

UX WEEK AUGUST 12-15, 2008

DAY 1

PETER MERHOLZ CONVERSATION

w/ DON NORMAN



DON NORMAN

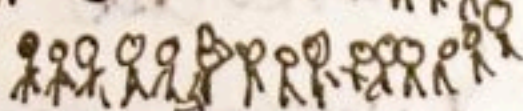
USERS ARE A HORRIBLE NAME. I WOULD LIKE TO CALL THEM PEOPLE

GOOD DESIGN IS ADAPTABLE

PEOPLE

user experience is the totality of the experience

Disney



People hate the lines but love the EXPERIENCE

Empathic Design } Marketing

Design is how you interact w/ something

1. IMMEDIATE RESPONSE

2.



RUSSIAN DOLLS = SERVICE

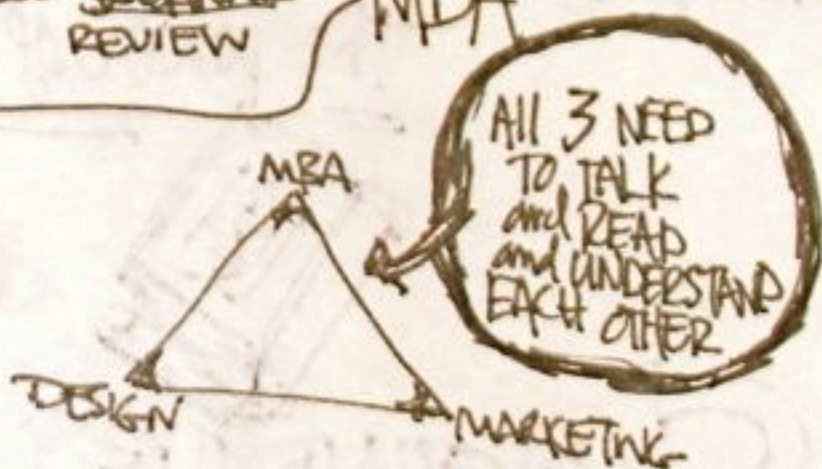
(it's always nested)

EXPERIENCE IS MORE BASED ON MEMORY.

It's about your memories

HARVARD BUSINESS ~~JOURNAL~~ REVIEW

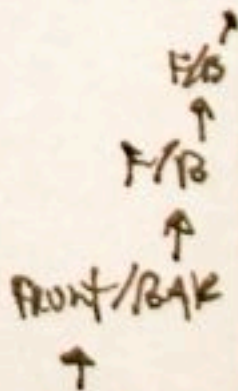
MBA



Service is complex recursive

GOOD DESIGNER WILL DESIGN A COMPANY

Frontstage / Backstage
↕
customer clerk



Structure

- plan out for kinds of ideas you want to have
- use full space

ADD inputs



- Requirements
- Persona
- Design requirements (tenants)
- any inspiration

ICANHAX.COM / Design criteria

Fill it w/ sketches

- see big picture
- think through workflows

SHARE

[Your role: ZEN FACILITATOR]

Facilitation over presentation

BAD NEWS
TAKES YOU FARTHER

Plan the review session carefully

- DON'T BE AFRAID TO SKETCH SOMETHING
- PASS THE PEN IN RESPONSE TO AN COMMENT
- CALL ATTN TO INPUTS THAT INFORMED SKETCH
- Physicality gets the ideas flowing
- BLACK HAT SESSIONS
- Reserve time to do formal review (2 hrs)
- Business buyers
- Product managers
- Dev
- Other designers
- Anyone else involved

POKE HOLES,
FIND THE NEGATIVE,
BE THE VILLAN

Supplies: - Blank paper

- lyp + loops

- TAPE OR DRAFTING CUTS

- SHARPIES

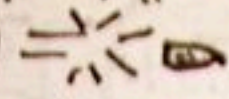
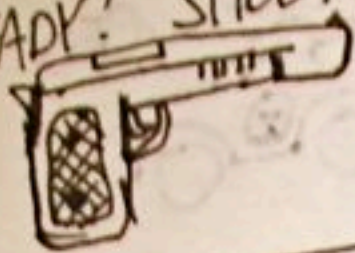
- STICKLE NOTES

- HIGHLIGHTERS

READY!

MONDAY	BEA
TUESDAY	STA
WEDNESDAY	ASS
THURS	SHA
FRIDAY	CRE
	PRO
	SA
	R
	KE
	G

READY! SHOOT! AIM!




MONDAY
BRAIN DUMP
START SKETCHING

TUESDAY
ASSEMBLE SKETCHBOARD
SHARE/REVIEW

WEDNESDAY
CREATE HIGHER FIDELITY
PROTOTYPES/DESIGNS

THURSDAY
START
REFINE

FRIDAY
KEEP REFINING
COMPLETE DESIGN


MOVE ON TO
NEXT STEP!

KICKOFF and PLANNING

↳ SPRINT 1

↳ SPRINT 2

↳ SPRINT 3

↳ BREAK

SOMETIMES YOU
SPRINT.

SOMETIMES YOU
JOB

SPRINT KIT:

✦ 6-up TEMPLATE

✦ 1-up TEMPLATE

WORK IN PAIRS

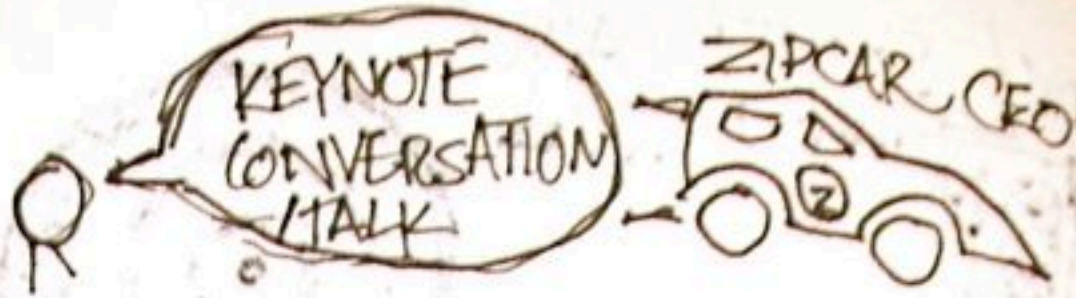
↳ 1. FACILITATE

2. RECORD

DAY 2

UX WEEK

SERVICE DESIGN



TOTAL COST OF OWNERSHIP
 GAS PRICES URBAN LIVING
 SUSTAINABILITY
 SELF SERVICE

MISSION (SIMPLIFIED):
 URBAN LIVING
 EASIER

AN URBAN EXPERIENCE
 in freedom



Simple Experience: it just works

2/5 CORE Values focus on delivering a great experience to membership

Thinking about the whole experience, not just the registration process.

Setting Car ownership 1 hr @ a time

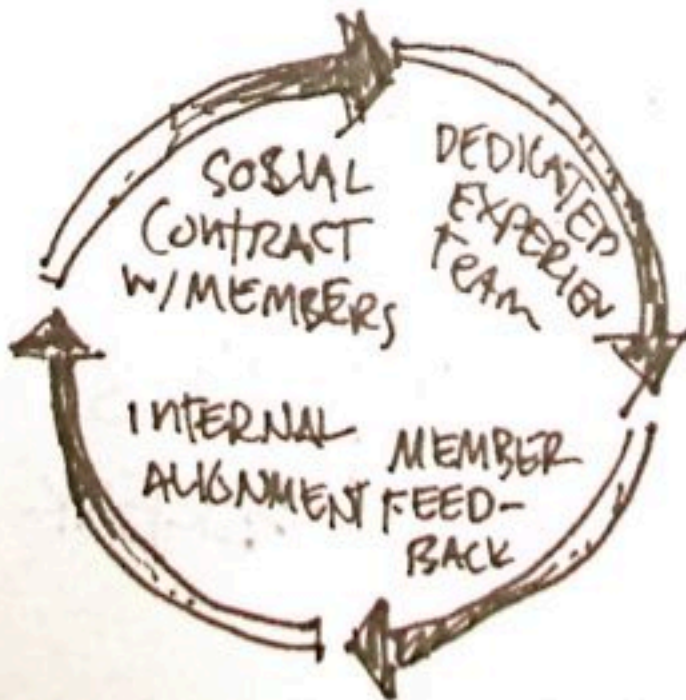
Get the car you want for the task you have



SUSTAINABLE:

15-20 PERSONALLY OWNED CARS OFF THE ROAD FOR ONE ZIPCAR

TOTAL
The Experience is the Brand



KEEP IT
 SIMPLE

NOT INDIVIDUAL OPINION IN THE EXPERIENCE

MONDAY

USA

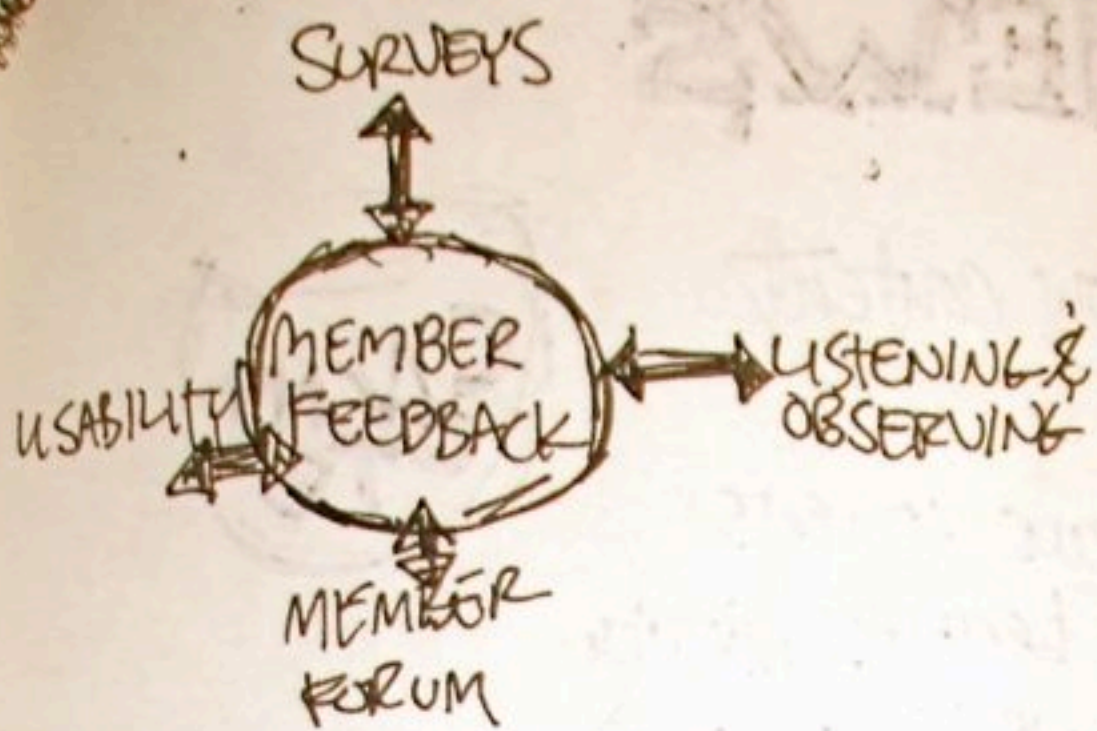
JEN

SE

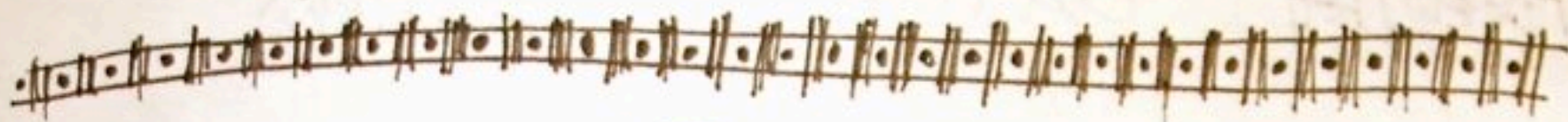
LEAN STACK

5.

6



IT'S NOT ABOUT
Technology, it's
about simplicity,
membership and
community.



Designing a memorable service experience

Services are:

- Intangible
- time-based
- interaction w/ people
- SHARED OWNERSHIP

6 CHARACTERISTICS OF SUCCESSFUL SERVICE DESIGN

1. Responsive
 - ↳ responds to needs
that same over time
 - ↳ response adjusts
to your changing
needs.
2. Consistent
 - ↳ designed to be
repeatable
3. adaptability
 - ↳ quality is excellent,
regardless of what
happens
4. tailored
 - ↳ get to know users
over time and
personalize



5. efficiency
↳ deliver the service
in the most efficient
way possible.

6. rewarding
↳ it's easy to switch,
make them want to
stay by giving reward
for loyalty,
↳ pay attention to details

L4N5H05TACK

FRESH OMBERT

TheDailyNews.com: **FAKE NEWS**



Know your content



Give news 10 years and it becomes history
old news is no longer news

OLD MEDIA vs. NEW MEDIA
72 WRITERS 15,000+ TAGS
76 VIDEO ENTRIES
2 SHIFTS
16,000 HOURS

DEPTH
DATE
TOPIC

TIMELINE vs. DATE PICKER

↑
enables play more videos easier to access

↑
need to know what you want and they have date.

tags used to create content threads, or narrative arcs.

DAVE WOLF

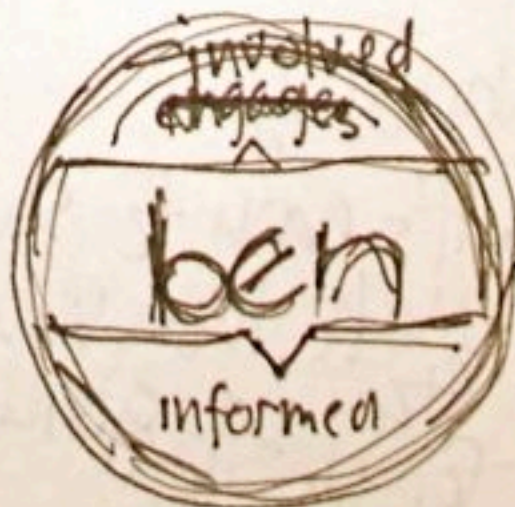


DESIGN RIGHT SOFTWARE FOR THE RIGHT PEOPLE, RIGHT TIME, RIGHT PLACE
RIGHT DEVICE, RIGHT PLATFORM

} USER-CENTERED DESIGN

LOOK FIRST.

BUILDING FROM A FUNCTIONAL SPEC IS LIKE BUILDING THE ASSEMBLY



either write something worth reading
or do something worth writing
← Benjamin Franklin →

We absorb content, but we don't do anything about it.
technology has taken it away from us.



with an
API

CURRENT.COM

↳ include everybody

Leverage what people are
already doing.

Publish, then filter

As you open up for contributions
and maintain your standards and SCALE?

↳ How to YOU FILTER?

incentive → make it clear ^{shows} and what is done/expected

random, popular

"Co-op etition"

It's a lot harder getting
numbers and metrics
from TV/Broadcast
than it is from web.

Participation everywhere

↳ twitter, Qik, FACEBOOK, etc

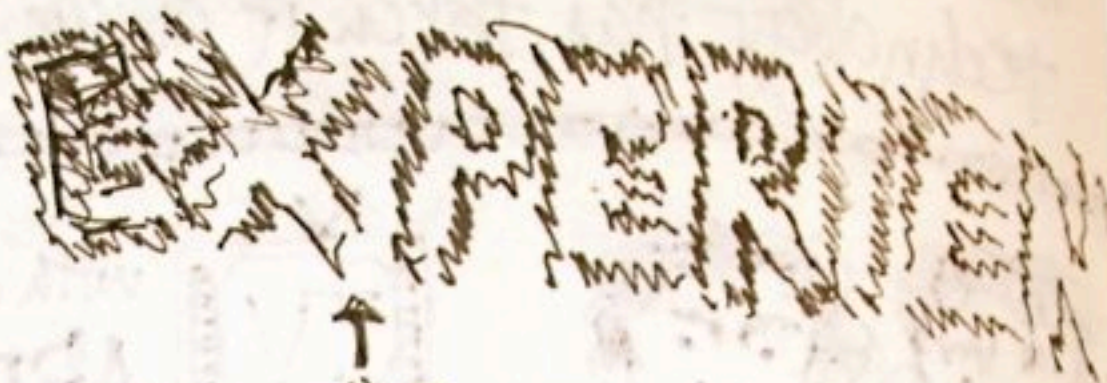
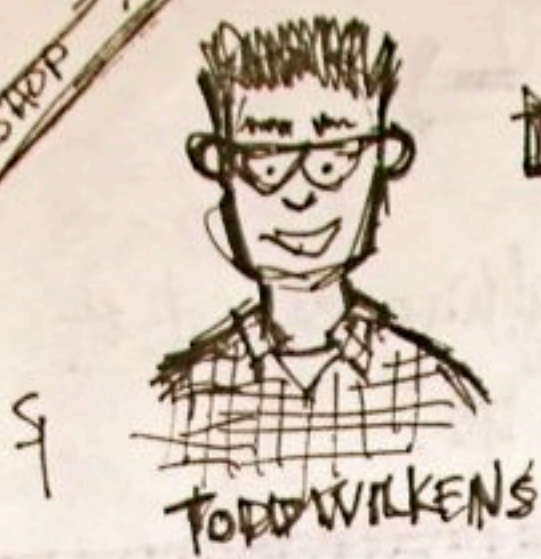
↳ every community

↳ nano-fame sprinkled

↳ federated content network
to tv

MAKING THINKING TANGIBLE

OR
DESIGN AS A FULL CONTACT SPORT



Design is about making ideas

↑
IT'S FUZZY WHEN USING EXPERIENCE FOR DESIGN

TANGIBLE

ACTIVITY NOT A COMPETENCY

STRATEGY ?

A PLAN.

ABOUT MAKING A DECISION.

A VAGUE STAB AT PREDICTING THE FUTURE.



SYMPTOMS THAT YOU LACK DEFINITION

1. VARYING INTERPRETATION
2. FEATURE CREEP
- 3.
- 4.

THE SWOOP & POOP



DESIGN

Co-CREATION



AFTER M

ASSESS
REFLECT
GET

Then

RES

1. FIND

2. NOT

3. VARY

4. UN

FOR

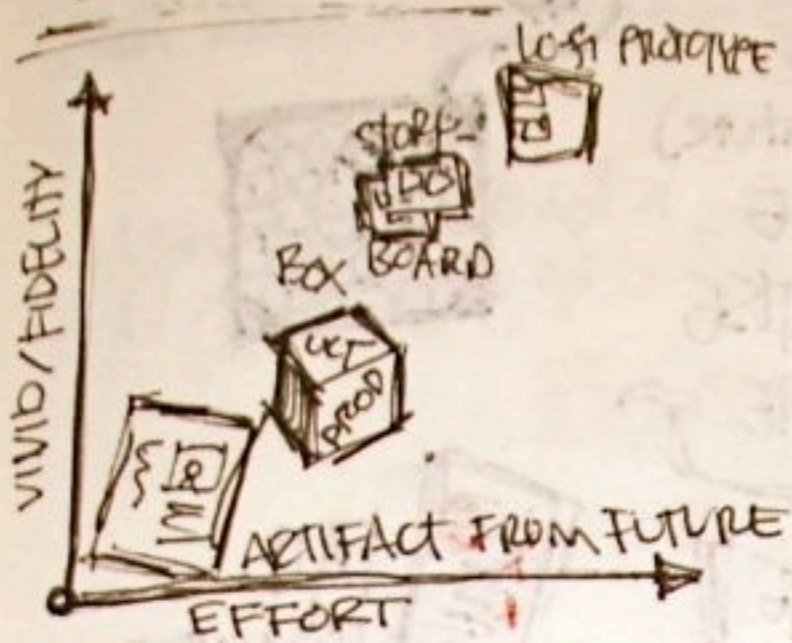
-DRAW



-SHOW

-PAIN

CO-CREATE CONCEPTS



EXPERIENCE STORYBOARD

PROJECT:	
STAGE OF EXPERIENCE:	
INTERACTIONS (VERBS)	COMPONENTS (NOUNS)
FEELINGS (INTANGIBLES)	+ WORKFLOW?
PICTURE SKETCH	

AFTER MAKING CONCEPTS

- ASSESS
- REFINE
- GET BUY-IN

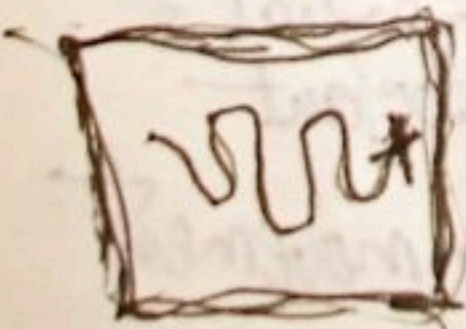
Then begins *real* requirements

RESEARCH (HOW CAN IT EXPLAIN?)

1. FINDINGS = COMPLAINTS
2. NOT SURE WHY DOING SOMETHING
3. VARYING INTERPRETATION & EXPECTATIONS
4. UNCLEAR IMPLICATIONS FOR FINDINGS

- BENEFITS**
 - Alignment
 - Concise representation
 - Better sense of why
 - Good tool for communication
- PEOPLE MEANT GOOD AT**
 - BEHAVIOR PREDICTION
 - GOOD @ BEHAVIOR RECALL
 - BAD EXPLAINING ACTION
 - TROUBLE FOCUSING ON WHAT THEY'RE NOT INTERESTED IN.

-DRAW ME A MAP...



-SHOW ME...

-PAINT ME A PICTURE...

**IT'S NOT
SECRET**

ITERATION

RAPID DESIGN ITERATION

- 1. LOTS OF WHATS + HOWS (feature) (req) NOT MANY
- 2. NEVER BEEN DONE BEFORE
- 3. OUTSIDE AREA OF EXPERTISE
- 4. BAD IDEAS JUST WON'T DIE



ITERATE THROUGH IDEAS SO THE GOOD ONES STICK

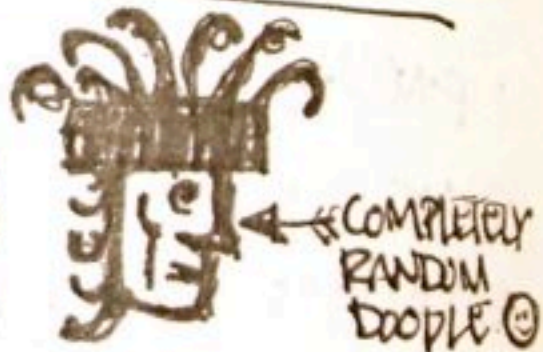


BREAK DESIGN DIRECTIONS INTO MANAGEABLE CHUNKS (one-per group) and HAVE GROUPS FOCUS ON ONE ELEMENT.

TECHNIQUE



Building BRANDS that build community



LIVE STRONG
BLANTON MUSEUM OF ART



PLATFORM TO ALLOW OTHERS TO COMMUNICATE AND CONNECT W/ EACH OTHER & ADVOCATE IT.

facilitates relationship that is long-term and important to individuals.
- Organized around a movement

sense of belonging that individuals feel when they connect w/ other individuals

you don't build a community for a finite time



Belonging

Experiences Values

Empowerment
Courage
Knowledge

- recognize each other
talk about

give back
recognition

- volunteering support?
- does community reward each other?

Reward

actions

Symbols
Conversations

Connecting

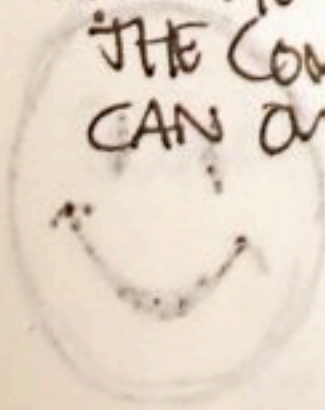
Enduring

- storytelling
- event organization
- fundraising

INTELLECTUAL PROPERTY resulting in a new way to get revenue to support

Giving people a vocabulary to share your experiences

GIVE THE TOOLS AND LET THE COMMUNITY/PEOPLE CAN OWN IT.



Community

WARD

COMPLETELY RANDOM DOODLE ☺

STRONG

BLANTON MUSEUM of ART

next

ACTIVE COMMUNITY

IT WOULDN'T BE FUN IF IT WASN'T **DAUNTING**

IT'S THE **OPERATIONS**

Speak
\$

DON'T: LECTURE
SHOW
EXPLAIN

INSTEAD

Go to them w/ MARKETING

LOOKS EXCITING

SPREADSHEET w/
NUMBERS (ROE)

Make an argument that the executives understand.

- Cost Center
- Budgets

PLAUSIBLE NUMBERS

Where does marketing get ~~money~~ numbers? They make them up.
get Sr. marketing to be partners

The power of the

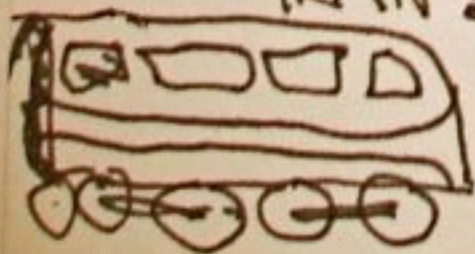


SOCIABLE DESIGN

1. we're doing more than one thing
2. people

Devices need to be more social with each other and how people use

DID I MISS THE TRAIN?



DAYS

Reality UK - raising quality of life



Jane McConial

REALITY IS BIRKENHEAD

In order to look forward, you need to look back at least twice as far.

Game work Better than LIFE

1. Better instructions
2. Better feedback
3. Better emotions
4. Better community

QUALITY OF LIFE PROBLEM



Games invented to help kingdom of LYDIA overcome an 18 yr famine

- Alleviate suffering

WHAT HUMANS CRAVE

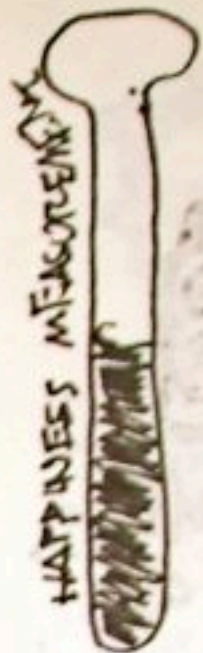
1. Satisfying work to do.
2. The experience of being good at something
3. Time spent w/ people we like
4. The chance to be a part of something bigger

POSITIVE PSYCHOLOGY



the gaming life
- finances
- education

ACTIVE CONSUMPTION



AL

HAP

we

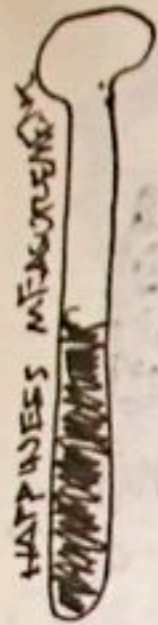
100 MEN

eco

HAPPINESS ENGINEERS

2043

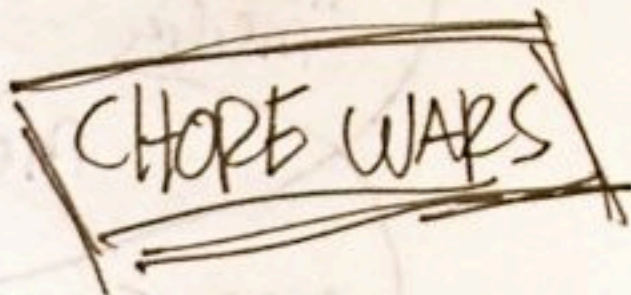
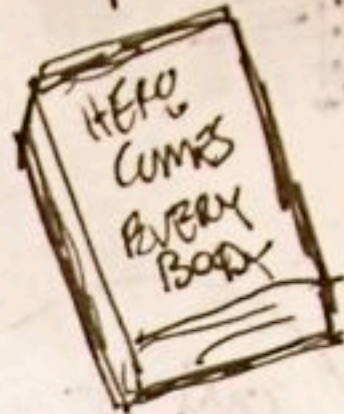
- Quality of life become key metric to measure success
- Happiness
- Communities form around different visions of a real life worth living
- Good UX is defined as a measurable



Tara Hunt

happiness new business model

Cognitive Surplus



ALTERNATE REALITY:
a different way of experiencing the world

HAPPINESS = ENGAGEMENT

We will harness our Cognitive Surplus

ZUKED
CRUEL 2 B KIND
PLUS ONE ME. COM
SHARK RUNNER
TRACKSTICK

100 MILLION MENTAL HOURS = 5 DAYS OF W9W

Charter School in NYC
Katy Salen
Season of American Idol
VOTES
→ HS All video game based

Economy of Engagement

IRTF.org | I am making the future

MAKE THE FUTURE

slides@avantgame.com

DAN ALBRITTON

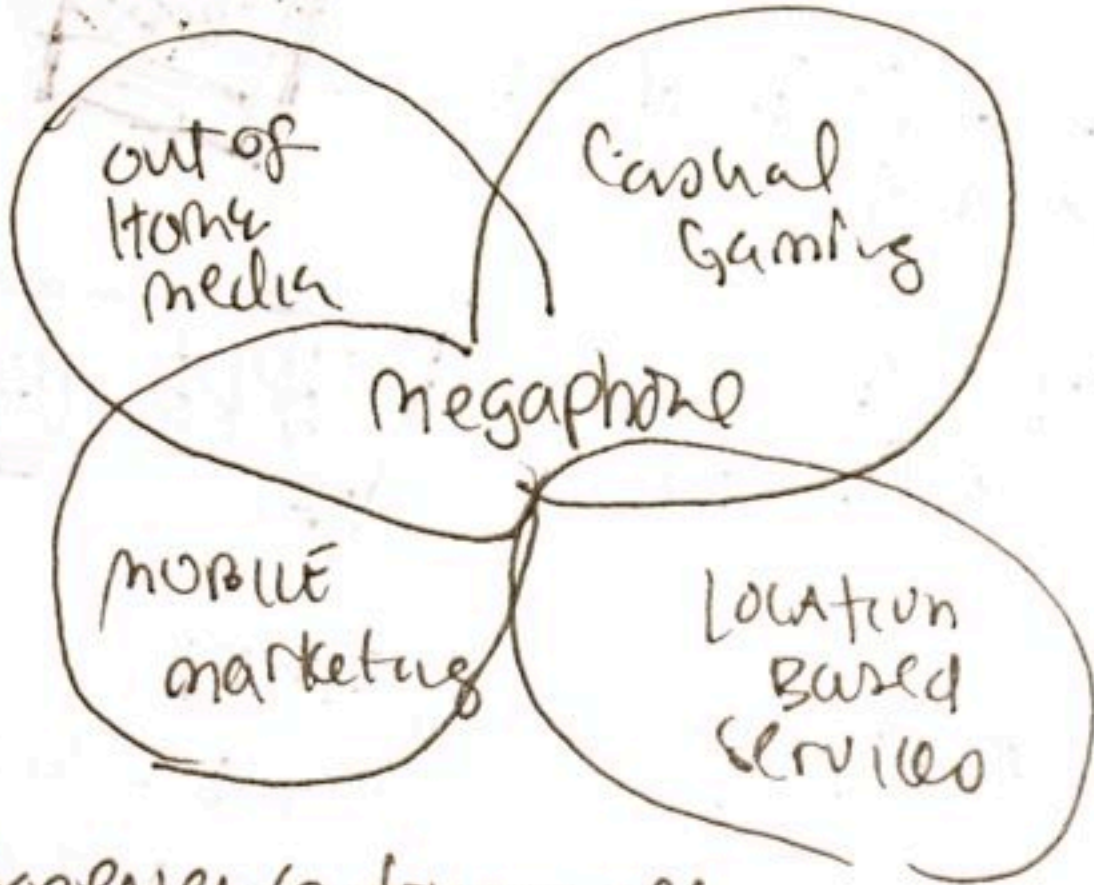


MEGAphone



Button Press
VOICE

- Simple controls, powerful app
- massive scale
- it's not a computer screen
- testing matters



- experience trumps all -

Megaphone is the poor man's Wii
make idle time valuable

socialize the phone experience

- massive multiplayer
- API
- iPhone

core focus: ubiquity

play megaphone on every thing

demanded si

MAKE THE FUTURE

sliver@megaphone.com



Jake Barton

LOCAL PROJECTS

participation projects

NEW PARADIGMS

for INTERACTIONS in Physical Space



storycorps.net

STORY CORPS



↳ recording oral history one conversation at a time

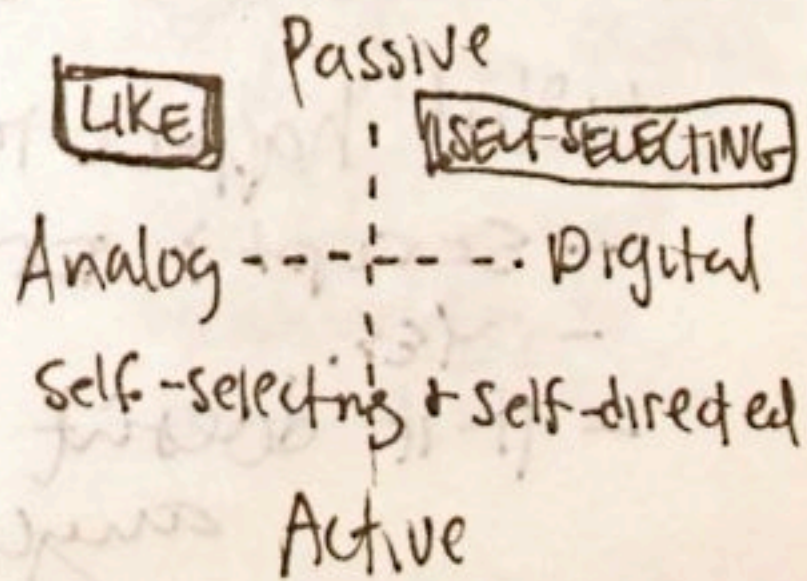
StoryCorps door-to-door

Tina Johnson TIM SVENONIUS ERICA GANGSEI

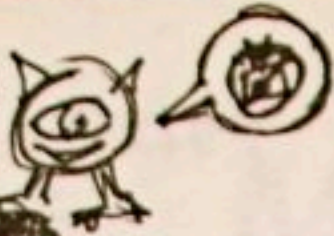


SFMOMA

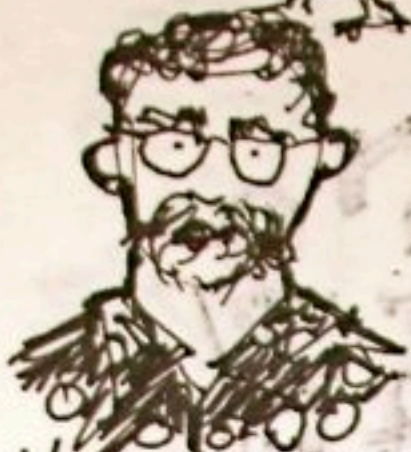
ART exists within framework



DAY 4



IT'S ALWAYS ABOUT THE STORY



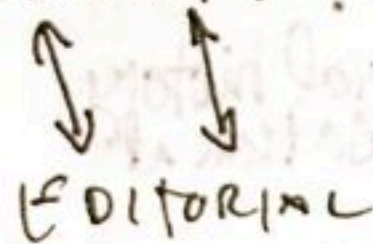
Michael Johnson

ACT AS TEAM SPORT

Culture of Constructive Criticism

PIXAR

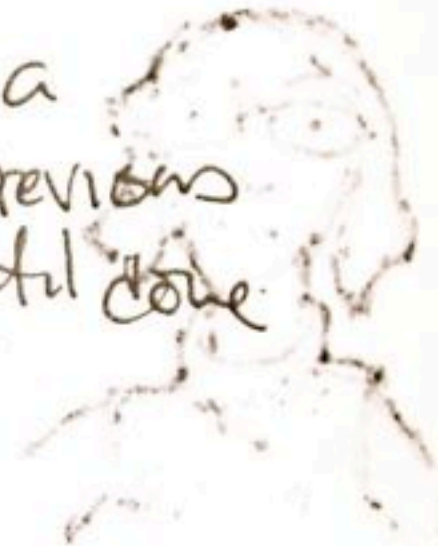
STORY ART



1. design a rich believable world
2. engaging characters that logically exist in that world
3. tell a compelling story about those characters

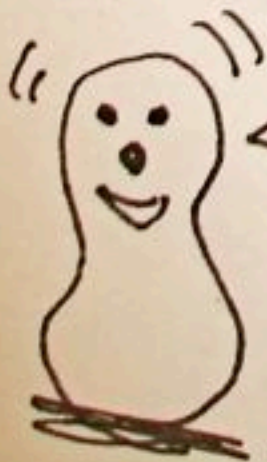
Research, research, research
character
story

When you encounter a problem, refer to the previous step, and repeat until done



What happens in story?

- Script? Drawings? Dialogue? Gags?
- Yes.
- If it doesn't work here, it won't work anywhere



Storyboarding is actually stor-re-boarding.

- Joe Ranft, Head of story

"I want to fail as quickly as possible"
Andrew Stanton

iterate and criticize

"Well, do something...!
so we can change it!"

Gower Champion



- FAST
- well
- Always has another idea
- 51% is working w/ others

Giving a good note

- point out a problem
- propose a solution



Tools are about power

Market place

↓
consolidation

In-house

↓
redistribution

Review sketch

Pitch ~~document~~
Doctor

scalpel not a swiss army
knife

When people are getting mad at each other, there's an opportunity for design and technology to solve a problem

150,000 DRAWINGS IN WALL E

Have your users know you.

Rachael Hinman



LESSONS FROM OZ

OZ



Dreaming of another world

"the Wand"



The greedy mobile experience
↳ we are forced to disengage from the world

rethink the relationships w/ the object

MOBILE NEEDS

↳ NOBODY KNOWS

think of the mobile experience from the perspective of a refugee

↳ Bruce Sterling

look for understanding
embrace what you don't know

How does a mobile device help us remember our sense of humanity?

Discover the Senses

Humans have finally tuned senses that haven't been explored yet

"Disolve into the 'havior"

Journeys

↳ help gain perspective of the world around us,



TOOLS for Participation

SCALE & DATA

Designing through DATA

It's dangerous to decorate the data too much.



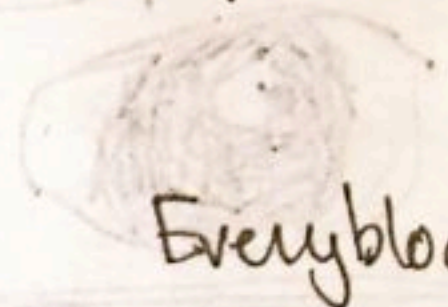
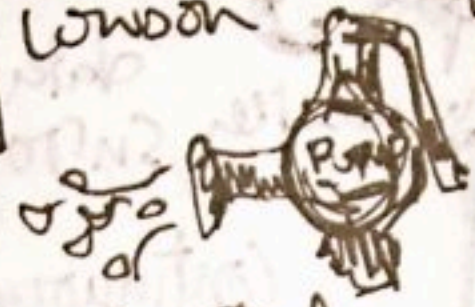
TUFTE



Cholera Dr. in London

Harry Beck

London Underground Map



Everyblock.com

How does a mobile device help us remember more numbers?

- Find a story in Data
- Assign visual cues
- remove stuff not telling the story
- enable people to tell their own stories
- create tools to manipulate their own data
- provide filters to create clarity

Slides

veen.com/uxweek08.pdf

The revolution will be Visualized

Storytelling → Discovering

visual cues → Interactivity

Editing → filtering



Michael Migurski

digg swarm



Trulia Snapshot

gaspowered.com

modest maps

viewing a full-sized wide screen



Continuous world of data and information surrounds you.

Continuous universe behind the browser

"CABspotting"

open street map
user generated mapping

Oakland Crime Spotting

Visualizations becoming social vehicles

how do you use visualizations to improve a community?

stapfelling → discovery
visual cues → interaction
filtering

THE CHALLENGE OF
Emotional
innovation



Dennis Wixon

Put
BEHAVIOR in context

Socio-Cultural Trend Analysis

By looking back through
History we can anticipate
the future

Natural User Interface (NUI)

→ expectations

understands environment
and responds naturally
natural properties
touch system
action evokes response

taxonomy of Coreble a

PRINCIPLES

Principle - Dr



NEXT

CLI	GUF	NUI	XUI
↓	↓	↓	
text	Graphic	object	organic
Recall	Recognition	intuition	Synthesis
directed	exploratory	Contextual	Performance aesthetic
high/low	double	FAST & FEW	Anticipatory Joy of Doing
Abstract	indirect	unmediated	constant zero play
Disconnected	responsive	evocative	Extensive interaction, not
Static			fluid accomplishment

direct manipulation

what you do is
what you get

scaffolding

natural

Contextual environment

environment suggests
the next action

Super Real

logical abstraction beyond real

Design of the rear end

wamu



mobile

most people think you can divide your attention,

?

you do best when you focus on 1 thing.

Tell a success story that highlights good design as an important business decision

Being A UX Team of ONE



LEAH RUIEY



IT'S A MINDSET



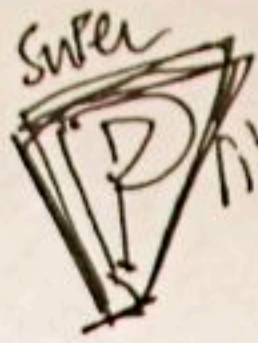
- Contrasts make for interesting experiences
- humble origins

PLANNING LOOKING AT CONTENT
STAKEHOLDER SAYING NO

} PROCESS

LIGHTWEIGHT TOOLS

PICKING BEST OPTION



Principles

Norman Bel Geddes



SOCIAL

Surface is facilitated
by form

SEAMLESS

Seamlessness
between human
and computer

SPATIAL

window

objects

portion of object

intelligent object

mouse

pointer

finger/aura



Zoom + focus
spatial memory

intuitive experience

Text

Character
Story

Graphic

design

Game

Behavior:

↳ Ratio
for
emotion

FORMISM
MECHANISM
CONTEXTUALISM
ORGANICISM

AUR

Dan AU



AVOID

AURORA

Dan ALEX JERAMINE JULIA JESSIE



Mozilla open design project

Concept series

web is connective material
multi-user interactive



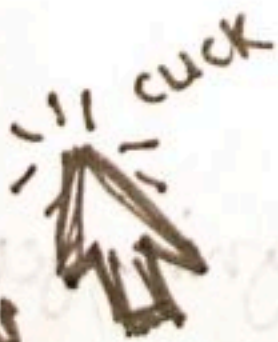
DAN SAFFER

Bathrooms are the new interaction design laboratory.

Let's hunt on Data!



is the new



click

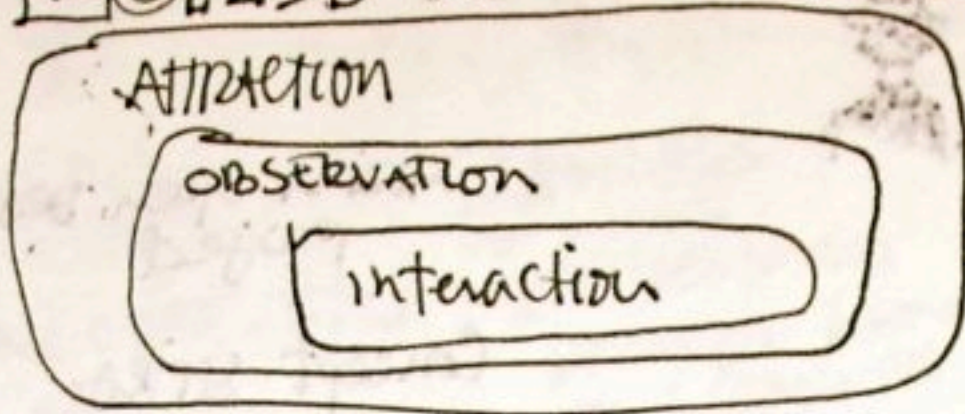
Touchscreen { single-touch
multi-touch

Free form
→ variety of forms



Avoid essential elements at bottom, it will be hidden by user's hand

ZONES OF ENGAGEMENT



Attraction Affordance

something that draws you in and presents something familiar

what gesture goes w/ what actions

1. AVAIL sensor and input
2. TASK to be performed
3. Physiologic constraints of human body



match behavior of device to match the natural human behavior

Designing gestural interfaces
 interactive gestures wiki



Building Space

how to by

was at

er w



Designing Natural Interfaces



Simple is hard.
 Easy is harder.
 Invisible is hardest.



Challenges

- recognizing interact
- attracting interest
- provide permission



test like an obsessed weasel

whit in aquarium

quadruple edge sword

Building sense of space over time

STORY BOARD

how things work by example

PREVIZ

work out issues at real size

PROTOTYPING

critical for real world installation

STAGING

~~user input~~ user input

↳ collaborative environment?

ATTRACT 10+ foot

INFORM 5-foot

INTERACT 2 foot

DISTANCE = Context

PROXIMITY = Control

B. Cross-pollinate

1. Be natural: lowest common expectation
2. Be social: design for the interaction outside of
3. Be aware: responsiveness and forgiveness
4. today, Natural & intuitive Balance invisible w/
5. make it learnable
6. trust
7. Mash up processed

MINE KUMIAVSKY



UBIQUITOUS COMPUTING

UBIComp since 2005

when you take the screen away
processing information become
a material

embedded processing
networking

Subscription
to object



BAG, BORROW, OR SEAL

SERVICE AVATAR

MOBILE PHONE, ATM, ETC
ARE AVATAR FOR
THE SERVICE
PROVIDED

observe people

focus of design
is the experience

↳ you're not making an
appliance, you're making
a device to help accomplish
a task.

"Scenario" video

↳ Fake it until you make it

↳ product is what you
learn when you've
making its video

⇒ Pleo



human-robot interaction



AARON POWERS

Levels of autonomy

teleoperated: none: bomb, Packbot

Assisted gesture: packBot
teleoperator: Satoru

Supervisory: roomba

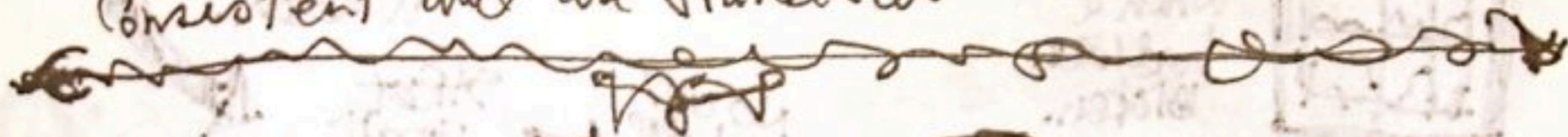
Autonomous:

Simplify tasks through autonomy

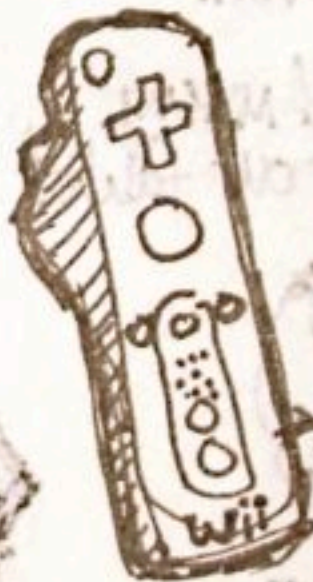
let user control flow

Don't make user remember things

Consistent and use standards



Multitouch
Interactive whiteboards
Desktop VR



Johnnydee

Make technology accessible

to everyone you need
to improve it by
an order of
magnitude in
either cost or performance.

LIST

conference that's
~10 years ahead
of us.

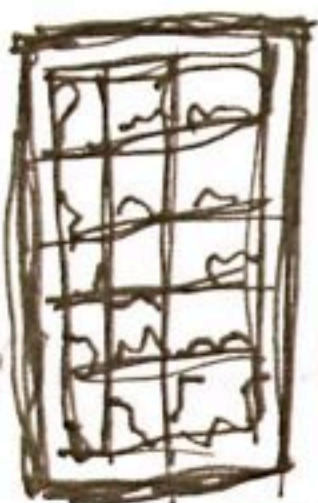


paper as a social network medium
forward to the world of ink on
PAPER!



USER EXPERIENCE IN THE BALKANS

★ Learn the functional from the dysfunction ★



broken window
no one knew or cared when it had been broken.

offered suggestions to fix

No one in charge to repair window.

MILOSOVIC 1992

Shared misery "it's not our fault!"

No one in charge to finish final details

street repair and upgrading sidewalk



an object is a frozen set of social relationships

Switzerland is the anti-Balkan

Yugoslav Ikea minimalism just outside the pale.



Gypsy → untouchable underclass

"Pali-class" team of nothing but everything

goes through their hands

east german design = Alien, something out of Easter Island

any sufficiently rapid technology
is garbage

↳ Sterling's Corollary

you need a gypsy hat

↳ Because gypsies know the value
of good design.

Don't let

adaptapathy/events/2009/sep/ 50% off. Next year
Paxtsoz gate

Q: Are we the gypsy garbage men of
information design?

through their hands

1. GET COMFORTABLE W/ PEN & PAPER

- FACILITATION TOOL
- MAKES DESIGN ACCESSIBLE

2. THINK BIG PICTURE

- CONVERSATION PIECE
- UNDERSTAND DECISION
- tinyurl / sketchboards

3. BE A GOOD HOST

- Host workshop and invite others
- share and allow others

4. DECORATE YOUR SPACE

- Show your work
- expose your thinking

5. Clarify w/ GOALS.

- Business needs + User Needs = Design Criteria
- tangible, pungent, takes place in your life
- tinyurl / design criteria

Experienced Design

NEED
to
FIND:

video about
book reading
and use

<http://tinyurl.nl/m6qphi>



Jensen Harris

Time Story & The Wizard



people spend more 1-on-1 time w/ Office than with their spouse

research →

Human interface design

↳ 1/2 art + 1/2 science

↓
human

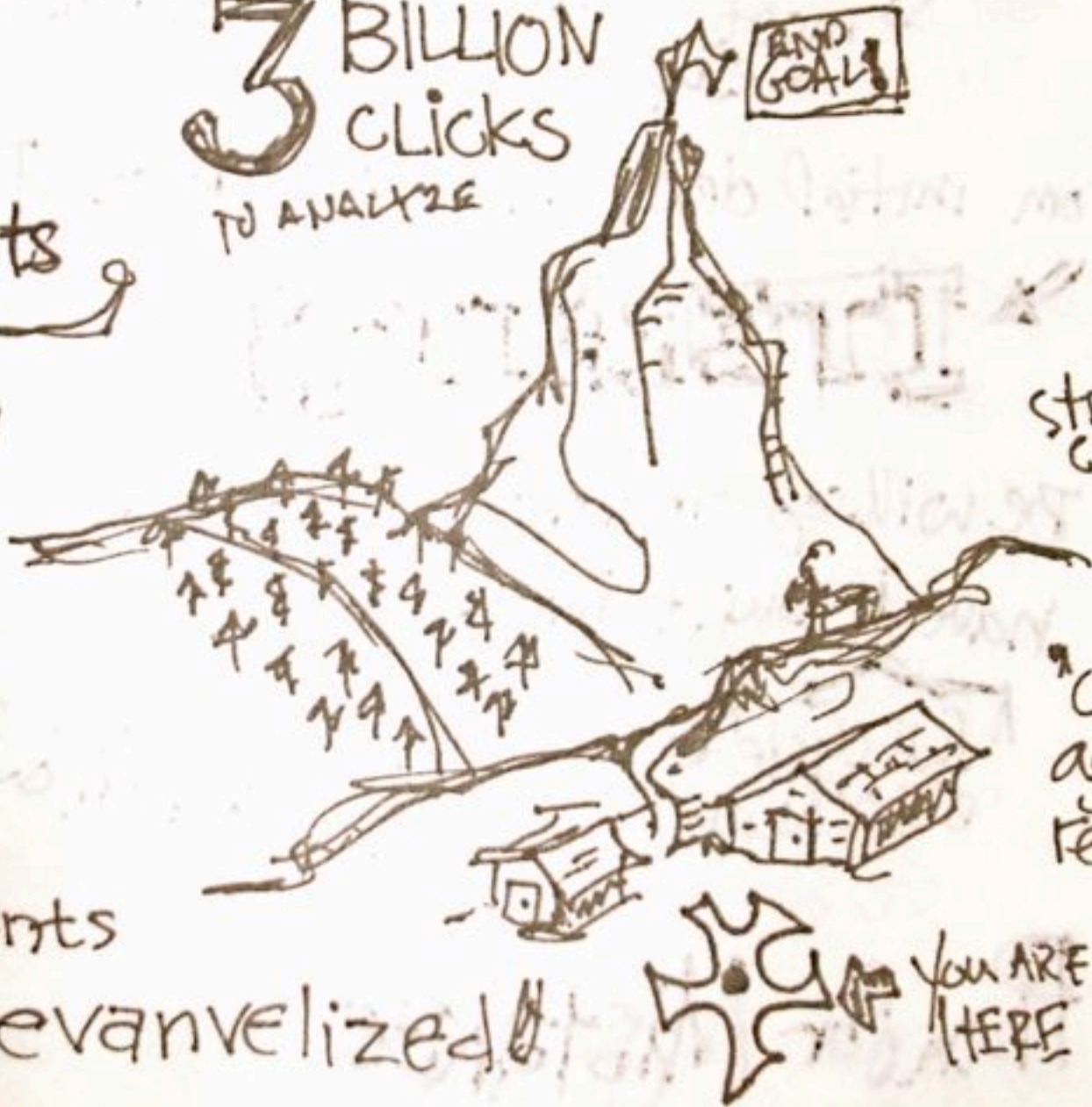
↳ role of DATA

3 BILLION
CLICKS
TO ANALYZE

AND GOALS

Design tenets

Map & Compass,
tools used to
to help guide
the design of
a product so
it's unified.



stravinsky
quote

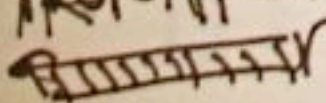
operate
against
resistance

Design tenets

need to be evangelized!

YOU ARE
HERE

PROTOTYPES



OVER 25,000 images: from paper to complex flash

Conceptual prototype go deep, but in a narrow aspect

- fluid mental
- ring

evaluation usability testing

Standard usability test } short term, not helpful results

★ longitudinal usability test } long term: months/weeks
most usable feedback come after 3 weeks

card sorting

★ eye tracking: - heatmaps
↳ most useful ★ - gaze tracking ★

From initial design to final product

ITERATION

- Be willing to throw out code
- have it built into schedule

full cycle of dev work

EAT DISMISS CLICKS

Plan for Mistakes

conceptual prototype go deep but in a narrow aspect
- field notes
- log

making a
Creative
Space



NEO-FUTURISTS

- Understand operations
- cross train on all tasks

STARIN'S Creative

- Safe environment
- experimentation
- accept/celebrate failure

Supporting growth

Present it, Defend it,
Be proud of it.

Hit your creative
wall fast so you
can explore new
area

presentation strategy:
↳ how you frame it
↳ visual imagery

AS for feedback ↴
↳ Be specific of what you're
looking to get feedback }

intent ↳ what was your intent for
making this choice?

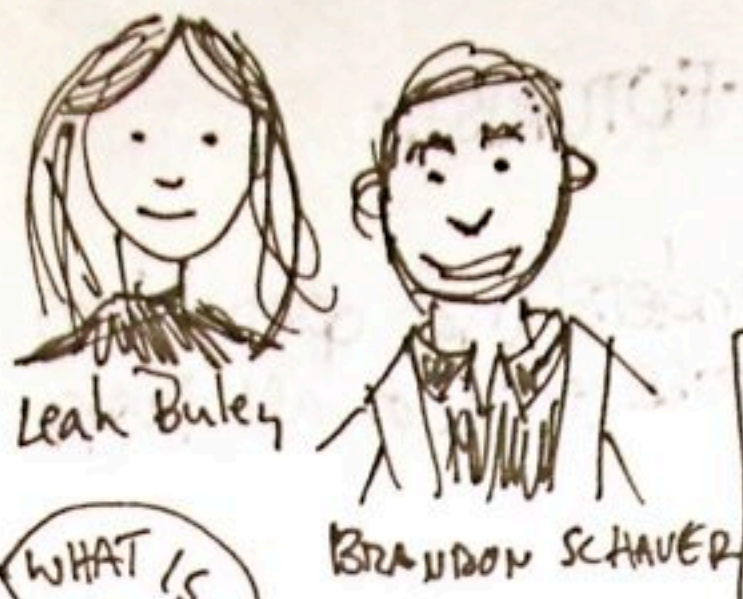
If you are quiet when some one is asking for
feedback and you are silent you are being

DISRESPECTFUL.

Let go. Move on.

WORKSHOP

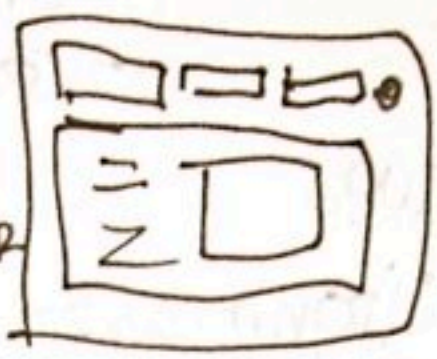
GOOD DESIGN FASTER



Leah Buley

BRANDON SCHAUER

WIREFRAMES = WRONG SCOPE



WHAT IS THE RIGHT THING TO DESIGN

- what works
- AVOID UNsuccessful detail
- reveals the best of multiple solutions
- Gets everyone's input & Buy-in

Team of one presentation

DESIGN - SPRINTS

TROJAN HORSE



Drawing vs. Sketching

ART.

quick, not much effort,

interesting moment or affect

TYPES OF SKETCHING



1 WORDPLAY

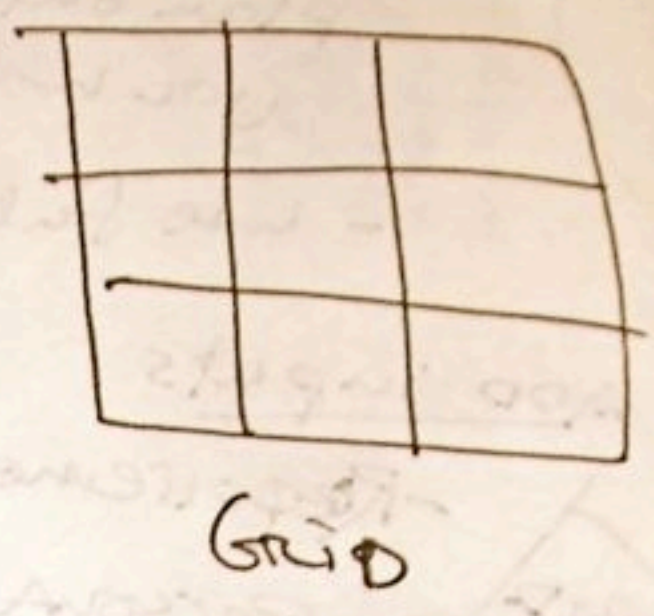
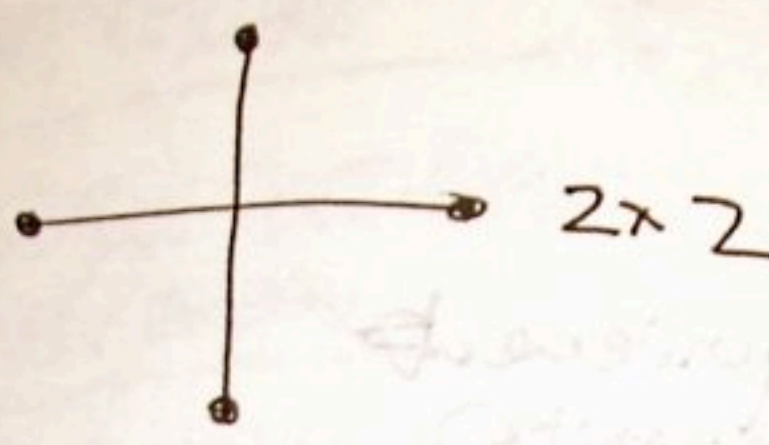
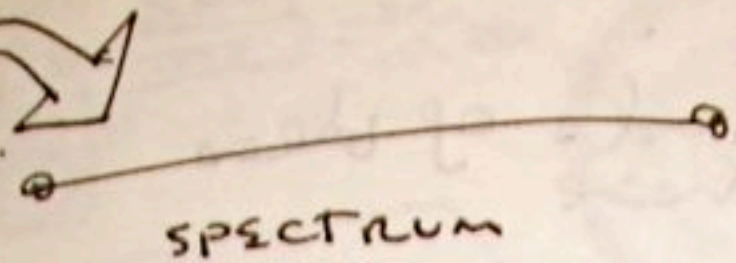
2 INSPIRATION LIBRARY

↳ patterns, etc

3 CONCEPTUAL MODELS

lots of ideas, rough + varied

spectrum



Refinement SKETCHING

HOW TO BRING FOCUS

- Line weight
- Shading
- Text

6-up, 1-up

↳ BRAINSTORMING

ideas are cheap

figuring out what idea is valuable

Sketchboard

piece of paper

↳ BIG (room for more ideas)

Get physical

People talk about it

pulls vision out of head and start dialogue

portable (you can roll it up)

etc