

Crazy Eights Summary

Tools: sharpies, paper, Miro, timer

We ideated as a team over the layout of the form using **Crazy Eights**.

Method:

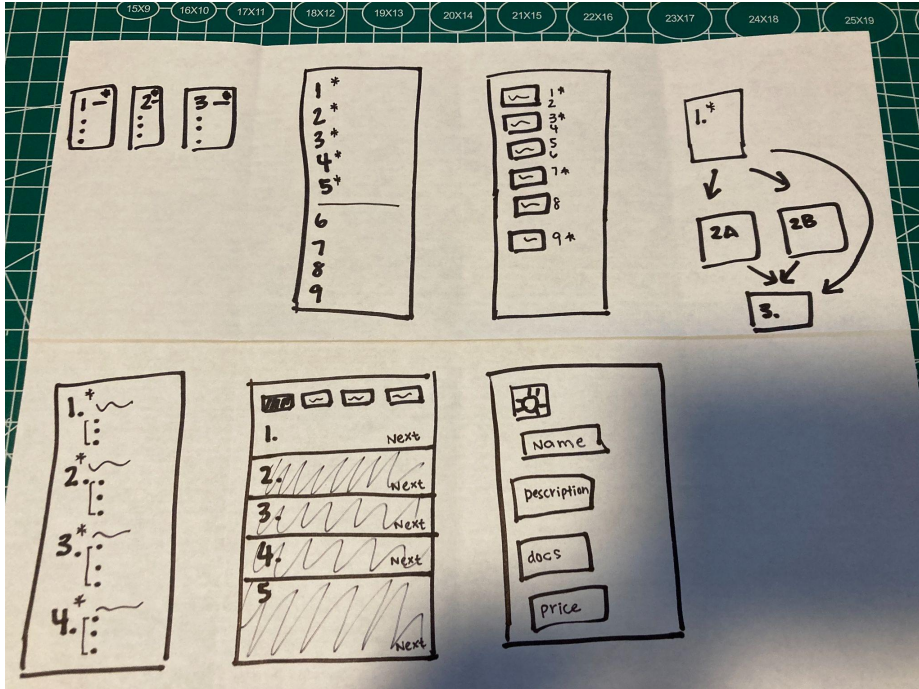
1. We set a timer for 8 minutes.
2. Each designer sketched out up to 8 ideas using a sharpie and a piece of paper.
3. We took photos of our sketches and uploaded them to a [Miro board](#).
4. Each designer took a few minutes to explain their sketches to everyone.
5. Each designer was given 5 “dots” to vote on the designs and ideas they liked best.
6. We analyzed the votes and came up with a list of “5 best elements/ideas”.

The elements/ideas we decided to move forward with were:

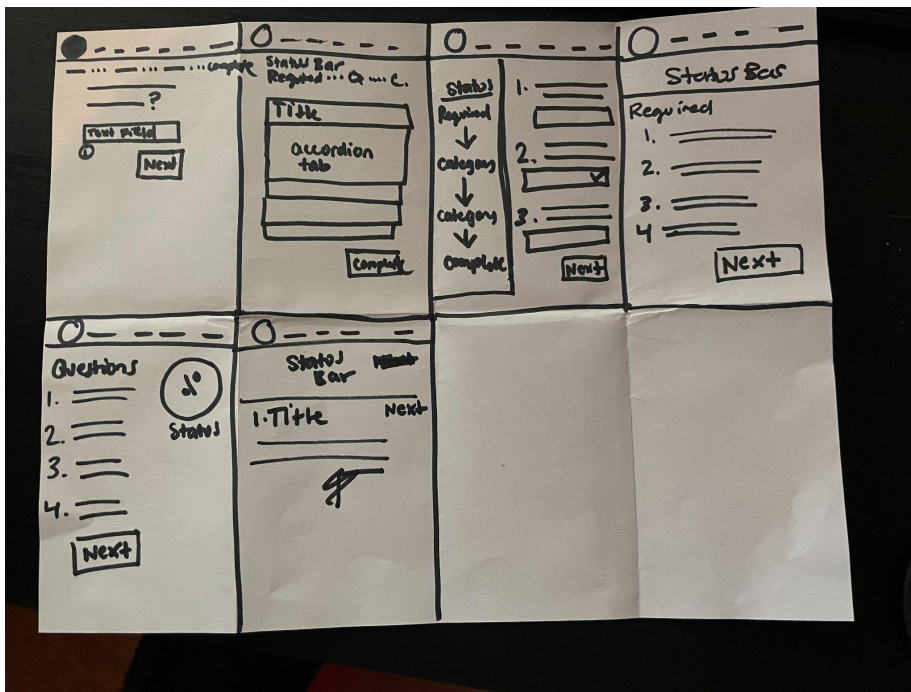
- **Grouping by section** – Questions will be grouped into logical sections/categories.
- **Branching** – We will ask users a question, and depending on their answer, they have a slightly different version of the form to fill out. The idea here is to try to tailor the form to the user. So for example, we know that a subscribed vendor will have a podcast and blog link to add to the form, while a vendor that is on a free trial is not likely to have a podcast or blog link.
- **Status bar/Progress bar** – The form will include a status/progress bar so that the vendor knows where they are in the form and how many questions they have left to answer.
- **Accordion Tabs** – Questions will be organized using accordion tabs. Users can click through a set of accordion tabs to display the questions within each category.
- **Hidden Questions** – Some questions will be hidden when the vendor first arrives on the page. Questions will appear after the initial questions are answered.

The following element was liked by all designers, but we decided it was not possible to move forward with it.

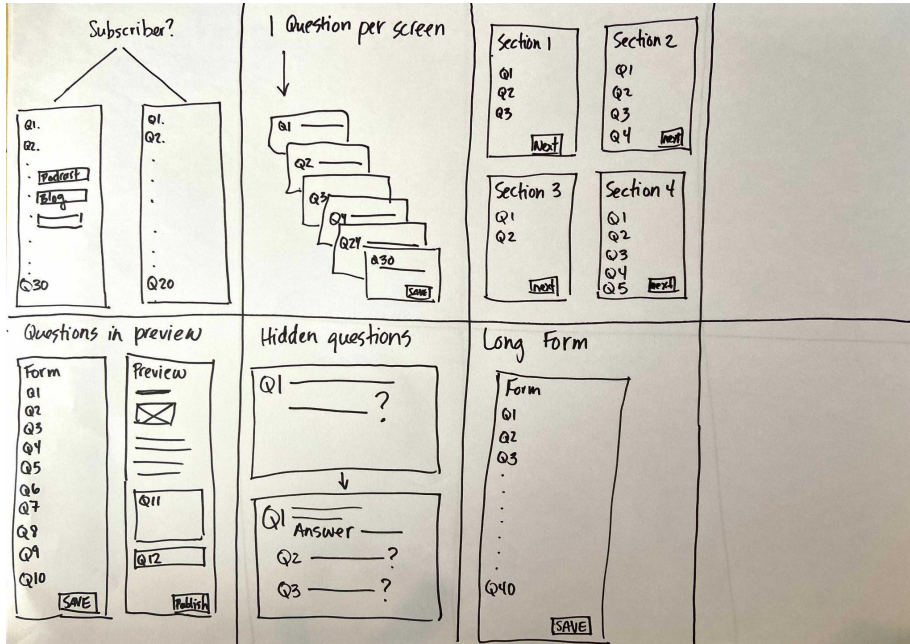
- **The form is the preview page** – There is no traditional form. Instead, the vendor sees a preview page and fills it out kind of like a WYSIWYG. We all loved this idea and agreed it would be great, but decided against it because redesign of the product preview page is outside of our scope (Team 1 will be working on this).



Caption – Crazy eights sketch number 1



Caption – Crazy eights sketch number 2



Caption – Crazy eights sketch number 3



Caption – In Miro, each designer was given 5 “dots” to vote on their favorite ideas.