

# Stories & Sharpies

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workiva



"Approach design as a practice, not a profession."

– Timothy Goodman



**BOLD TO  
THE MAX,  
PERMANENT  
TO THE CORE.**

– Sharpie

# What's Inside

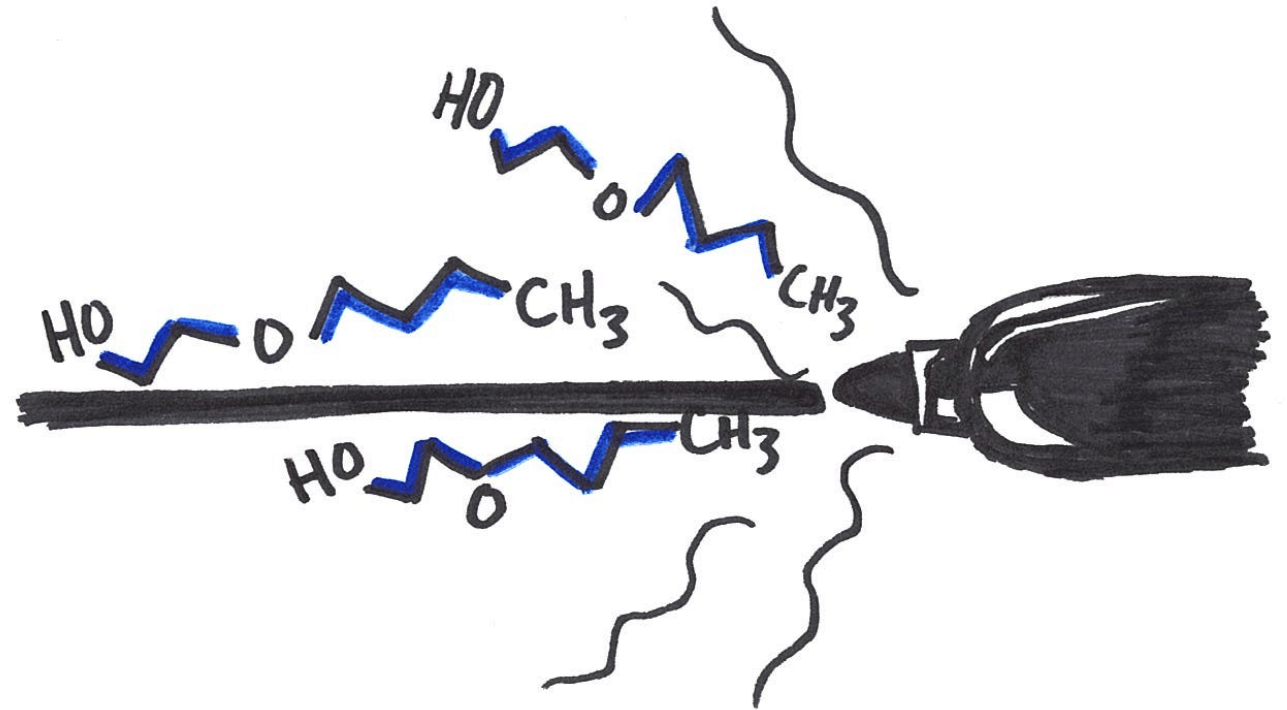
Dye (or pigment - paint markers)

Solvent

- Various alcohols
- The stinky part
- Keeps dye and binder liquid
- Evaporates quickly

Binder

- Resin or polymer
- Makes it stick
- Permanent = waterproof binder



# Colors

Sharpie currently offers

**49** colors.

**41** standard,  
**5** Neon and  
**3** Metallic,

and at least **89** colors have been  
produced in the past.

Favorite color names: Boysenberry, Stingray, Argyle Green



# Types of Sharpies



**Sharpie Pen:**  
Use it for taking notes, journaling, writing letters, making cards, and more. It won't bleed.



**Sharpie Ultra-Fine Point:**  
Features a precise, narrowed tip for extreme control.



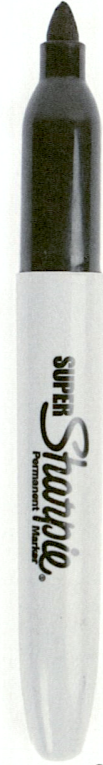
**Sharpie Fine Point:**  
The industry standard—the Big Cheese, Mr. Popular.



**Sharpie Twin Tip:**  
Functionality is increased with both fine and ultra-fine tips in one marker.



**Sharpie Fabric:**  
Developed for optimal performance on most fabric surfaces, it uses fabric ink with a brush tip.



**Sharpie Super Point:**  
The bolder the better! A super-large ink supply extends the product's life.

# Types of Sharpies



**Sharpie Paint Bold Point:**  
Use on virtually any surface:  
metal, pottery, wood, rubber,  
glass, plastic, stone, and more.



**Sharpie Paint Medium Point:**  
A thinner version, used on  
virtually any surface: metal,  
pottery, wood, rubber, glass,  
plastic, stone, and more.



**Sharpie Brush:**  
Creates fine lines, bold  
strokes, and shading.  
Control the width of your  
lines from your hand.



**Sharpie Chisel Point:**  
Versatile chisel tip marks  
both broad and fine  
line widths.



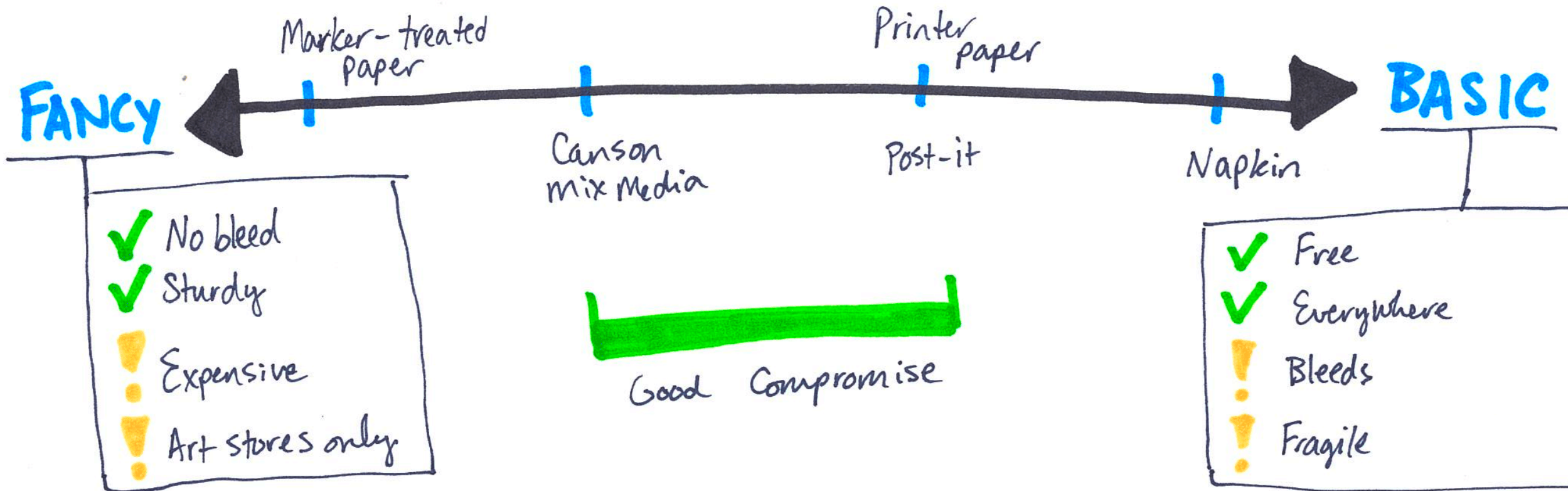
**Sharpie Metallic:**  
Delivers an opaque,  
brilliant sheen on both  
light and dark surfaces.



**Sharpie Gel Highlighter:**  
Smear protection, goes on  
all paper surfaces, including  
glossy and thin papers  
and magazines.

# Marker Paper

Marker paper ranges from sophisticated to plain to not-really-for-markers.



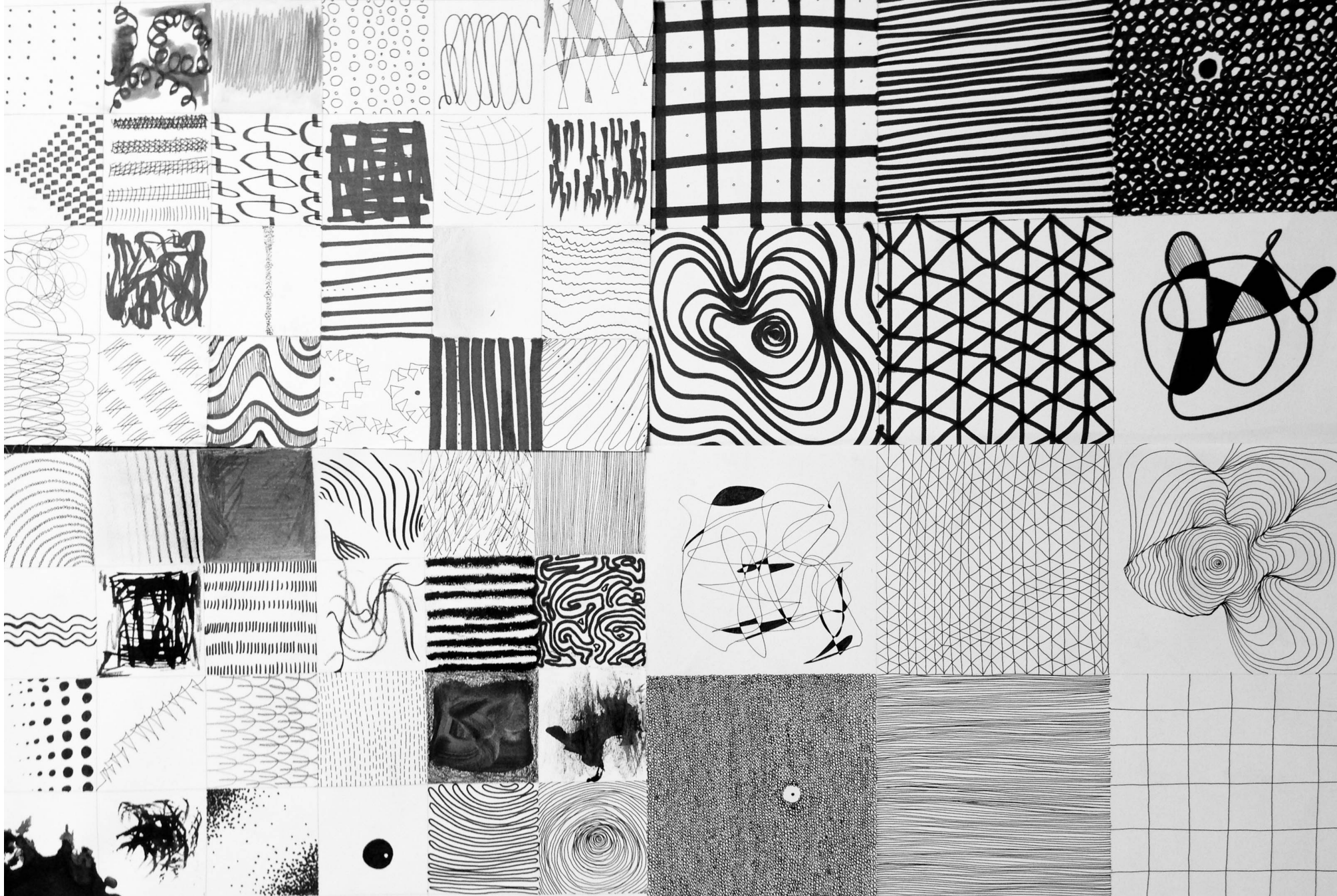


# Stories

# #1: Mark Making

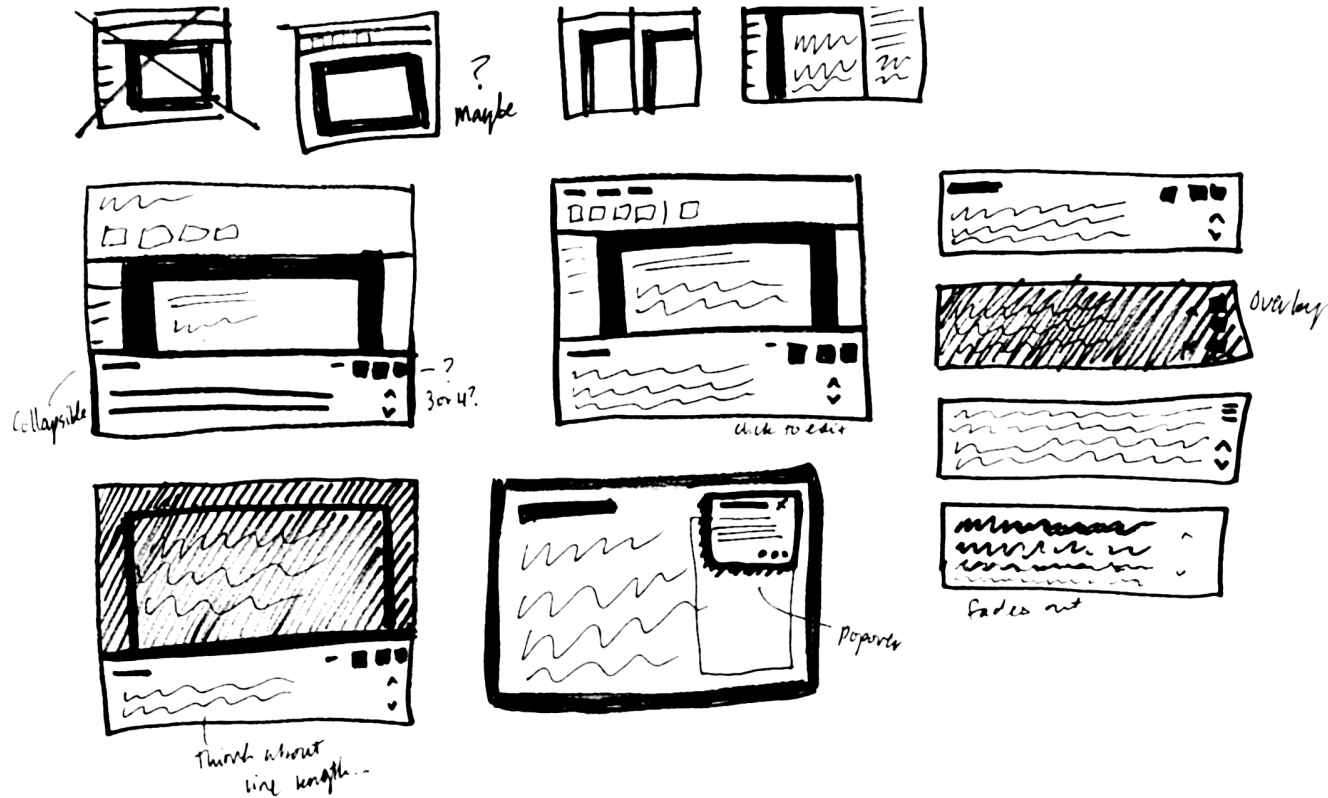
- Lines
- Scribbles
- Dots
- Dashes
- Smudges
- Scrawls

Experiment!



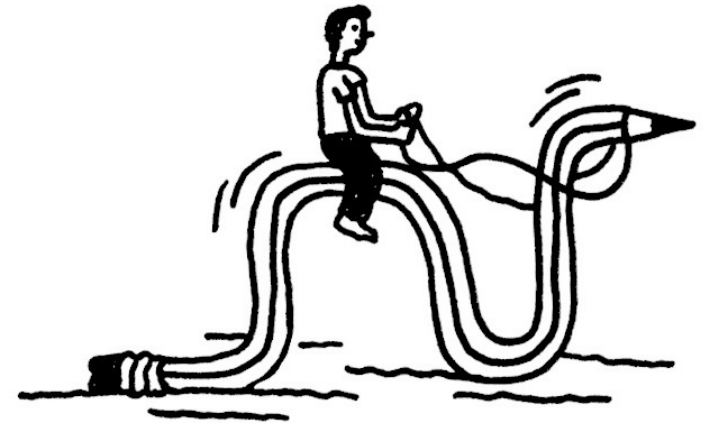
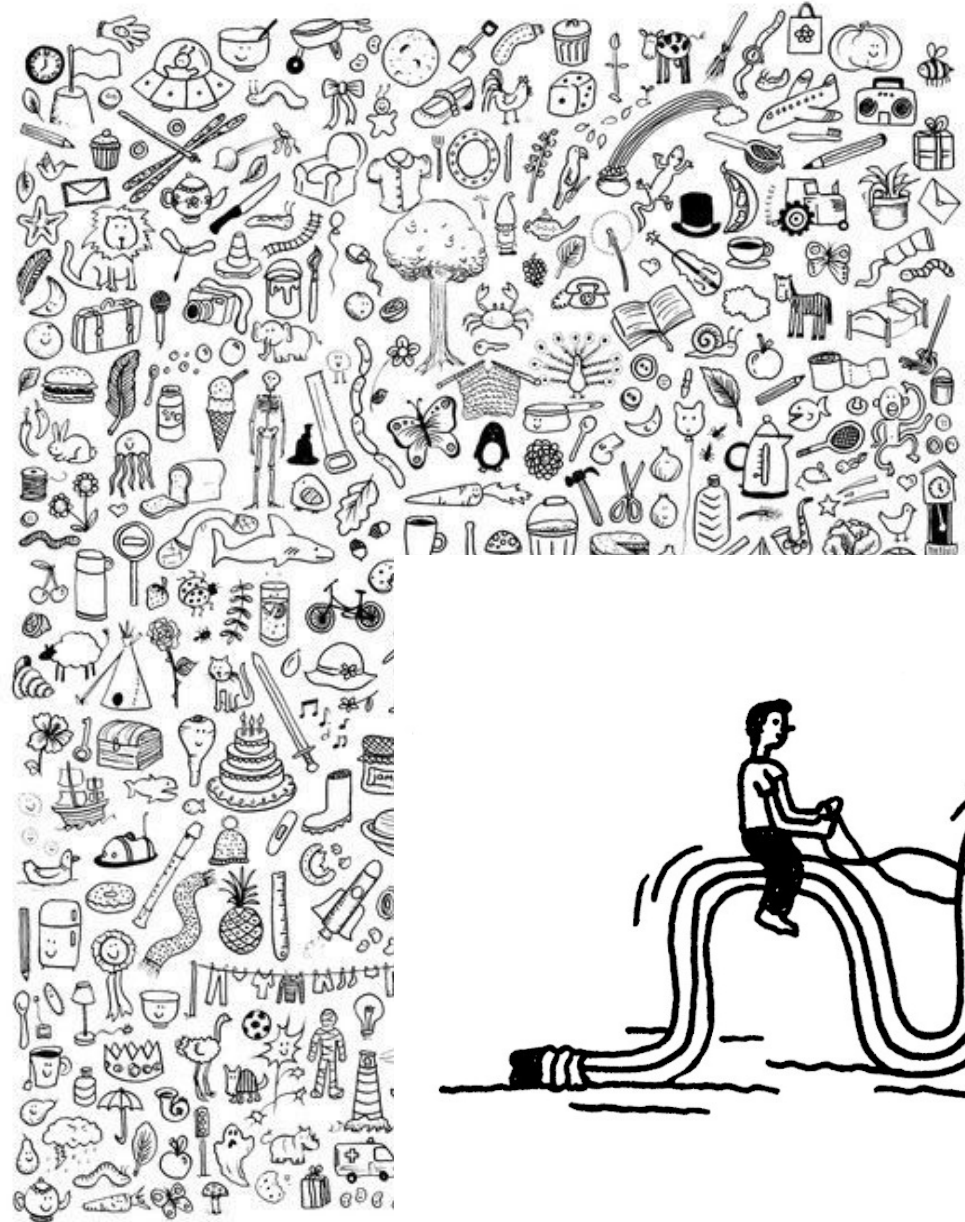
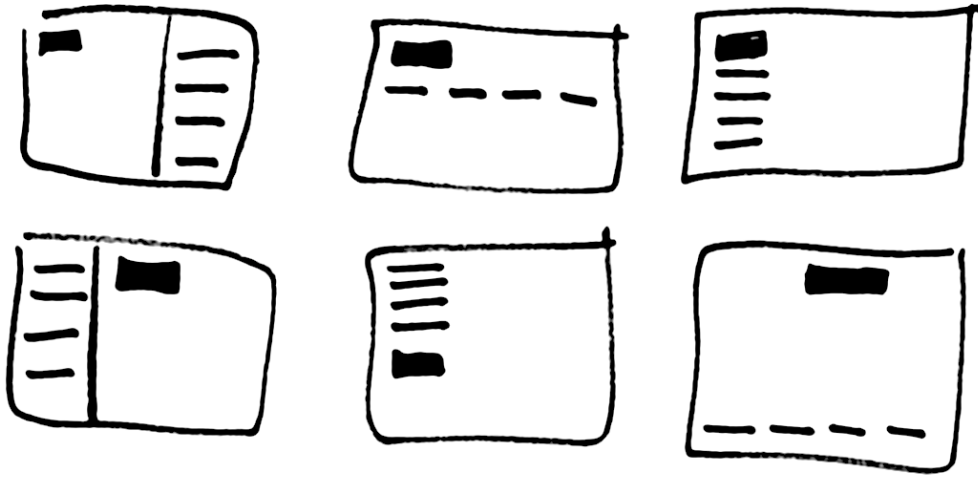
# Application

- Relax and practice failing!
- Spark creativity when you feel stuck.
- Explore line weight and contrast to convey meaning in your sketches.



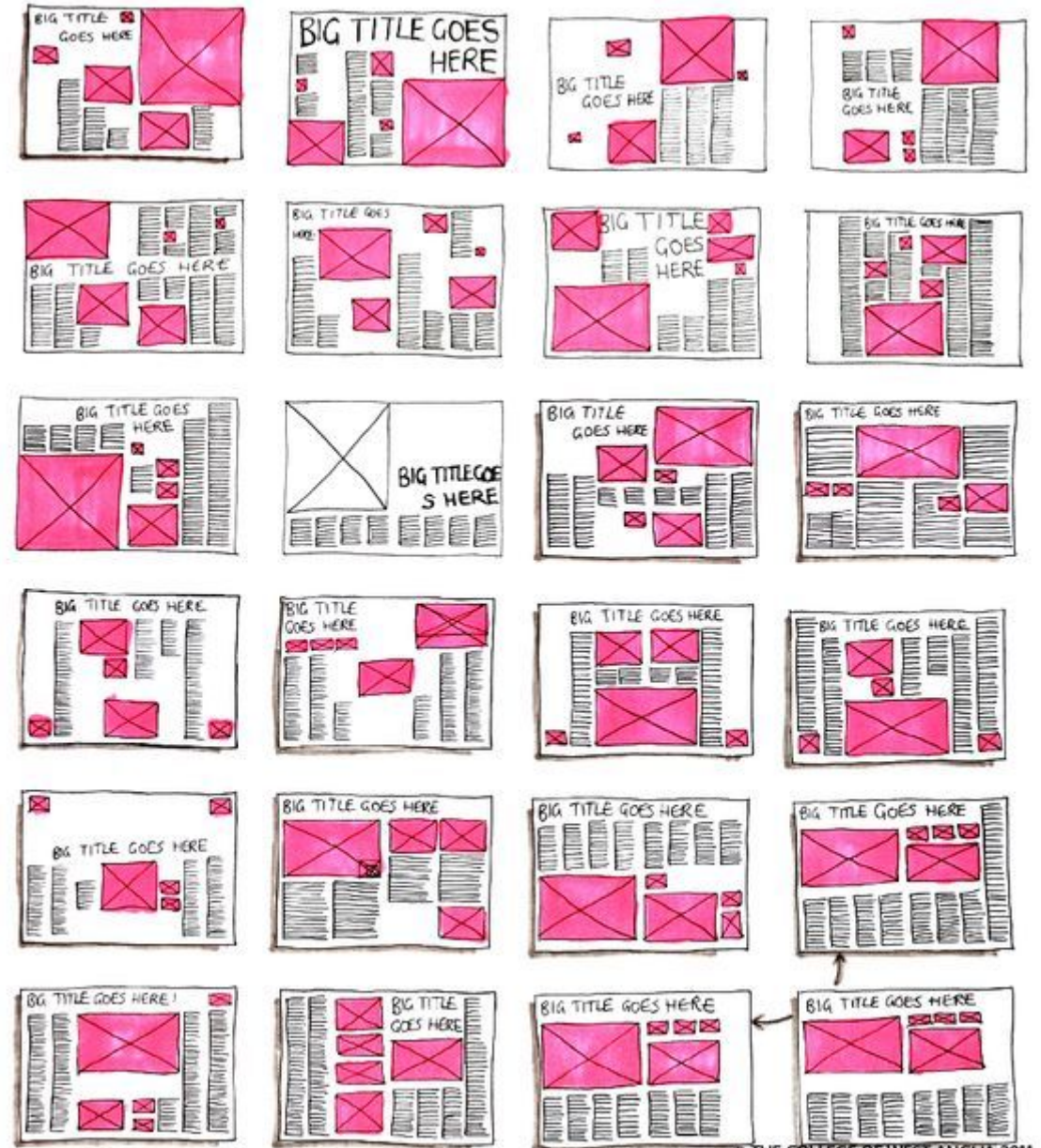
# #2: Itsy Bitsy

- Draw small!
- Post-it note, index card, quarter page, etc.
- Illustrate an idea, or make a series.



# Application

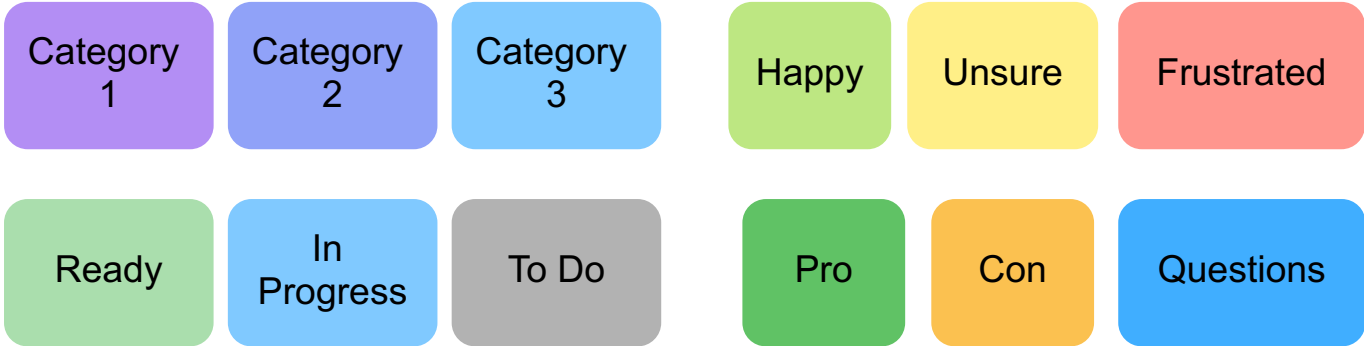
- Go ultra-low-fi and focus on the big picture.
- Thumbnail UI components or page architecture.
- Storyboard a user journey.



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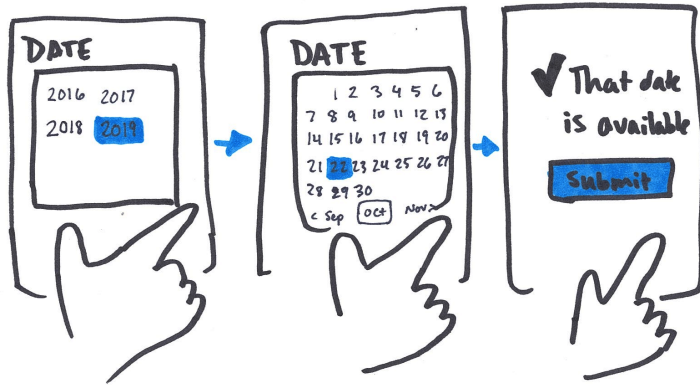
# #3: Color Coding

- Pick 1-3 colors and assign a meaning to each
- Rework an existing document and add colors!
- 1 color draws attention; 2+ colors imply grouping and comparison or set a mood.
- Possible encodings:



# Application

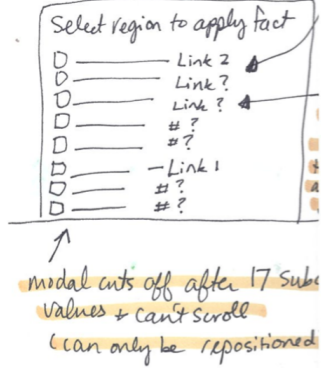
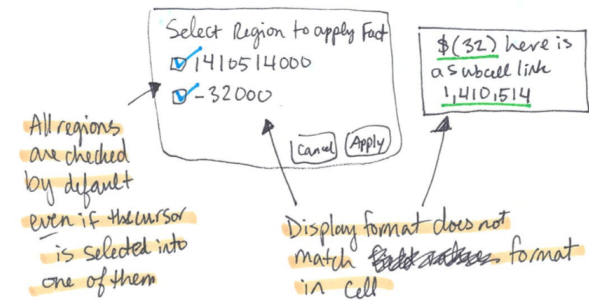
- Call attention to interactions or hierarchy.
- Show a component changing across different sketches.
- Code notes for easy scanning.
- Group items into visual categories for quick comprehension.



CUSTOMER JOURNEY MAP Example (Switching Mobile Plans)

JUMPING JAMIE		EXPECTATIONS	
Scenario: Jamie needs to switch her current mobile plan. She wants a plan that can save her money without having to sacrifice usage limits.		<ul style="list-style-type: none"> <li>• Clear online information</li> <li>• Ability to compare plan breakdowns</li> <li>• Friendly and helpful customer support</li> </ul>	
DEFINE	COMPARE	NEGOTIATE	SELECT
1. Review current plan 2. Define parameters for new plan "I wonder if I can pay less."	3. Watches commercial on TV 4. Researches companies and offers on consumer reports website 5. Uses current carrier website tool to compare options "That offer seems like a better deal."	6. Calls current carrier to tell them she is shopping around 7. Calls competitors to see what they can offer "Over it, I'm switching providers." "Ugh, why is this so difficult?!"	8. Decides on a new plan and calls customer service to switch service "Well, I guess that was all worth it."
OPPORTUNITIES		INTERNAL OWNERSHIP + METRICS	
<ul style="list-style-type: none"> <li>• Compare alternate companies' offers for her</li> <li>• Breakdown current plan into \$ amounts</li> <li>• Customer support via text messaging/chat</li> </ul>		<ul style="list-style-type: none"> <li>• Customer Support Team: reduce average call time to 2 minutes</li> <li>• Web Team: add functionality to allow Jamie to compare plans within our site</li> <li>• Marketing Team: track competing offers to create competitor database</li> </ul>	

## Subcell paste dialog



\* 1 subcell link

**IMPROVED LOCATING**

- Possibly focus on each subcell link when the checkbox is moused over?
- Would this be valuable? probs not needed if display formats match

## Improvements

### CHECKBOXES

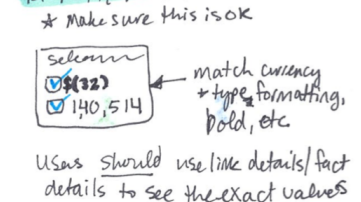


\* Highlight range

SCROLLING

COLUMNS

### DISPLAY FORMAT



IDENTICAL #S

### SORTING

\* Sort link order is possible if one link selected, the top? - In a long to select

My challenge to you: try out these techniques and incorporate sketching into your UX process.

**Go Draw!**



Thank you!  
Questions?

# Disclaimer

I am not selling or endorsing or recommending Sharpies, and neither is Workiva...  
I'm just providing information about a ubiquitous product for the purpose of learning and enjoyment.

# References

- ***Sharpie Art Workshop* by Timothy Goodman**
- <http://www.chemistryislife.com/the-chemistry-of-sharpies>
- <https://sciencing.com/contained-permanent-marker-5070622.html>
- <https://www.pensandpencils.net/blogs/news/list-of-sharpie-colors>
- [Sharpie.com](http://Sharpie.com)
- Wikipedia entry on Sharpies
- [https://en.wikipedia.org/wiki/Talk%3ASharpie\\_\(marker\)](https://en.wikipedia.org/wiki/Talk%3ASharpie_(marker))