what to sketch model?

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step 3
model type

step 2
question type

step 1
critical questions

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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?

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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