Simple *physical* models made of soft, low cost, easy-to-work materials

**Sketch models: what should we do?**

I need to make something? OK, I’ll make something!
Sketch models: what should we do?
step 1: what is the question?

**articulate:** what are we uncertain about?

*definition:* what is the idea?

*feasibility:* does core technology exist and do we understand it?

*user need:* do we understand the user and our value proposition?

*market:* who is our customer and how interested are they?

*scope:* do we have the needed resources and skills?
Sketch models: what should we do?
step 1: what is the question?

prioritize: which questions do we answer first?

Pugh chart
level of uncertainty
criticality to viability
learning outcomes
Sketch models: what should we do?
step 2: what type of model?

explore: what model foci relate to the question?

form: focus on shape embodiment
scale: focus on properties such as size or mass
visualization: focus on communication
operational principles: focus on tech and physical behavior
system configuration: focus on “what are the bits?”
integration: focus on “do these bits play well together?”
interaction: a focus on the use model
usability: a focus on user understanding
experience: a focus on the user’s feeling
Sketch models
step 2: what type of model?

select: what type of model?
  based on question and focus
  
  *looks-like*: fidelity in appearance
  *works-like*: fidelity in behavior

may be physical or digital!

*lowest fidelity possible* to resolve the question!
Sketch models: what should we do?

**example**

**electric scooter**

*concern:* product definition  
*model focus:* scale, usability  
*type:* works-like

**helicopter lift**

*concern:* product definition  
*model focus:* visualization, operation  
*type:* works-like
Sketch models: what should we do?

articulate uncertainties as questions

prioritize questions

explore relevant model focus categories

select model type