

## Crazy Eights

Crazy Eights is a fast-sketching exercise that challenges participants to draw 8 distinct ideas in 8 minutes. The goal is to push beyond a first idea and generate a variety of solutions to prototype and test. Though team members without a design background may find this technique intimidating, it is important to remember that a drawing does not need to be perfect to communicate an idea. This exercise will allow participants to establish base elements and establish a path forward for design.

### When to use this technique

Crazy Eights is a Design Sprint ideation technique. Use it early in the design process to generate multiple possible solutions quickly. Crazy Eights is good for focusing minds on design and giving space for creative thinking.

#### Estimated time

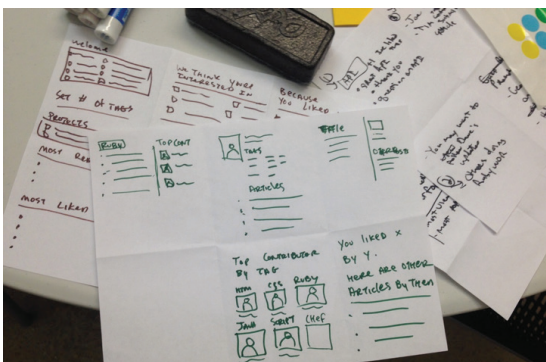
45 minutes

#### Materials

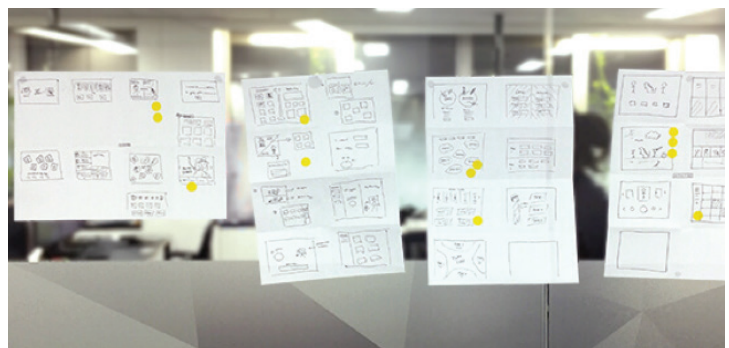
- Paper
- Markers
- Tape
- Sticky dots for voting
- Timer

### Instructions

1. Hand out blank paper and Sharpies to all participants.
2. Fold one sheet of paper into eight sections (or use template provided).
3. Set a timer and give participants 8 minutes to draw eight different sketches. Sketches should be rough and focus on quantity not quality.
4. When the time is up, ask everyone to pick their 3 favorite ideas.
5. Give participants 10 minutes to refine their three favorite sketches on new paper.
6. Have everyone briefly present their final designs to the group.
7. Lastly, give everyone two sticky dots and ask them to vote on their favorite designs from the whole group.
8. Chosen ideas can then be worked into prototypes.



<https://thoughtbot.com/product-design-sprint/guide/diverge/crazy-eights>



<https://www.switchit.com/blog/design/crazy-concept-ideation-with-crazy-8s.aspx>

