

# Crazy 8s - Design Ideation Sketching Method

Explore your design ideas by producing basic concept sketches quickly. One minutes per section.

1.	2.	3.	4.
8.	7.	6.	5.

# Crazy 8s - Design Ideation Sketching Method



The Crazy 8s ideation method is a rapid sketching activity that prioritizes quantity over quality. Used in design thinking, UX/UI design, and product development, the method encourages creativity, divergent thinking, and quick iteration, making it a valuable tool for ideation and developing concepts.

## Who might use the Crazy 8s design ideation sketching method?

- Designers, including graphic designers, fashion designers, product designers and UX/UI designers
- Teams involved in product development, innovation and brainstorming
- Students and educators in design or innovation fields to practice creativity
- Facilitators leading structured design workshops
- Entrepreneurs and creative professionals seeking rapid ideation solutions.

## When is Crazy 8s used?

- During brainstorming: Often used early in product design or design workshops when many ideas are needed quickly
- In iterative design: Useful for fast feedback to ideate, test, and refine concepts
- Exploring multiple solutions: Helps generate varied ideas when a team is stuck or needs inspiration
- Under time constraints: Ideal for fast-paced environments where quick decisions are needed.

## What is Crazy 8s?

Crazy 8s is a rapid sketching exercise where designers are tasked with generating eight distinct ideas in eight minutes. It helps to break down creative blocks by encouraging designers to think quickly and freely, without over-analysing. The method is often used for:

- Sketching solutions to a design problem
- Exploring different ideas in a time-constrained environment
- Generating multiple variations of a concept or user interface.

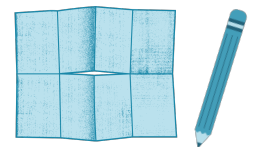
## Where is Crazy 8s used?

- Design studios, advertising agencies and product development teams
- Design workshops, often facilitated by a design thinking coach
- Classrooms or educational settings to nurture creativity and problem-solving
- Remote or in-person collaboration, since it can be done on paper or using digital tools for sketching.

## How is Crazy 8s used?

### Preparation

- Each person in a group is given a sheet of paper/printed template, divided into eight sections or a digital tool with space for 8 sketches
- They are then asked to create eight simple concept sketches in response to a design problem, challenge, or a 'How might we' question.



### The Process

- Participants have eight minutes to fill all eight sections with different ideas or sketches related to the design challenge
- The emphasis is on speed; the sketches don't need to be polished or perfect
- The focus is on quantity over quality—encouraging out-of-the-box thinking.



### Share, Review, Discussion and Receive Feedback

- After eight minutes, the group shares and discusses the sketches, receiving feedback.
- The group selects the most promising ideas for further development and refinement.