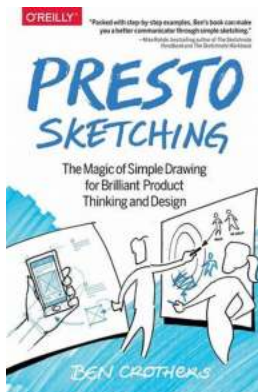


The Magic Of Simple Drawing For Brilliant Product Thinking And Design

In the world of product thinking and design, simplicity has a magical touch. It is the secret ingredient that transforms an average concept into something truly brilliant. And one of the most powerful tools to achieve simplicity in product thinking and design is simple drawing.

As humans, we are visual creatures. Our brains are wired to process information in a visual format. We remember visual images much better than written words. So it makes sense that visualizing our ideas through simple drawings can be an incredibly effective way to communicate and develop them.

But why is simple drawing so magical for product thinking and design? Let's explore some of the reasons:



Presto Sketching: The Magic of Simple Drawing for Brilliant Product Thinking and Design

by Ben Crothers (1st Edition, Kindle Edition)

★★★★☆ 4.8 out of 5

Language : English
File size : 20029 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 544 pages



1. Encourages Creativity

Simple drawing allows you to tap into your creative potential. It helps you generate new ideas and explore different possibilities. By putting your thoughts on paper, you can visualize the problem you are trying to solve and come up with innovative solutions.

Whether you are brainstorming alone or in a team, simple drawing encourages everyone to contribute their ideas visually. It levels the playing field, making it easier for introverted team members to express themselves and share their thoughts.

2. Facilitates Collaboration

When working on a product, collaboration is key. Simple drawing provides a common language that bridges the gap between different stakeholders, such as designers, engineers, and business professionals. It helps them communicate their ideas effectively and understand each other's perspectives.

By sketching concepts and sharing them with others, you can gather valuable feedback and iterate on your designs. Simple drawings act as a visual conversation starter, fostering a collaborative environment where everyone's input is valued.

3. Simplifies Complex Ideas

One of the biggest challenges in product thinking and design is simplifying complex ideas. Simple drawing is a powerful tool to simplify complex concepts and make them easier to understand.

By breaking down complex ideas into their essential components, you can create visual representations that convey the core message without overwhelming the

audience. Simple drawings act as visual shortcuts, allowing you to communicate complex ideas in a digestible and memorable way.

4. Sparks Instant Understanding

Have you ever struggled to explain your ideas to someone, only to have them click instantly after showing them a simple drawing? That's because simple drawings have the power to spark instant understanding.

When we see a picture, our brains quickly process and interpret it. Simple drawings leverage this cognitive ability and enable us to communicate complex ideas with minimal effort. They tap into our intuition and evoke emotions, helping us connect with our audience on a deeper level.

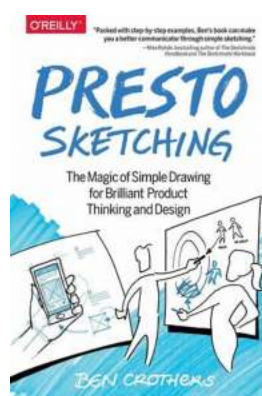
5. Enhances User-Centric Design

In product thinking and design, it is crucial to keep the end-users in mind. Simple drawing is a valuable tool to better understand your users and design products that meet their needs.

Through simple drawings, you can create user personas, empathy maps, and user journey maps. These visual representations enable you to visualize the user experience and identify pain points and opportunities for improvement. Simple drawing puts you in your users' shoes and helps you design products that truly resonate with them.

Simple drawing is a magical tool for product thinking and design. It encourages creativity, facilitates collaboration, simplifies complex ideas, sparks instant understanding, and enhances user-centric design. By incorporating simple drawing into your creative process, you can take your product ideas to the next level and create truly brilliant designs.

So, grab a pencil and a piece of paper, and let the magic of simple drawing unleash your product thinking and design potential!



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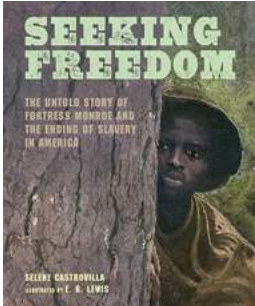
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Do you feel like your thoughts, ideas, and plans are being suffocated by a constant onslaught of information? Do you want to get those great ideas out of your head, onto the whiteboard and into everyone else's heads, but find it hard to start? No matter what level of sketching you think you have, Presto Sketching will help you lift your game in visual thinking and visual communication.

In this practical workbook, Ben Crothers provides loads of tips, templates, and exercises that help you develop your visual vocabulary and sketching skills to clearly express and communicate your ideas. Learn techniques like product sketching, storyboarding, journey mapping, and conceptual illustration. Dive into how to use a visual metaphor (with a library of 101 visual metaphors), as well as tips for capturing and sharing your sketches digitally, and developing your own style.

Designers, product managers, trainers, and entrepreneurs will learn better ways to explore problems, explain concepts, and come up with well-defined ideas - and have fun doing it.



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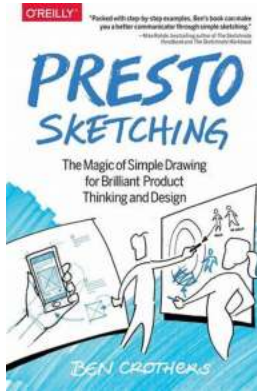
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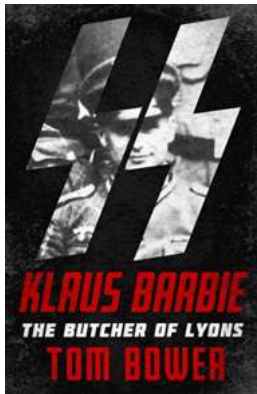
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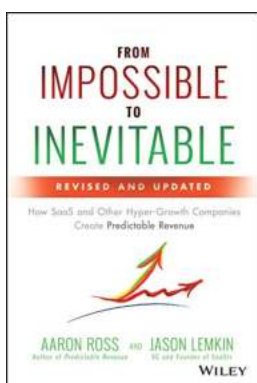
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