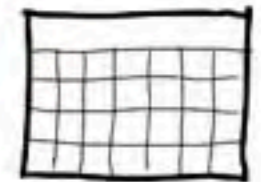
Communicate depth and bring attention to callouts or popup boxes



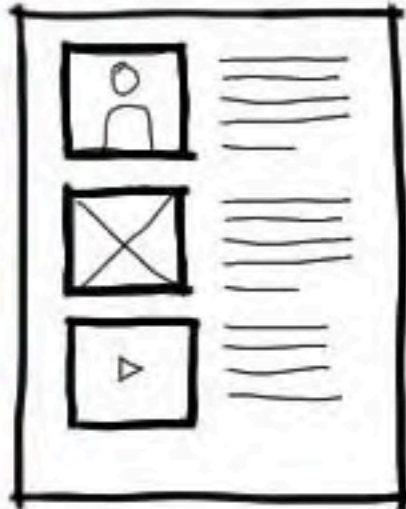
Pop-up Module



Calendar



User Picture



Photo

Video

Arrows

Larger ones can communicate weight, or act as labels



Page curl

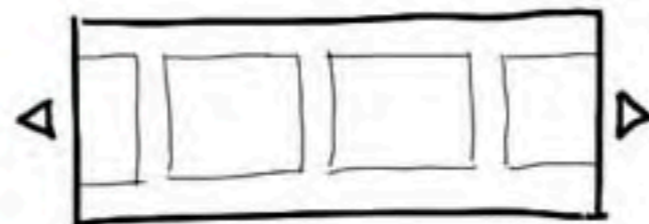


Mouse Cursor

Quietly indicates a rollover state

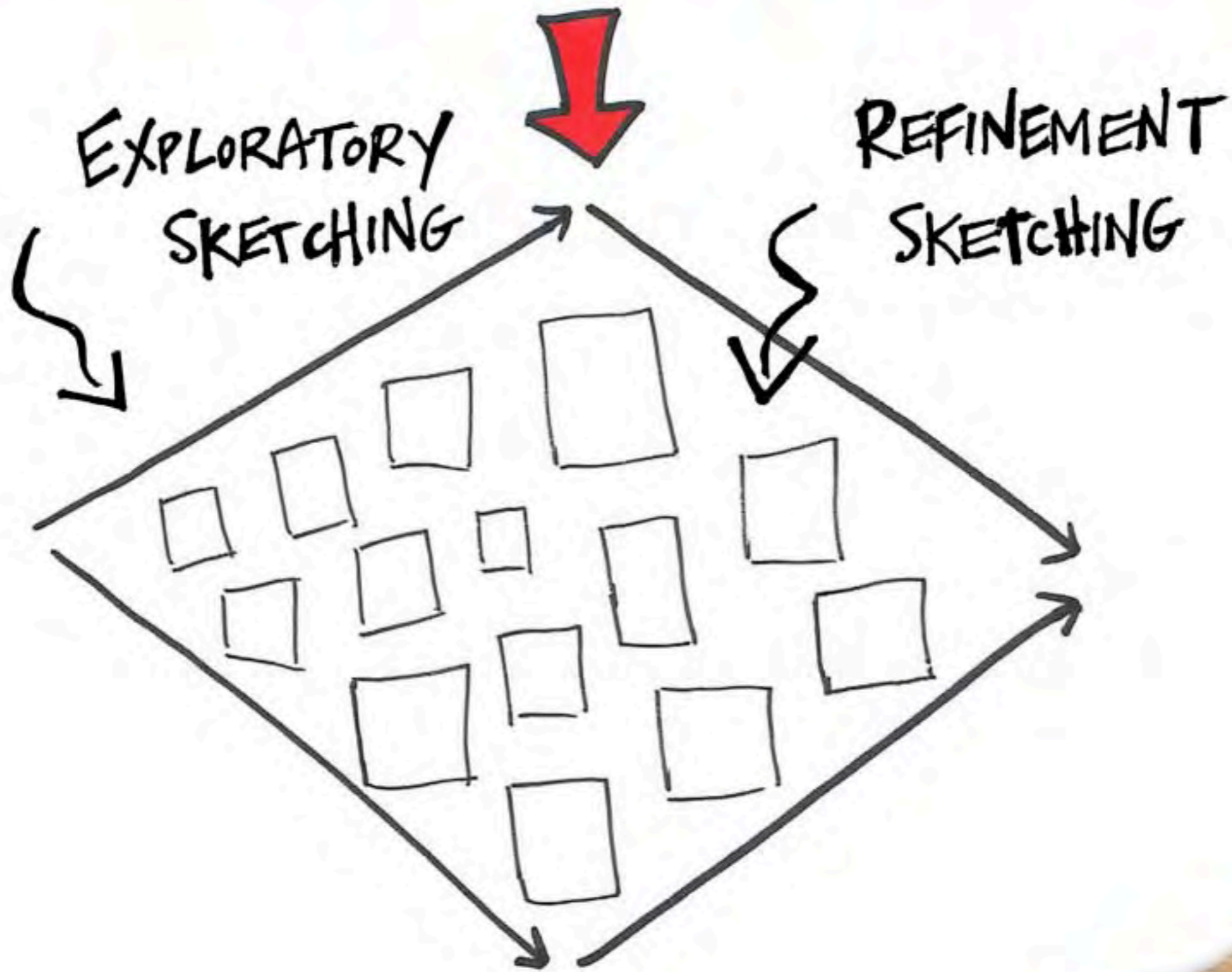


Side-scrolling Module



adaptive path

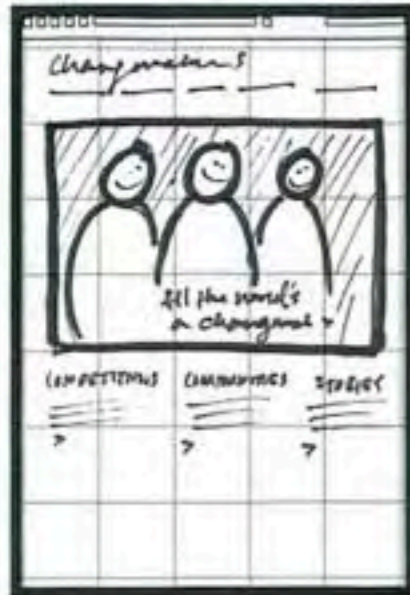
It's not about HOW to sketch, but WHAT to sketch



adaptive path

Exploratory sketches

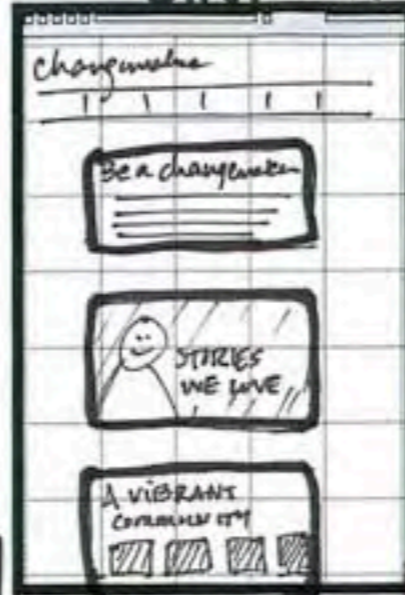
PHOTO-RICH HP



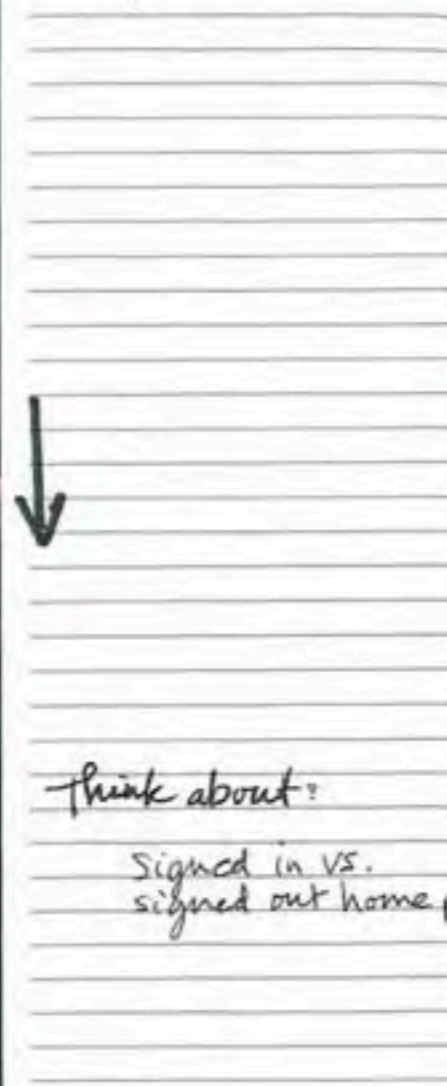
WHAT IT IS HP



THE KITCHEN SINK HP



HOME PAGE

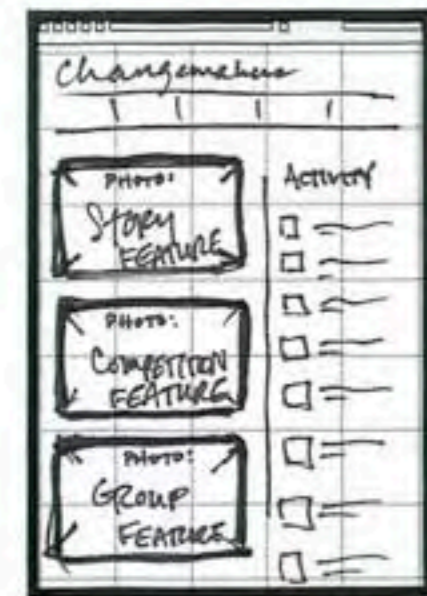


Meaningful only to you

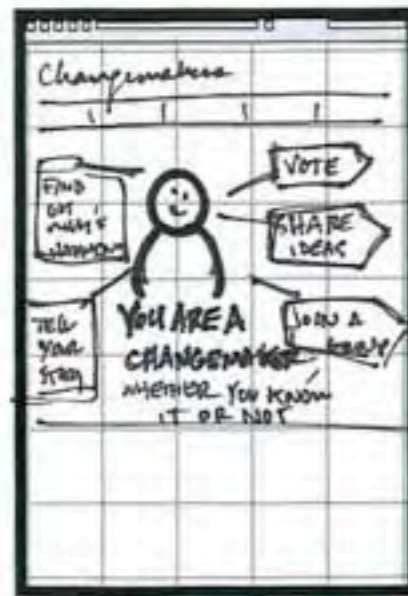
Low fidelity

Wildly varied

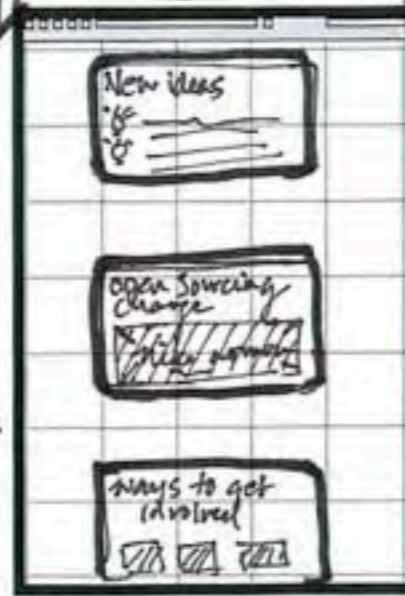
Unsubtle



SMORGASBORD, WITH ACTIVITY!



IT'S ALL ABOUT YOU



(see above)

adaptive path

Refinement sketches



HIGHLIGHT
THE COMMUNITY
HOME PAGE

PULL TOGETHER INFO
ABOUT REAL PEOPLE
(PROBABLY INNOVATORS)
FROM THE COMMUNITY,
AND SHOW ALL THAT
THEY'RE RELATED TO.

CAN FLIP THROUGH
DIFFERENT CHANGEMAKERS

FEATURE/PROMO
SPACE, OR CAN
BE USED TO
SHOW RECENT
ACTIVITY

Interpretable by others

Higher fidelity

More realistic

Within a framework

adaptive path

Cheat #4: 6-Up Template

The image shows a template for a journal or sketchbook. It features a 2x3 grid of six rectangular panels. Each panel is divided into a 3x3 grid of squares, suitable for drawing or sketching. To the right of this grid is a vertical column of horizontal lines, providing space for writing or notes.

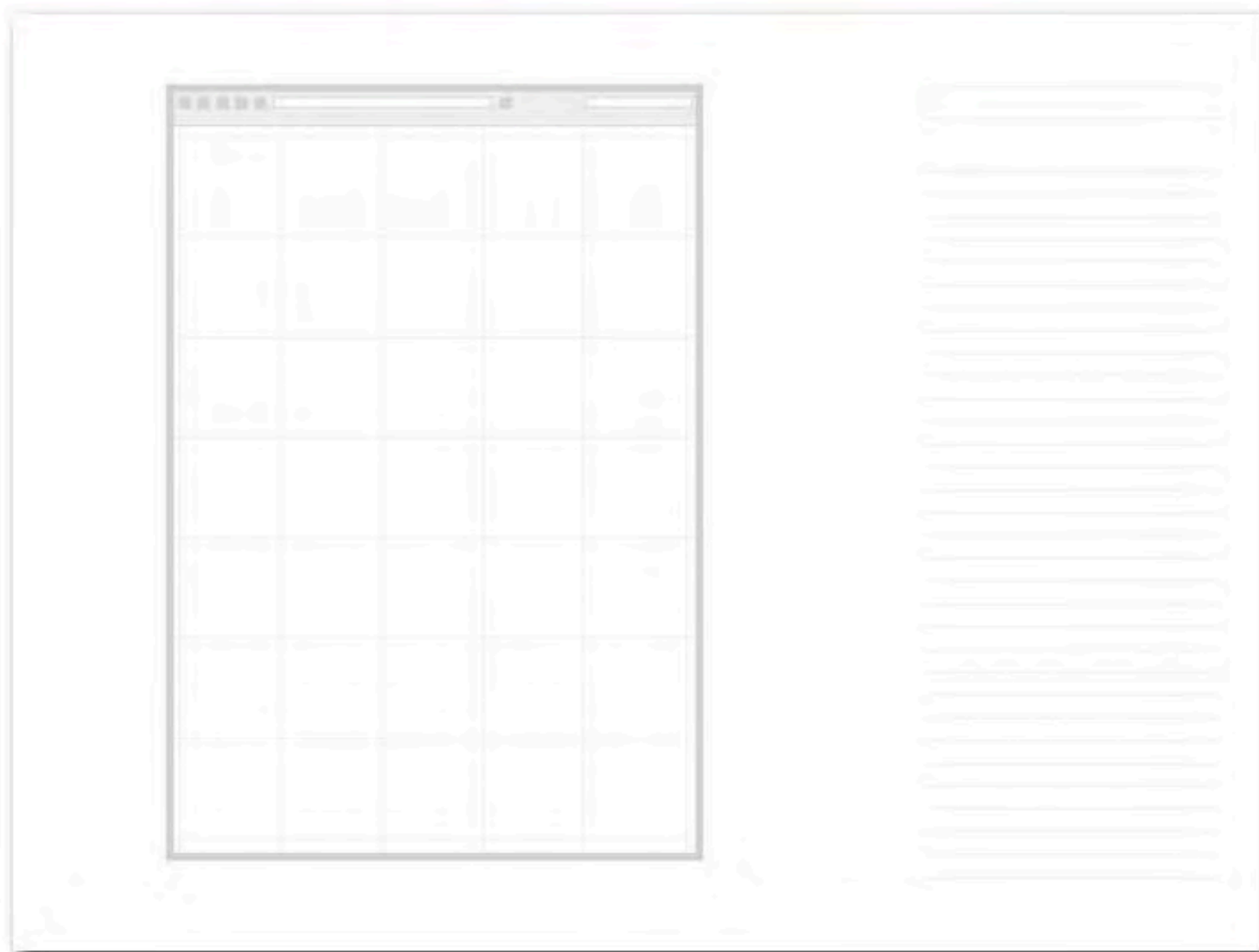
HOW TO:

1. Draw the first things you think of

2. Then, think about opposites

3. Also, think about other goals of the experience

Introducing the 1-Up Template



HOW TO:

1. Use line weight

2. Use shading

3. Use highlights

3. Use labels

Let's try it out



Sweet Potato

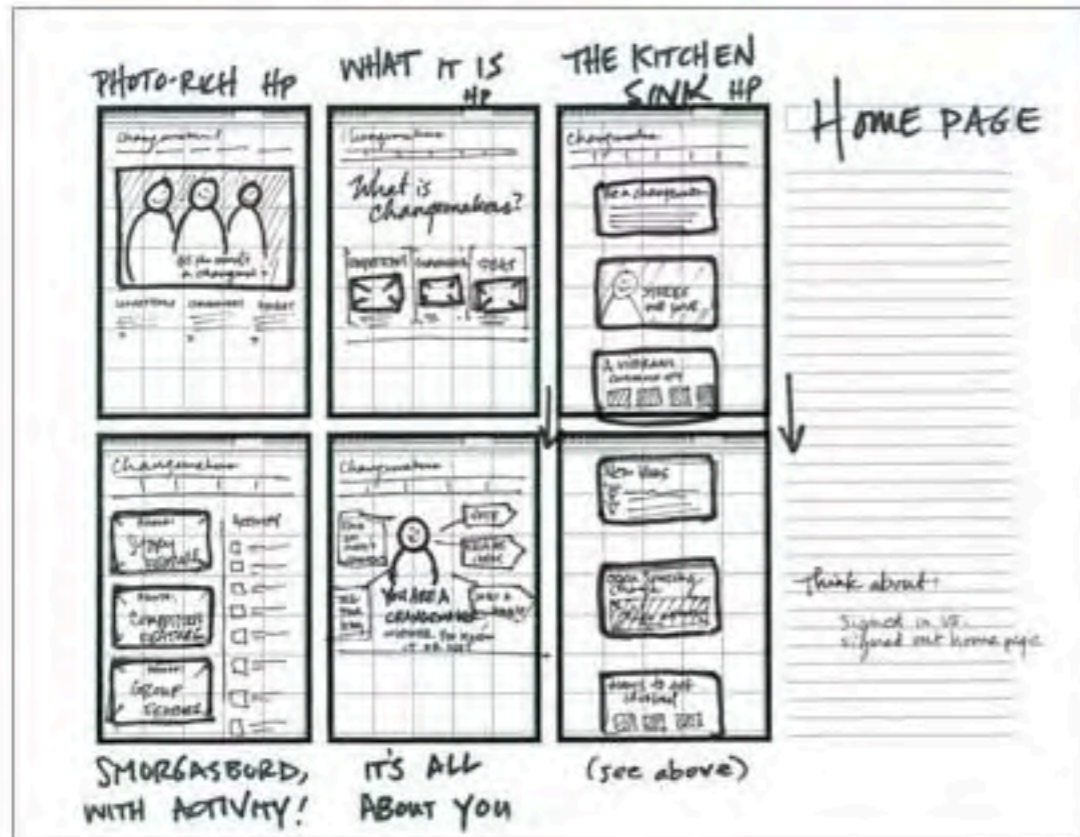
your personal SHOPPER

NUTRITIONIST

CHEF

FOODIE

Activity: Exploratory Sketching



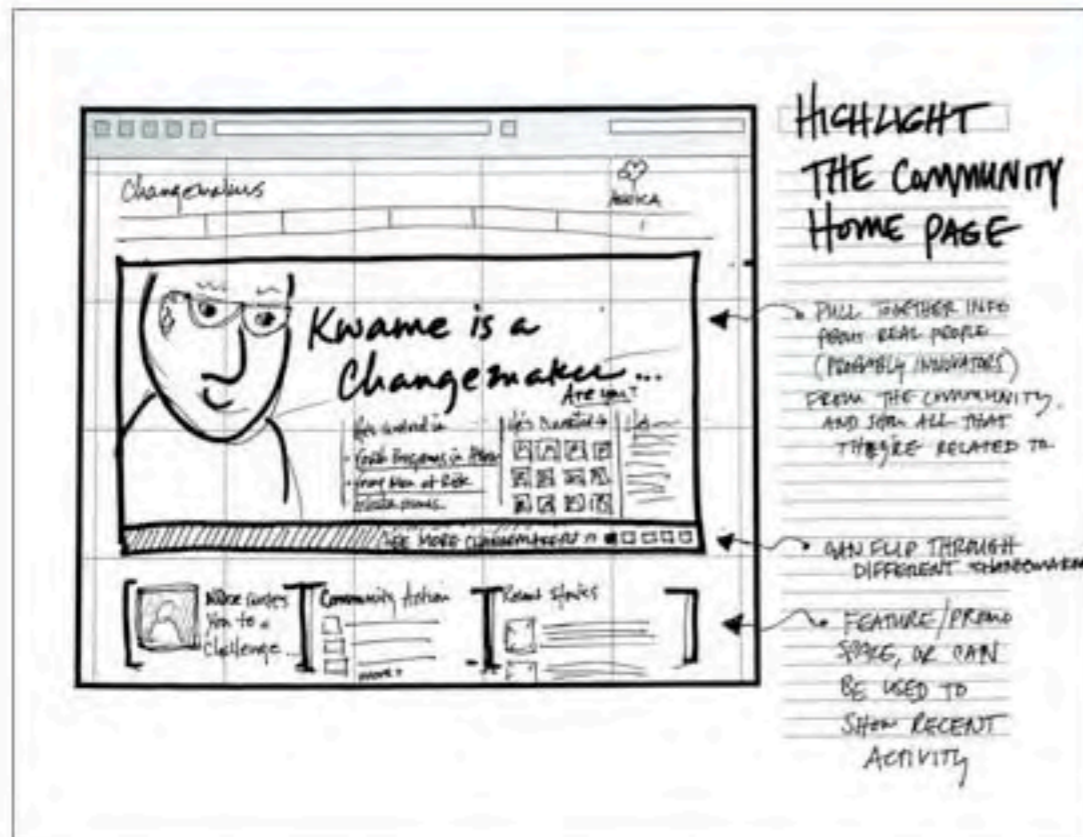
INSTRUCTIONS

1. **Using a 6-up template, sketch 6 new ideas for the same problem.**
2. **Put your first ideas down.**
3. **If you get stuck, think about opposites. Or, think about design principles.**

Activity: Refinement Sketching

INSTRUCTIONS

1. **Pick the most promising ideas from your 6 sketches. (Which one was it?)**
2. **Using the 1-up template, sketch a higher fidelity version that brings it all together.**
3. **Go back over your sketch with a sharpie and add line weight, shading, and labels to make it even clearer.**



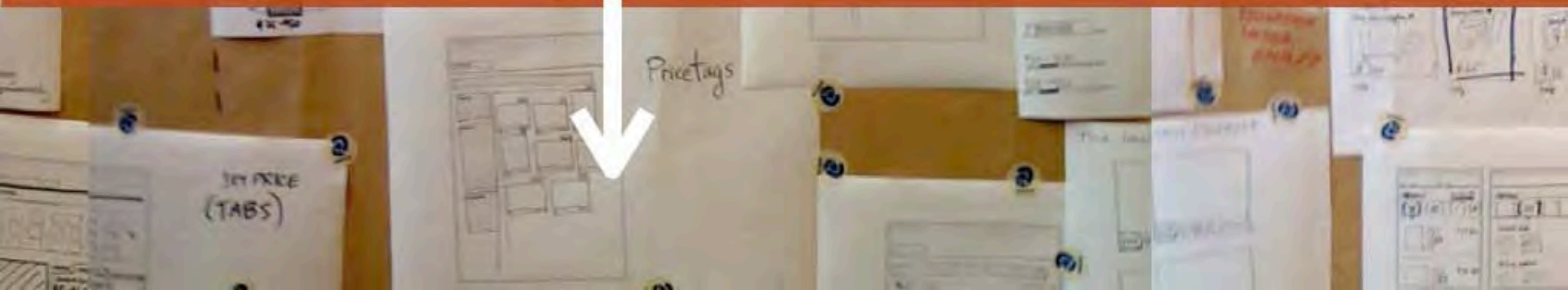


Enter Sketchboards

“A new buzzword for a blatantly obvious technique” —danny.hope



A healthy sketchboard has **depth** and **breadth**



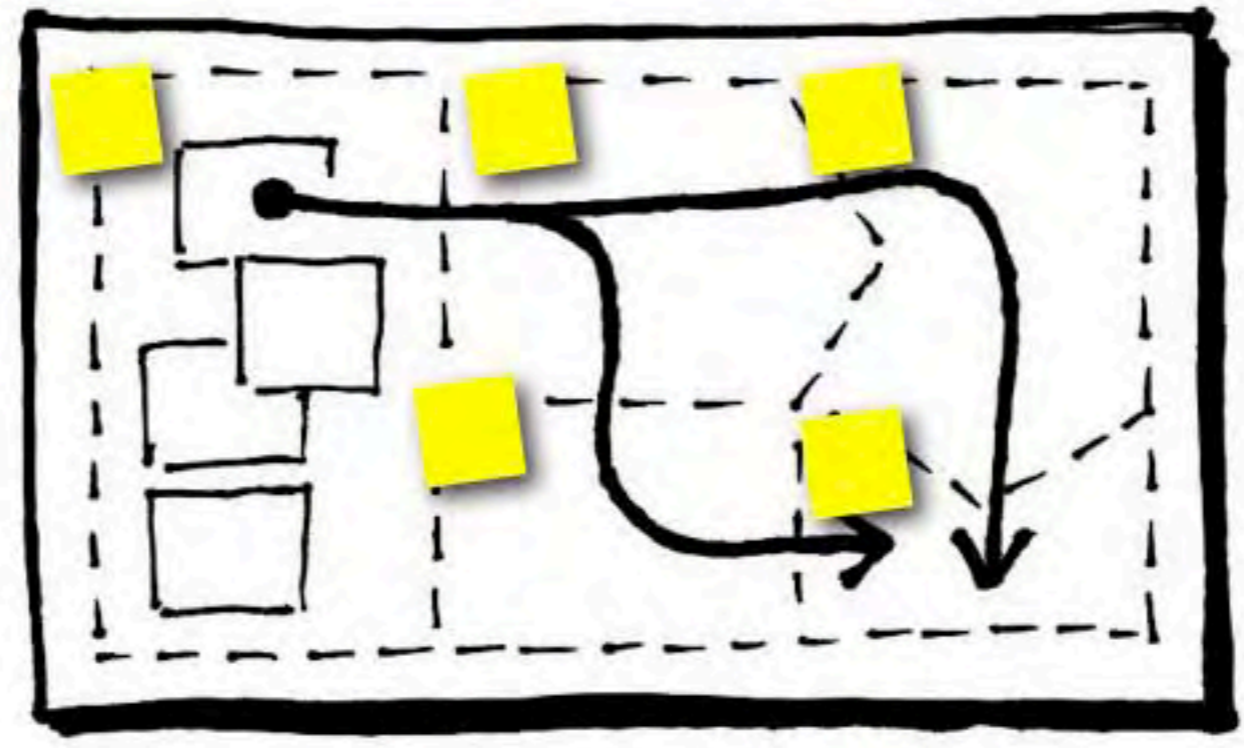
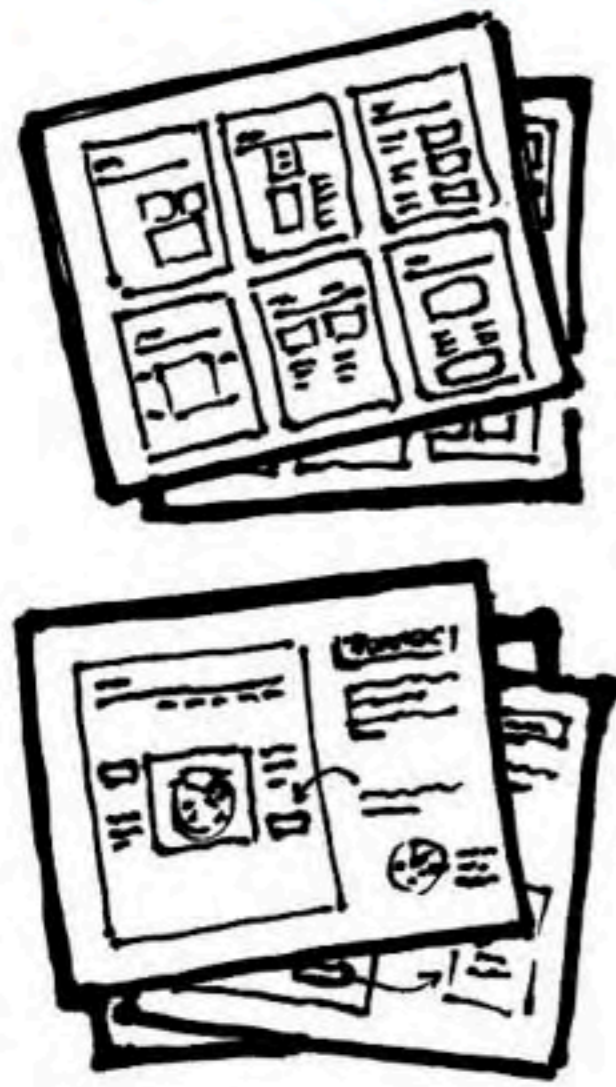
STEP ONE: get a large sheet of paper



STEP TWO: give it some structure



The structure can change (use stickies to keep it flexible)



STEP THREE: add inputs



Include anything that drives your thinking



REQUIREMENTS



PERSONAS

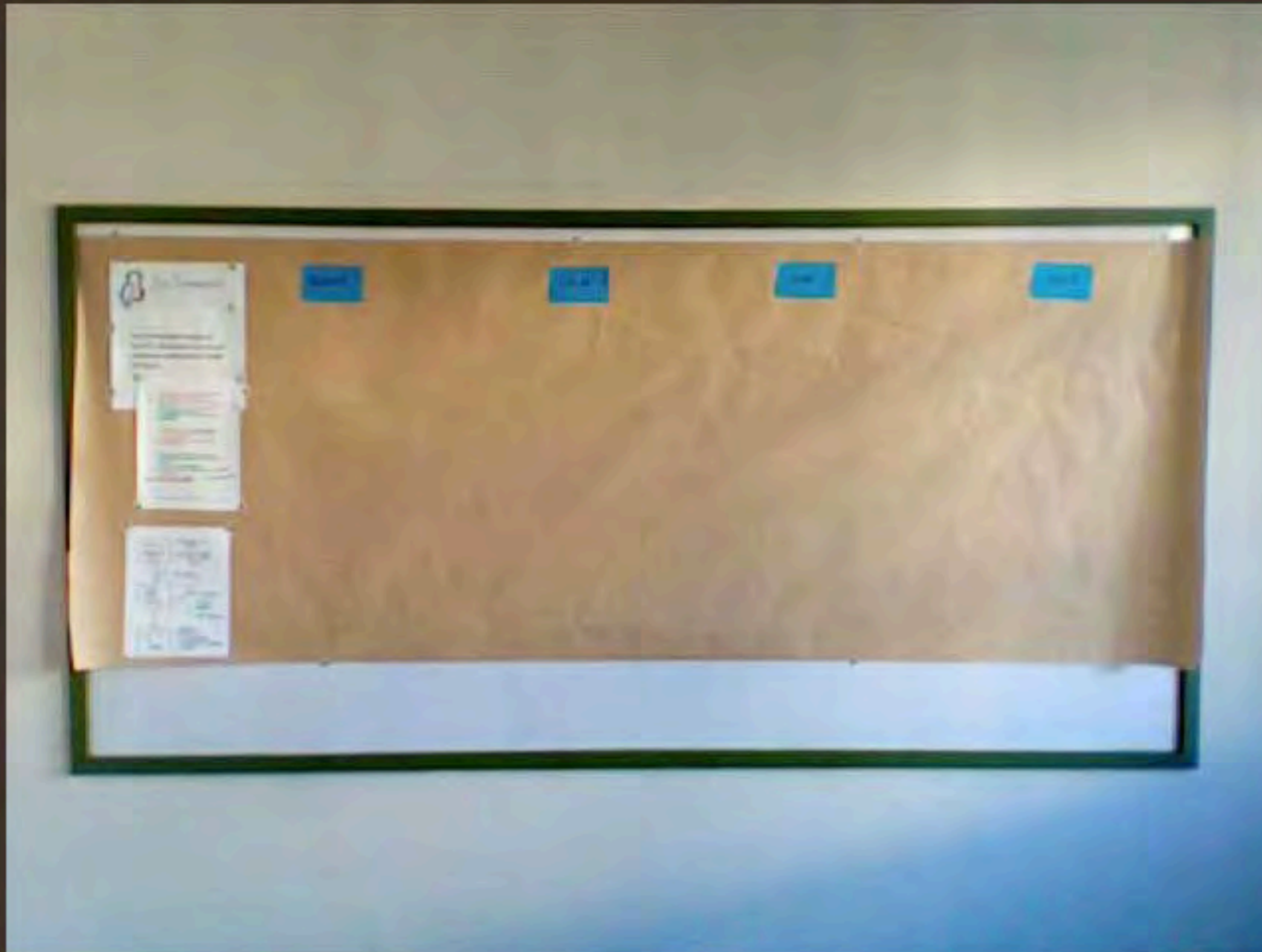


DESIGN
CRITERIA

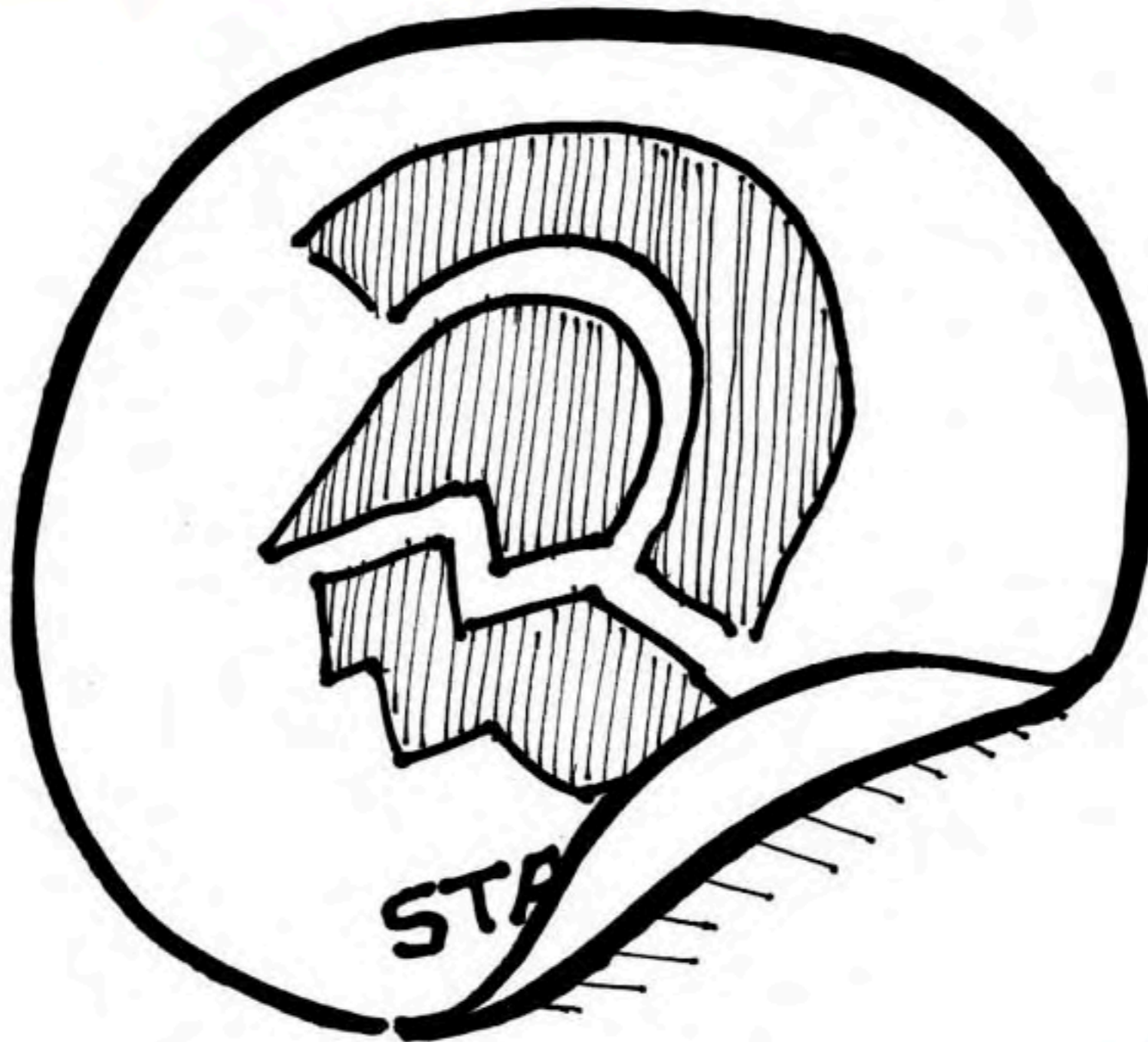


ANY
INSPIRATION

STEP FOUR: fill it with sketches!



The incredible drafting dot



Activity: Assembling a Sketchboard



INSTRUCTIONS

PART 1

1. **Working as a group, use sticky notes to structure your sketchboard. Tape up your inputs, and any sketches that you've done so far in each section.**

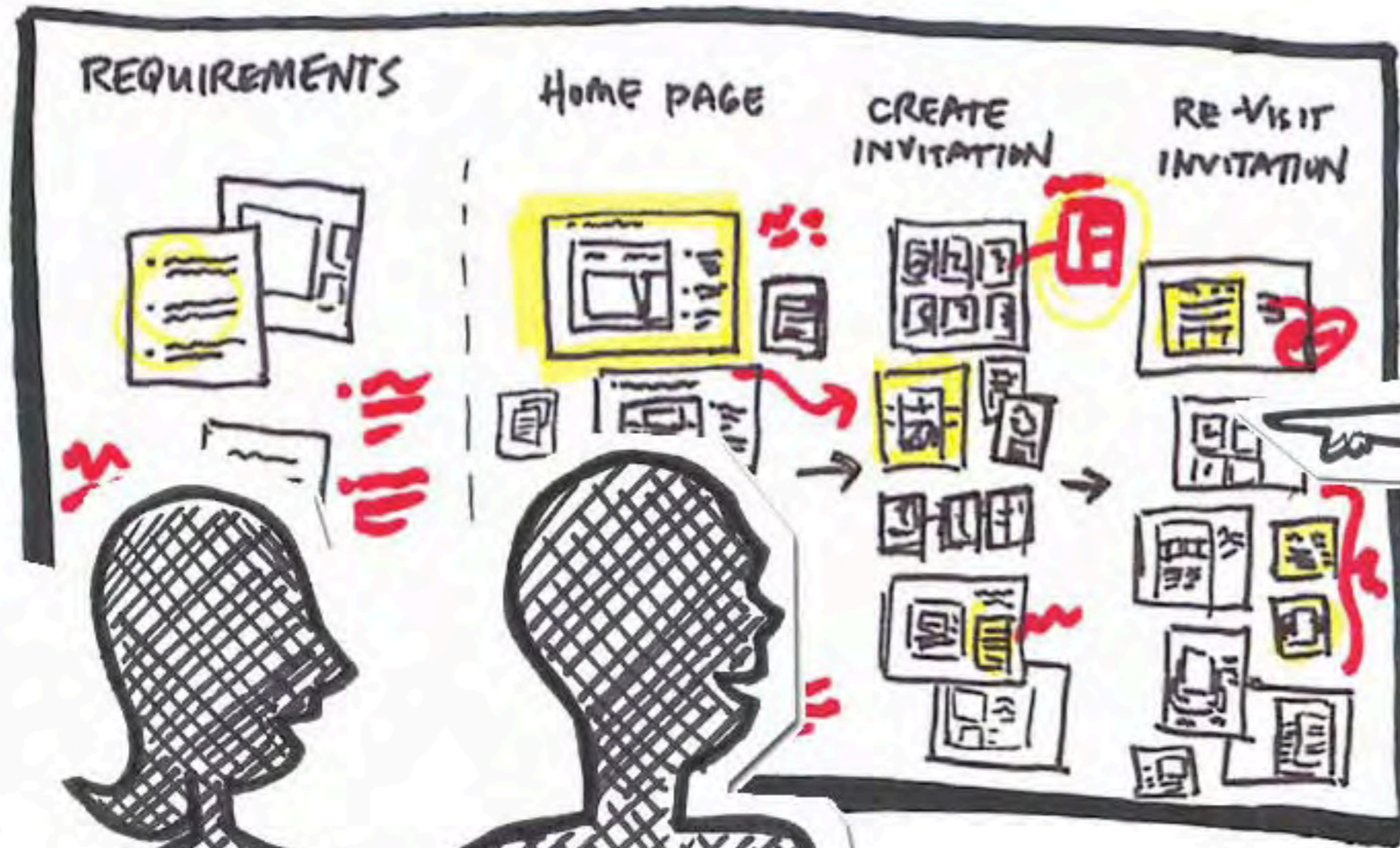
PART 2

2. **Discuss your sketches as a group.**
3. **Decide which sketches are the most viable direction (consider your inputs).**
4. **Do additional sketches as necessary to fill in holes and evolve the design.**



Team Review

The goal

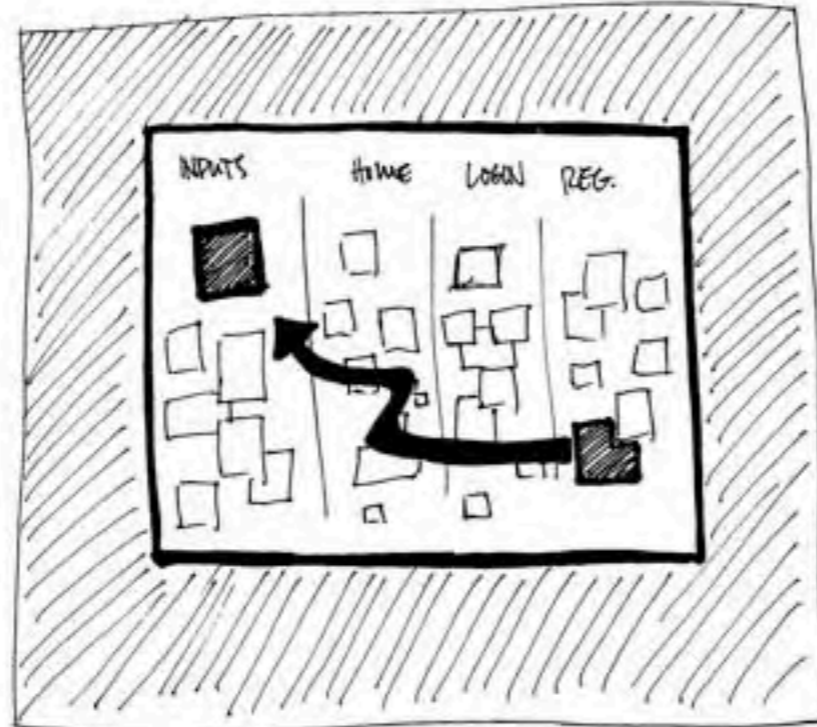


adaptive path

Tips for getting good feedback



**PASS THE
PEN**

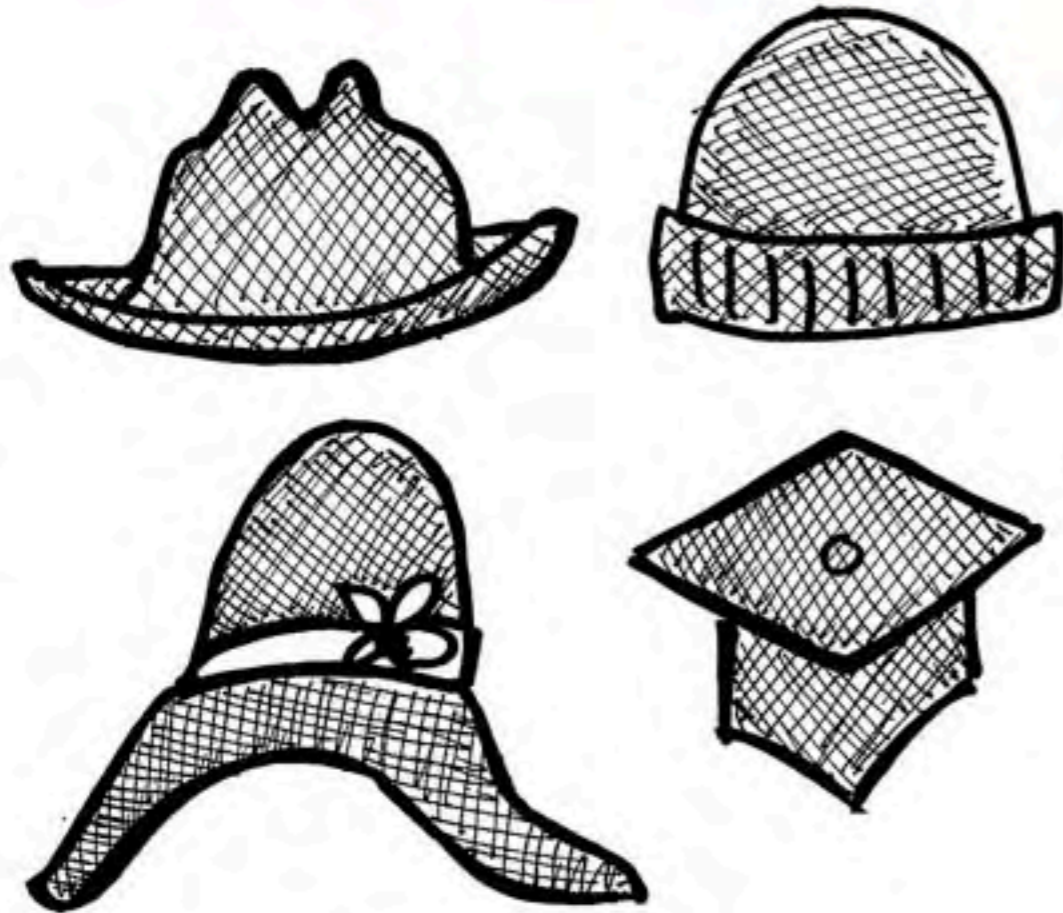


**REFER BACK
TO INPUTS**



**BLACK HAT
SESSIONS**

Activity: Black hat session

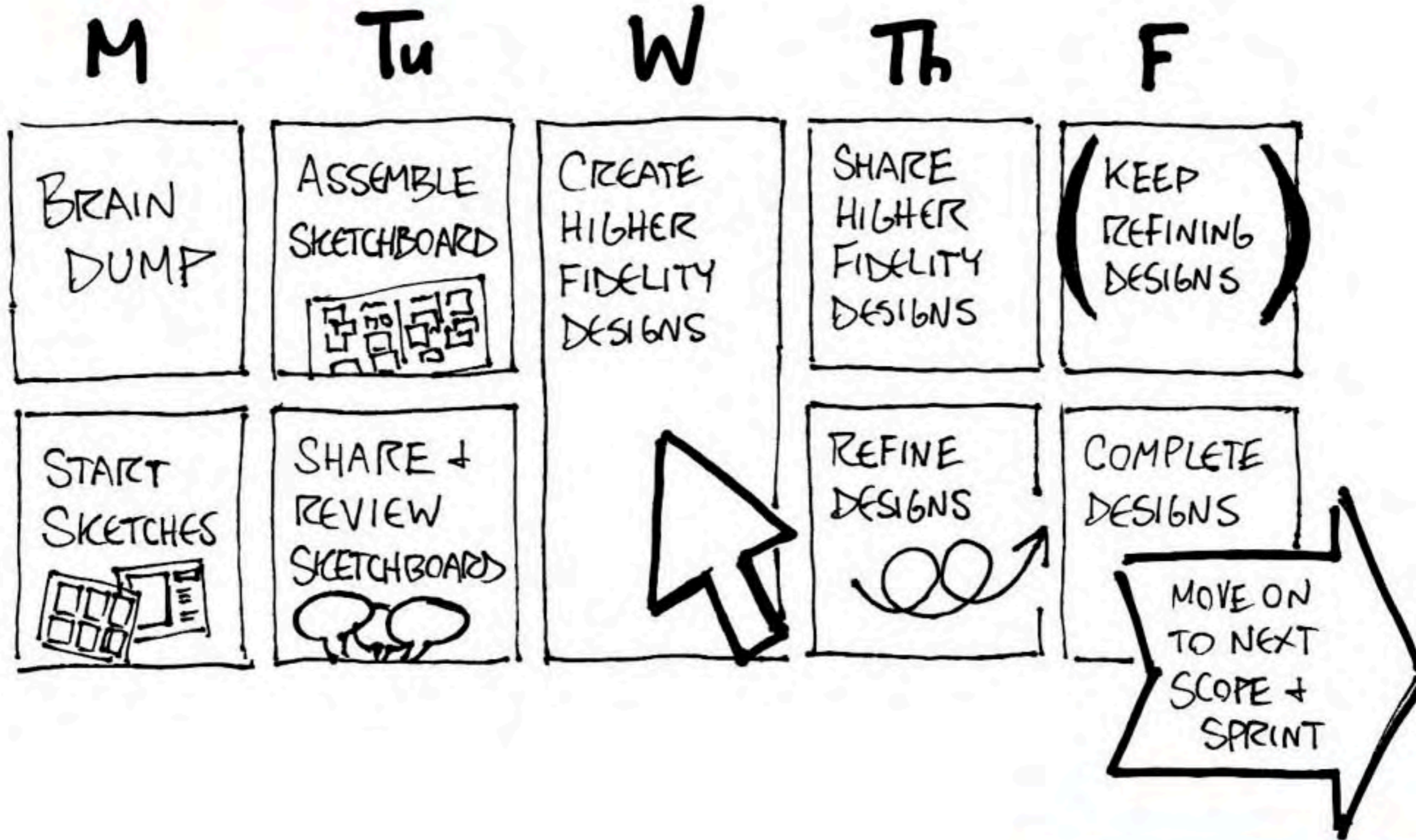


INSTRUCTIONS

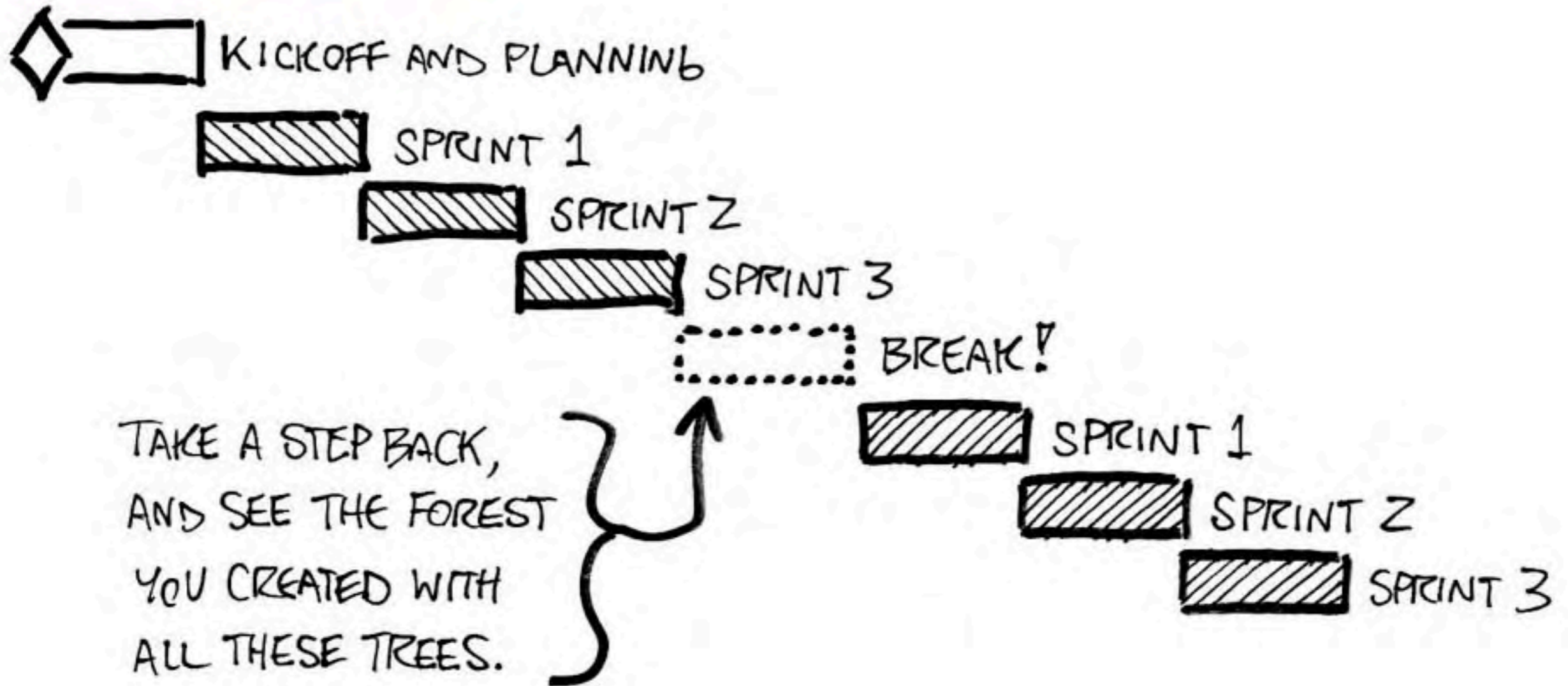
1. **Working quickly, add a stickie to the sketchboard for every question or concern that you have**
2. **As a group, talk through the stickies, and decide how to improve the design to address issues raised**
3. **Resketch as necessary**

Bringing it all together

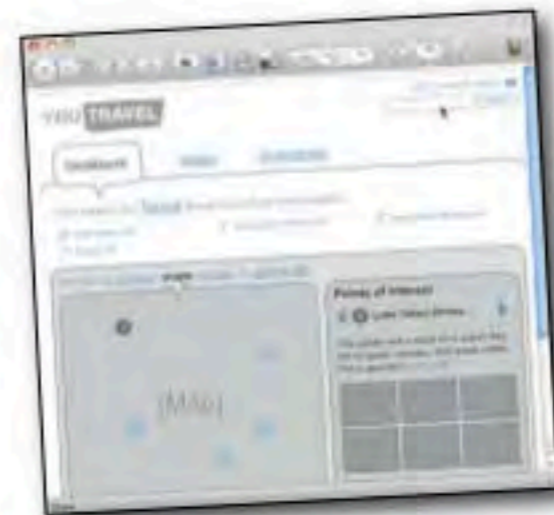
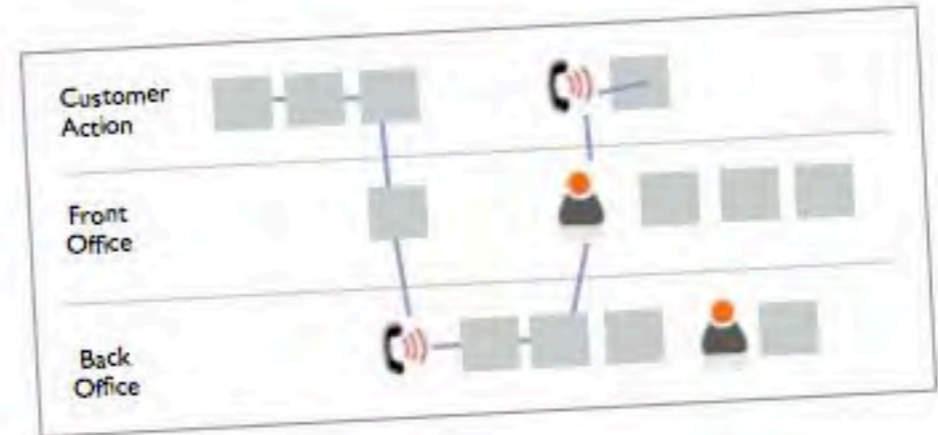
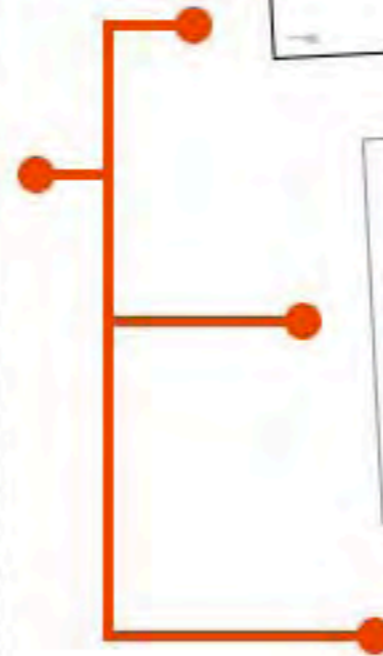
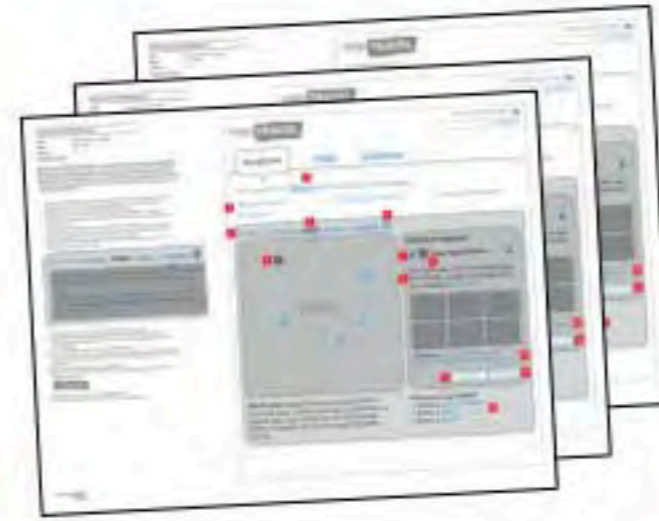
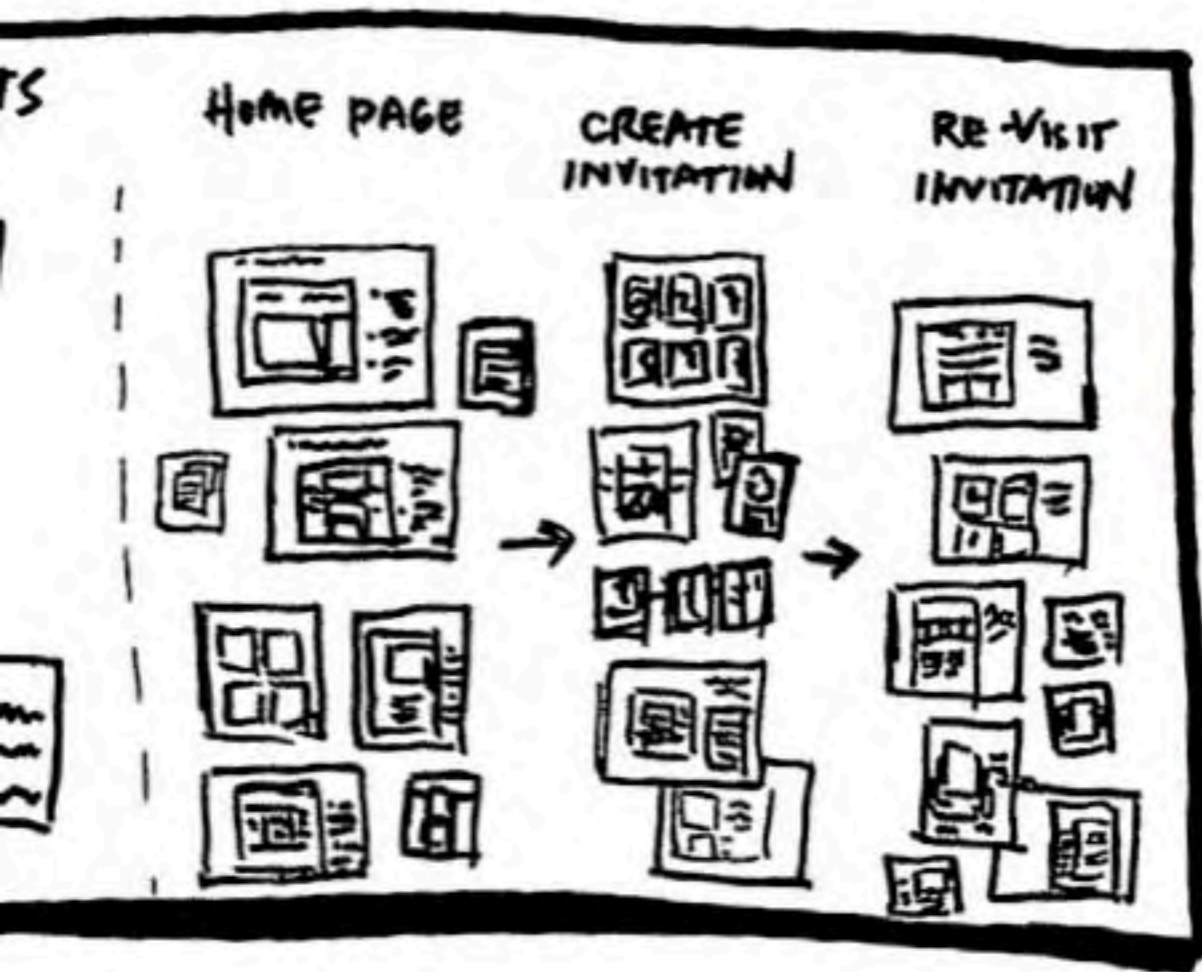
The 5-day sprint



Iterating sprints

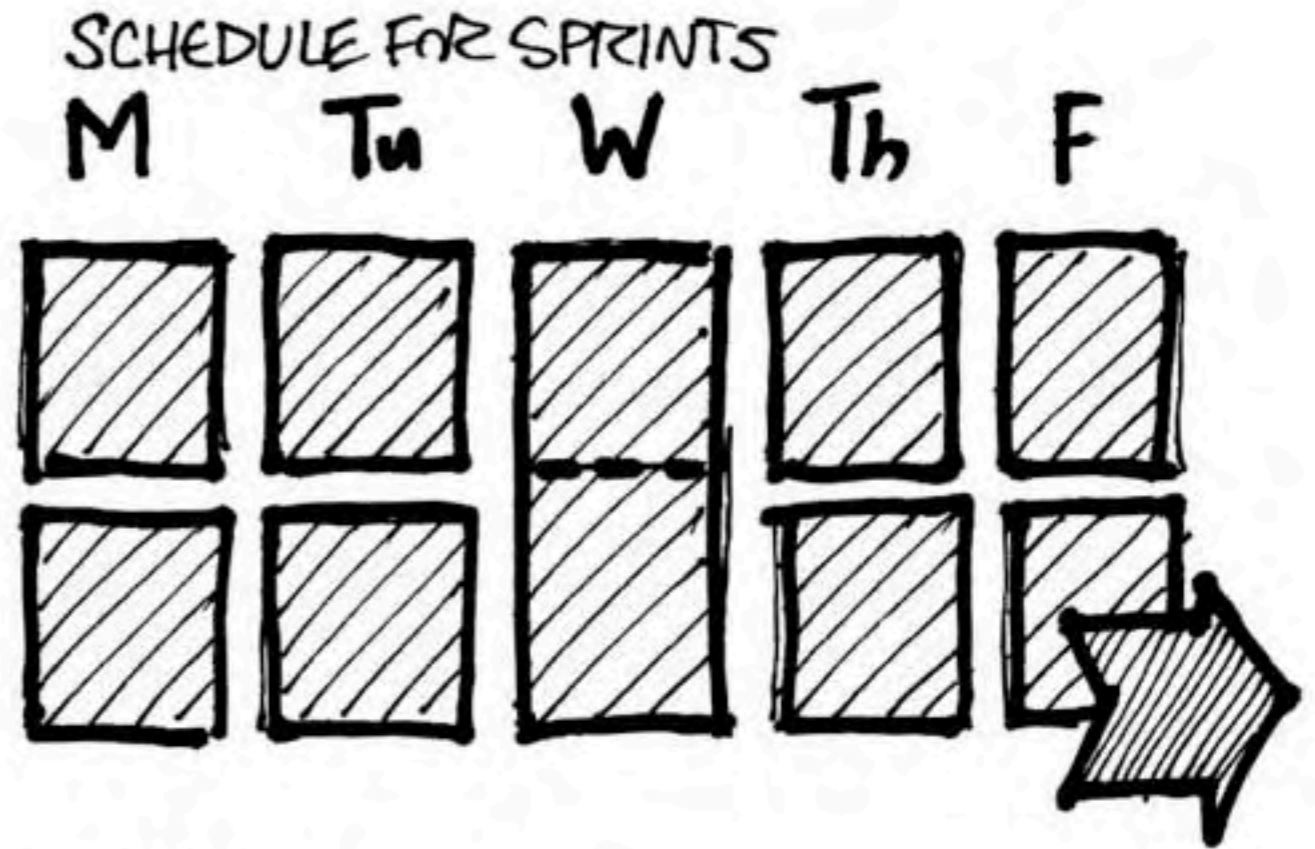
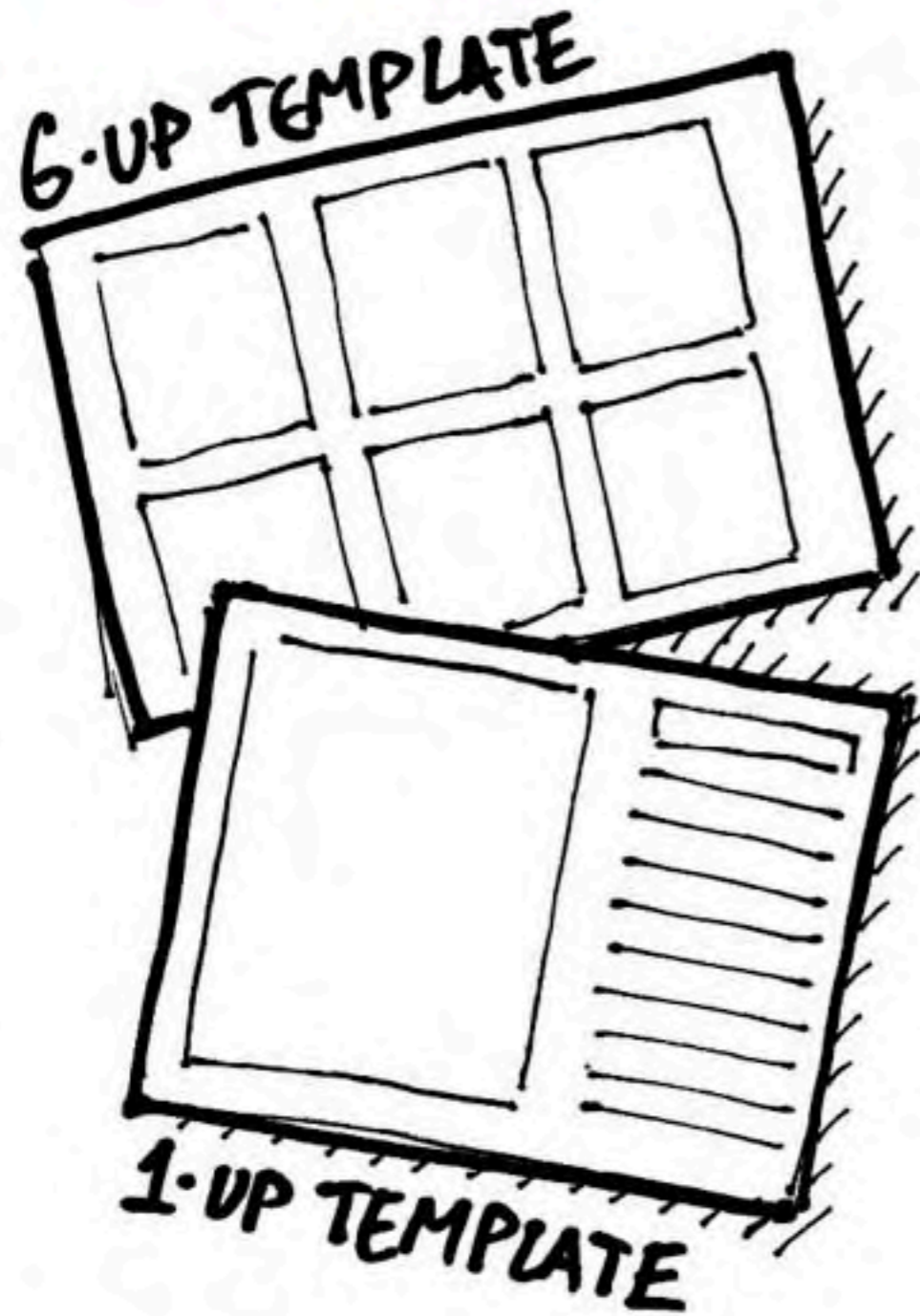


Sketchboards are just a jumping off point



adaptive path

Your "Sprint Kit"



- SUPPLIES: _____

- ▣ BIG SHEET OF PAPER
- ▣ DRAFTING DOTS
- ▣ TEMPLATES
- ▣ PENS

FOCUS ON HAVING THE RIGHT
IDEAS AT THE RIGHT TIME.

HAVE A LOT OF THEM.

MAKE DESIGN AN ACTIVITY
FOR EVERYONE TO BE
INVOLVED IN.

MAKE IT TANGIBLE.

Resources to get you started

Leah Buley

leah@adaptivepath.com

Sketchboards: Discover Better + Faster UX Solutions

Brandon Schauer | <http://www.adaptivepath.com/ideas/essays/archives/000863.php>

6-up and 1-up Templates

<http://www.ugleah.com/ux-team-of-one/>

Thanks to

Brandon Schauer

Rachel Graves

Kate Rutter