



Crazy 8s

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An individual brainstorming technique

Purpose

Crazy 8s is a fast sketching exercise that challenges people to sketch 8 ideas in 8 minutes. The goal is to generate a wide variety of solutions to your challenge.

Crazy ideas welcome!

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What you'll need:

 8 minutes

 Pens, paper

 Design team

<https://sprintbase.io>

This exercise is great for a team, for working alone and also for groups unfamiliar with your challenge. The idea is to sketch, rather than just use words. You don't need to be a brilliant artist.

Steps

- 1** Get your How Might We (HMW) question, some paper and a pen or marker.
- 2** Set a timer to 8 minutes.
- 3** Fold a single piece of paper in half, in half again, and in half yet again - creating 8 areas.
- 4** Start the timer, and sketch one unique possible solution to your challenge every minute.
- 5** Debrief as a team. For each idea, identify the one thing that you like the most about it or that has the greatest potential for further development