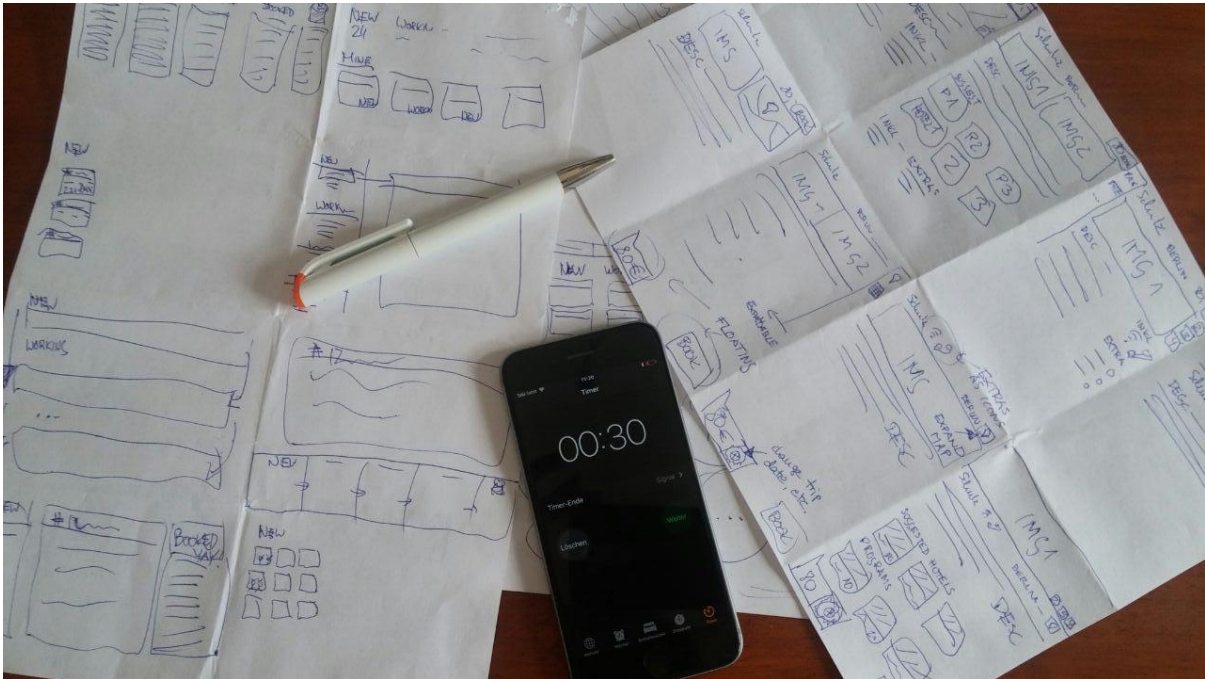


# 30 SECONDS SKETCH

Foster *Ideation*



## PREREQUISITES

- Pen and a piece of paper
- A topic for ideation
- A timer, e.g. from the smartphone
- Optionally a group of people

## TIME

5-30min

## WHAT

In the early ideation stage this method is used similarly like brainstorming to generate a lot of ideas in short time, but giving it additionally a visualization. A sketch can be seen as a simple and low fidelity prototype - it is quick and easily disposable.

## WHY

Sketches in general are a good tool to **express, develop** and **communicate ideas**. By **visualizing** your idea you make it much more tangible for your peers which enables you to gather better critique and feedback on them. It is easy to abandon an idea from a sketch because of the tiny effort one does not get too attached to it. This is important to be able to **explore different concepts** and thus seek for alternatives by thinking through your ideas. In the end a sketch can suggest new ideas, but should not limit them.

If we take it further now, and limit our sketching exercise to 30 seconds per sketch, we automatically would enforce some of the important rules of sketching and loosen the

# 30 SECONDS SKETCH

Foster *Ideation*

leash of our creativity even further. By limiting the time, you just cannot worry about quality and are able to generate tons of solution attempts in a short time. By focusing on **quantity** and **iteratively** producing more and more sketches, one is able to explore the **problem** and **solution space**. Exploring in this case means to experience what would be basically possible - without really caring whether the solution is viable or useful.

Time pressure on the other hand also allows you to easier identify **critical details**, which are the ones that you need to take special care of, as they are crucial for the feature that is currently worked on.

## HOW TO

Grab your timer, set it to 30 seconds and start sketching your idea on a piece of paper. Depending on the phase of development, you would need to adjust how deep you want to dive into the solution space. You can perform this exercise with multiple people and also iteratively draw multiple sketches, until you gather enough ideas.

**EXPLORE** You shouldn't care whether the idea is realizable or even worth sketching - sketches should be seen as "mini ideas" that are "half baked" to explore the solution space.

**NO NEED FOR PICASSO** Sketches are not meant to win any beauty contest, but they should allow you to record ideas. Don't be afraid of your drawing skills, simple and easy drawings are completely OK.

**FOCUS ON THE ESSENCE** Try to focus on the essence of your idea and don't get distracted too much by details. Only including minimal detail helps you to concentrate on the core idea and problem.

**INDEPENDENT** This exercise should be performed silently and independently, so that one is able to express his creativity without relying too much on your team mates ideas.

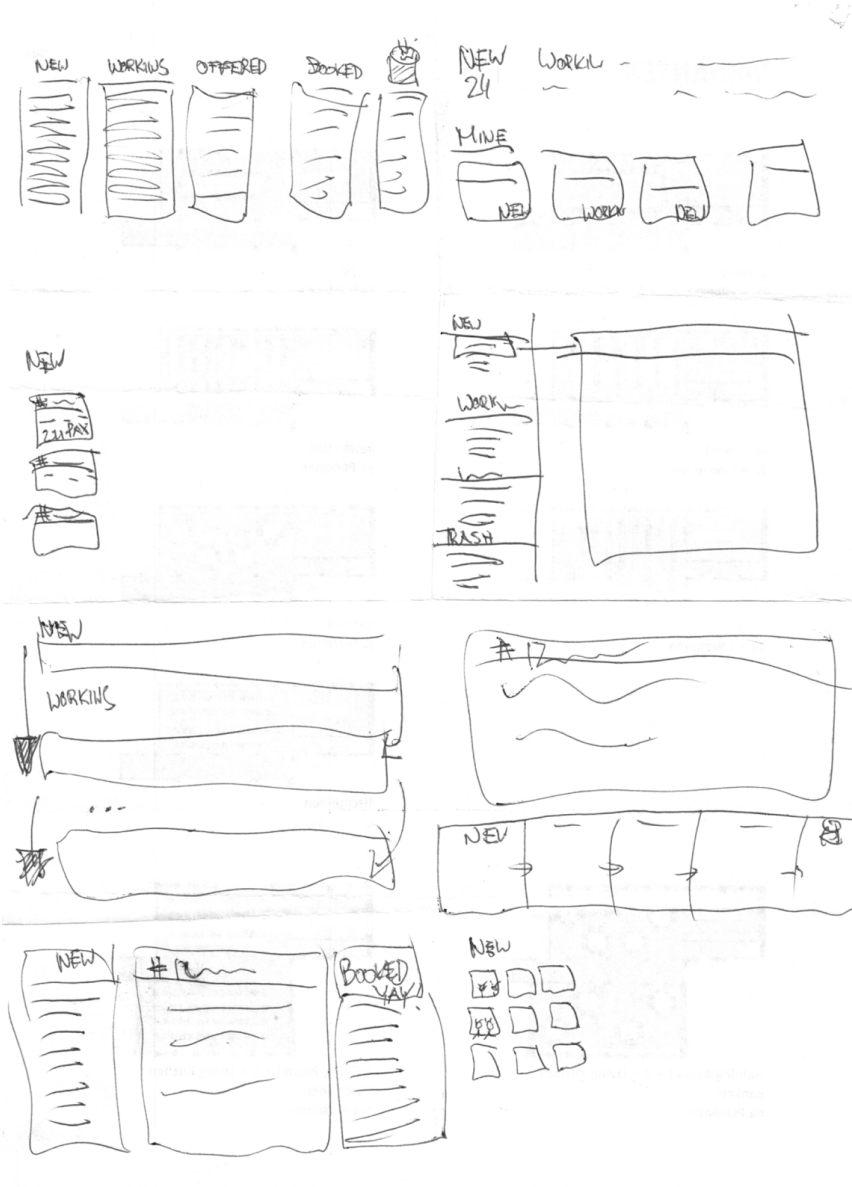
An interesting variation of this method is called **Crazy 8**: You have to draw 8 sketches in five minutes. Why eight sketches? You can simply take a sheet of paper and fold it three times in half so that you have eight fields to fill out.

## EXAMPLE

In most cases the idea that you want to sketch would be a user interface, but also other things like user experience touchpoints, logos or even hardware designs can be sketched.

The first example is a sketch of a new dashboard for a process oriented application that handles all the details of booking a group trip.

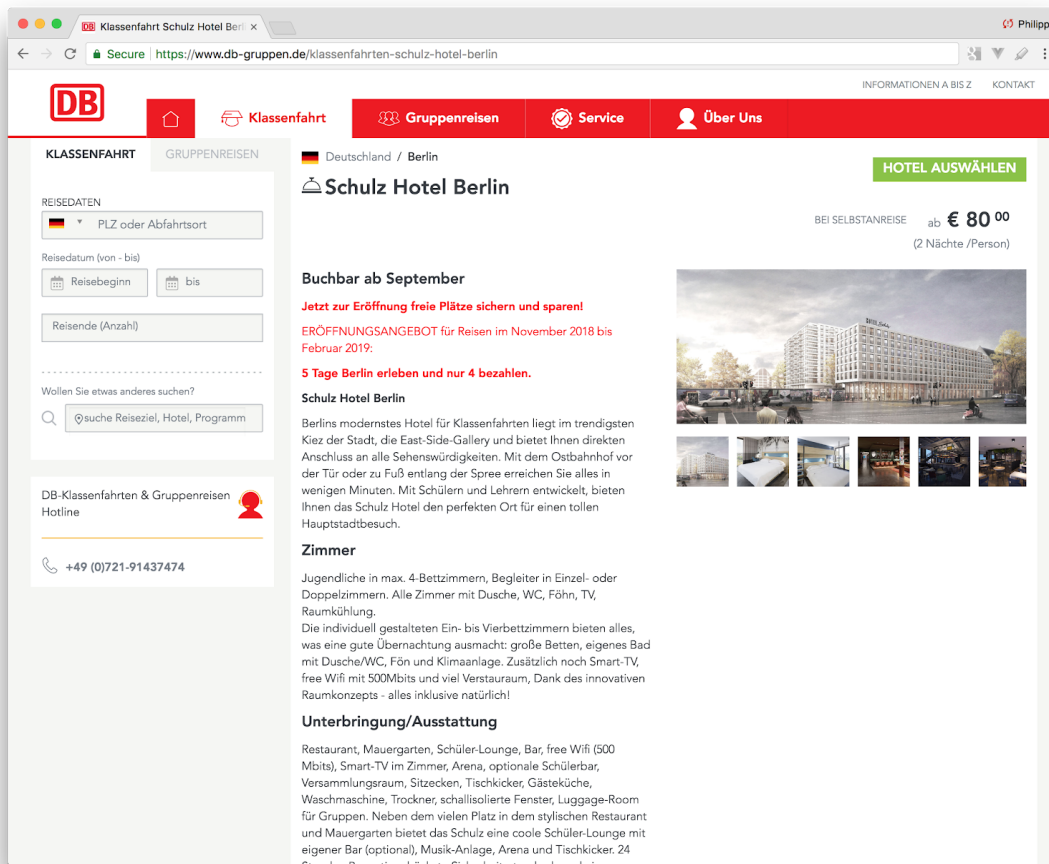
# 30 SECONDS SKETCH



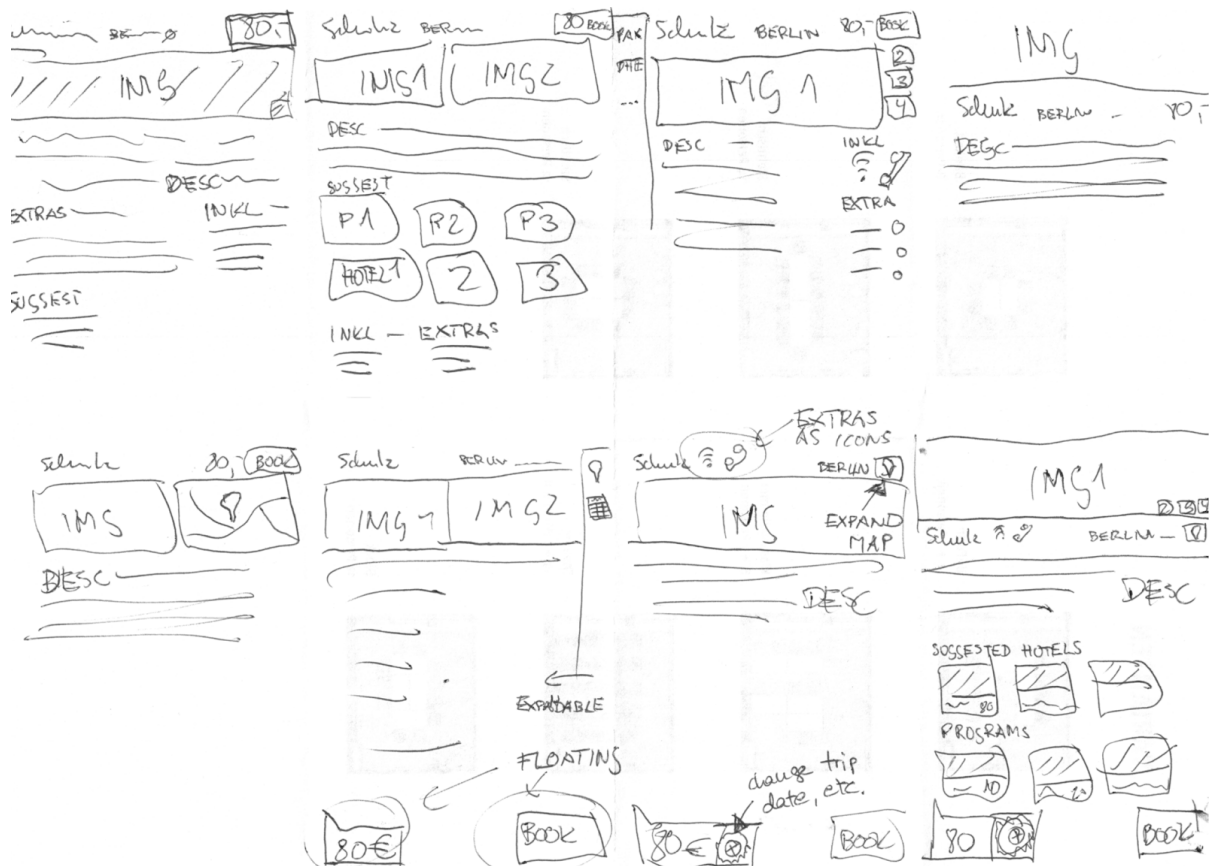
In the second example an existing web page will be taken as a base to find out how a mobile version might look like.

# 30 SECONDS SKETCH

Foster Ideation



<https://www.db-gruppen.de/klassenfahrten-schulz-hotel-berlin>



# 30 SECONDS SKETCH

Foster *Ideation*

You can clearly see in both examples how ideas are evolving during the sketches. While the first sketch of a group is very simple, subsequent sketches involve new elements. Later those elements are then slightly changed or mixed with other new elements.

The second example already contains quite a few interesting ideas, but the first example could take more iterations to explore more potential solutions. Sharing those sketches among your team members can help to develop even more ideas.