

# Sketch storming

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## GOALS

- Generate lots of ideas
- Build on and share ideas

## PLAYERS

- 2 - 7 players

## DURATION

- 15 – 30 mins

## WHEN TO PLAY

- Ideal for ideation
- Coming up with ideas for improving a product or design
- Great for team building

## HOW TO PLAY

- 5-10 mins for players to sketch as many of their ideas as possible. No text is allowed, only imagery
- All the sketches are put up on the wall
- For each sketch, the group takes it in turn to try to guess / interpret the idea.
- The sketch artist can then explain their idea to the group.
- Comments about the idea should be added during the discussion (e.g via post-it notes)
- Multiple rounds can be played to iterate and build on ideas

## WHY IT WORKS

- Sketching helps to drive the creative process
- Gets people talking about their ideas
- It's fun!