

SKETCHNOTING

In its most elemental form, sketchnoting is using visual cues to trigger memories quickly of what is being discussed, presented, or thought via sketches.

BEFORE

BASIC SKETCHES



RESOURCES

"The Sketchnote Workbook: Advanced techniques for taking visual notes you can use anywhere" by Mike Rohde

You Tube "Drawing in class" by Rachel Smith at TEDxUFM

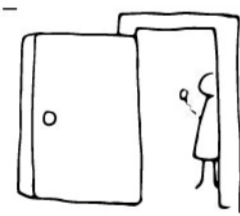
@sketchnotearmy @SunniBrown @



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SELLING SKETCHNOTING

Initially our UX team got sketchnoting in the door by just doing it; our philosophy was ask for forgiveness not permission. We were in the midst of a battle to get UX Designers a seat at the table from the inception of projects. Our client's response after the first project we got a chance to sketchnote on solidified its value internally at the company. Projects were sold with samples of sketchnoting infused in the pitch. It all gets back to show don't tell - the same philosophy that makes sketchnoting so powerful, also sells the concept.



DURING

TOOLS

The Basics:
Writing utensil
Paper

Add-ons:
Tablet
Whiteout



SETUP

Consider sitting in the back of the room when sketchnoting so as to not draw attention. It's also helpful to set client expectations that taking notes, not doodling (ie I'm very present).



SKETCHNOTING IN ACTION

Sketchnoting hones your ability to hear, focus, and synthesize information as it is presented. If you get caught up on an image detail or don't quite catch the concept, simply leave space in your notes to return and move on.

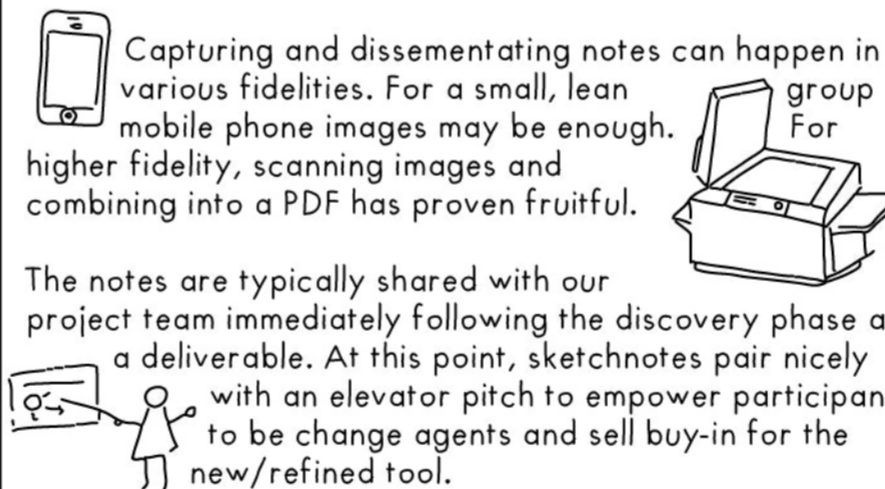


As opposed to notes that are purely text, sketchnoting pulls on your ability to pull out large concepts instead of focusing on details. Because you're not writing down every word that's spoken and instead creating visual representations, focusing on big picture is key.

CAPTURING NOTES

Capturing and disseminating notes can happen in various fidelities. For a small, lean mobile phone images may be enough. For higher fidelity, scanning images and combining into a PDF has proven fruitful.

The notes are typically shared with our project team immediately following the discovery phase as a deliverable. At this point, sketchnotes pair nicely with an elevator pitch to empower participants to be change agents and sell buy-in for the new/refined tool.



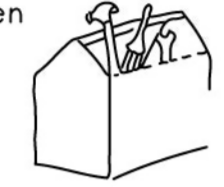
AFTER

LESSONS

Sketchnoting is fantastic for ride-alongs or contextual inquiries. I love being able to come back and show Developers and other team members what the Call Center Agent's desk and computer screens look like or how consumers are interacting with their devices.

Things to look for when sketchnoting these types of interactions:

- What tools or pages does the user have open (eg they had a notepad on their lap to write down case numbers, three tabs were open with google, the current case management system, and something called realchat)
- Identify the scope of what you're working on loosely beforehand so that you can see what they're working on within the system and what they're working on that's outside of scope
- Do people need to find information? If so, how are they doing it?
- Is there anything the users do that contradicts what the stakeholders as they should be doing?



HOW TO USE

We began using sketchnoting in the discovery phase of projects to visualize conversations. It is important to visualize early and often for shared understanding of project objectives, customer needs, and system capabilities.

- We have found that sketchnotes:
- Aided in the onboarding new team members to a project
 - Stimulate synthesis of information
 - Build a shared understanding of the subject matter
 - Validate what customers and other users need
 - Uncover and confirm why our clients have decided to spend money on the project (efficiency, retention, and/or growth)
 - Prevent having conversations multiple times because you have notes that are easy to revisit
 - Function as a constant reminder for user-centric design (relevance, usability, and desirability)



LECTURE

CLIENT IMMERSION/KICKOFF

INTERACTIVE WORKSHOP

