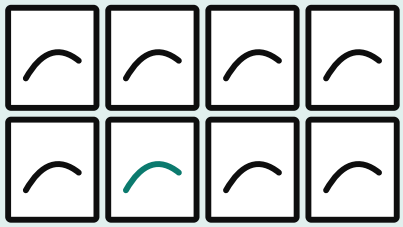
Method

Crazy 8s

Fold a sheet into eight panels and draw a variation of an idea in each one, at one minute per sketch.



Origin

Knapp, Zeratsky and Kowitz (2016), in the design sprint

Output

Eight sketched variations of an idea

What it's for

It forces you to move from the first idea to seven more, with no time to polish any.

Key elements

Fast

One minute per sketch: no time for details.

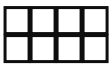
Variations

Eight different ways to solve the same thing.

Ugly is fine

The idea matters, not the drawing.

How it's done

1 

Fold the sheet into eight panels.

2 

Sketch one variation per minute.

3 

Choose the best one to develop.

Applications in design

✓ When to use it

When you already understand the problem and have a first idea.

✗ Avoid

Spending the time drawing well.

Don't fall for it

If the eight sketches look alike, change something important in each one.

Connections

Related to

- Sketching
- Brainwriting (6-3-5 method)
- Prototyping
- Design sprint
- Dot voting

Authors and works

2016	**Jake Knapp, John Zeratsky and Braden Kowitz**	Included it in the design sprint, to explore variations before sketching the solution.

Sources

Original sources

- Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint: How to solve big problems and test new ideas in just five days. Simon & Schuster.

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