

Sketch Model Review Tips

The Sketch Model Review is more “show” than “tell”. Actually, it’s more *play* than tell. **There are no slides, because your physical models will be the stars of the Review.** Below are some tips for the two main parts of the review: the formal presentation, and the interactive review of your models.

Part 1. Formal Presentation

Define your toy concept in a single sentence

“Our concept is called Reef Re-Balance. The toy is a reef on a tipping base that rocks from side to side when weighted fish are added to the branches. Our main audience is younger children from 4-6. Each player or team would have their own reef, and they would add fish to the branches. The goal is to keep the reef balanced without tipping over.”

Even if your concepts were previously shared at the Ideas Pitch Presentation, it will be helpful to re-introduce your toy concept clearly and concisely. Try to keep your toy definition under 30 seconds.

Introduce your models and the questions they each attempted to answer

“For our looks like model, we wanted to explore three issues: the size of the reef, the robustness of the branches so they don’t fall off when fish are added, and the color scheme of the toy.”

Name each model (e.g. “plays like” and “looks like”), and share the questions that you aimed to better understand with each model.

Share what you learned from your sketch models

“For our plays like model, our main question involved the weight of the base relative to the height of the reef. Our first iteration tipped very easily even when just one fish was added, so we created a base with notches and weights to make the reef more stable. The reef still rocks from side to side, but it takes more weighted fish to tip the reef over. We think this will make it easier for children of younger ages, and extend the game play, while keeping the experience challenging, unpredictable, and enjoyable.”

Share what you learned from each model, and *demonstrate what you’ve learned by interacting with your models.* Share how the knowledge gained from the models will inform your future design choices.

Part 2. Interactive Review

Let them play

During the interactive portion of the review, allow the reviewers to play with your models with as little interference from you as possible. Try to resist the urge to explain everything. Similar to playtesting, you'll want to observe how the reviewers interact with your models. Listen closely to their questions and suggestions, and keep an open mind. If a reviewer is playing with your toy and does something unexpected, such as moving a game piece in the "wrong" direction, take a moment to consider why that happened. For instance, did you unintentionally create design affordances that motivate certain actions?

The reviewers are here to help you

When a reviewer asks a pointed question or makes an unexpected suggestion that challenges your vision of your concept, try not to be defensive. Be gracious, and take a moment to consider their response. When answering questions, be honest about what you know versus what you don't know, and don't hesitate to ask follow-up questions to learn more about their perspective. Remember, the goal of the Sketch Model Review (and all reviews in 2.00b) is to observe and interpret how others respond to your ideas, and listen to their feedback in order to help your team improve your concepts.

Take plenty of notes

You get to observe people interacting with your models, how cool is that?! Be sure to assign team members to record interesting observations, feedback, and questions that arise. This information will be useful for the team to consider when down-selecting and iterating your concepts.