immersion in sketch modeling

2.744 product design
what’s next?

Tuesday, March 1

concept sketches

Tuesday, March 15

Friday, March 18

critique
fast and furious

sketch modeling 101

test a focused premise

only just good enough

do experiments

form

human factors

visualize/resolve

key functions
your team challenge

sketch modeling 101

create an interactive, carnival-style game

no user instructions
design and build in 45 minutes
test with unfamiliar users
your team challenge

sketch modeling 101

test a focused premise

user testing

is it fun?

does it work?
your team challenge

sketch modeling 101

process

look at materials 5 minutes
generate ideas 10 minutes
simple tests

design 5 minutes
build and test 20 minutes
final setup 5 minutes
your team challenge

sketch modeling 101

design an interactive, carnival-style game

no user instructions
mockup in 45 minutes
test with unfamiliar users

look at materials 5 minutes
generate ideas 10 minutes
simple tests
design 5 minutes
build and test 20 minutes
final setup 5 minutes