what to sketch model?

step 3
model type

step 2
question type

step 1
critical questions
What to sketch model?

Show-stoppers that need to be answered.
What are we uncertain about?
What is the idea?
Do we understand the core technology?
What is our value proposition?
Who is the customer?
Do we have the resources and skills?

Step 1

Critical questions
What questions are most critical?
what to sketch model?

what will the model explore?

step 2

question type

form: shape or embodiment
scale: properties such as size or mass
user interaction: how it is used
system configuration: key components
integration: how pieces work together
experience: how the user feels
Step 3

Model Type

Works-like or looks like?
Digital or physical?

Works-like models aim for fidelity in behaviors of interest
Looks-like models aim for fidelity in appearance