what to sketch model?

1. critical questions
2. question type
3. model type
what to sketch model?

- show-stoppers that need to be answered.
- what are we uncertain about?
- what is the idea?
- do we understand the core technology?
- what is our value proposition?
- who is the customer?
- do we have the resources and skills?

step 1

critical questions
what questions are most critical?
what to sketch model?

what will the model explore?

step 2

question type

form: shape or embodiment
scale: properties such as size or mass
user interaction: how it is used
system configuration: key components
integration: how pieces work together
experience: how the user feels
What to sketch model?

Step 3

Model type

Works-like or looks like?
Digital or physical?

Works-like models aim for fidelity in behaviors of interest
Looks-like models aim for fidelity in appearance