immersion in sketch modeling

2.744 product design
but first!

*Friday, March 23*

critique

*Tuesday, March 20*

sketch models

*Thursday, April 12*
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?

understandable?
Your team challenge

Sketch modeling 101

Process:

- Look at materials: 5 minutes
- Generate ideas: 10 minutes
- Simple tests: 5 minutes
- Design: 20 minutes
- Build and test: 5 minutes
- Final setup: 5 minutes
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