

PROJECT SPECIFICATION

Run a Design Sprint

Set the Stage

CRITERIA	MEETS SPECIFICATIONS
Write a Draft PRD	<p>Initial draft of the PRD should include:</p> <ul style="list-style-type: none">• Background information about the industry• Problem that you want to solve• Goals and relevant success metrics

Understand

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Create "How Might We" stickies	<ul style="list-style-type: none">• At least 20 stickies have been created• Stickies ask specific questions following the "How Might We" model• Each sticky should be focused and not too narrow or too broad• Each sticky note should be a unique idea <p>There should be a breadth of ideas, although it's ok if some stickies are related</p>
Sort stickies into clusters and themes	<ul style="list-style-type: none">• Stickies are sorted into related groups (at least 10 groups)<ul style="list-style-type: none">◦ Duplicate stickies from the student deck should also go into the same group• Groups are clustered into related themes (at least 3 themes)
Select a strategic theme	<ul style="list-style-type: none">• Selected theme directly aligns with business opportunity and objective

Define

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Define Success Metrics	<ul style="list-style-type: none">• Success Metrics table includes At least 2 goals, with accompanying signals and success metrics• Goals, signals, and metrics are used correctly
Future Press release	<p>Review should be at least one page long and:</p>

- Be told from the customer's perspective, potentially as a narrative
- Articulate the problem that is being solved for the customer
 - Should answer the question why customers love it

Sketch

CRITERIA	MEETS SPECIFICATIONS
Create quick sketches to explore and brainstorm ideas	<ul style="list-style-type: none"> • Must include at least 8 quick sketches of different ideas • Sketches should be quick and do not need to go into a lot of detail • Sketches should clearly communicate the idea. Annotations or captions can be added if this helps
Sketch solutions to depict a more complete idea across the user journey	<p>Include 2 flows of the potential solution. Each sketch should take about 30 minutes and have:</p> <ul style="list-style-type: none"> • A short title that represent the concept being expressed • At least three screens • Annotations to give additional detail • Enough detail to understand how the user progresses through the flow at a high level

Decide

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Narrow possible ideas down to a final, single idea to move into the next step	Rationale for selection should be clear and tie back to specific data (size of opportunity, impact, etc) from the Background section of the PRD

Prototype

CRITERIA	MEETS SPECIFICATIONS
Create a Storyboard	<ul style="list-style-type: none"> • Storyboard includes at least 7 frames that progress in a logical order and included all the steps the user goes through to solve their problem / need <ul style="list-style-type: none"> ◦ The first frame should start outside of software and set context around what problem/need the user has and why ◦ The last frame should end outside of software and show the resolution, as well as the impact on the user • At least 4 frames should be related to the digital experience • Each frame should have a narrative that explains what the user is doing and why
Design a Prototype using Figma	<ul style="list-style-type: none"> • Prototype should include at least 6 screens • Prototype should feel realistic

- Can leverage UI elements from Apple & Google
- Text makes sense from a user perspective
- All screens flow correctly, forward and backward (if applicable)

Validate

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Write a Research Plan	<p>Participant selection:</p> <ul style="list-style-type: none"> • Identifies target user for the project (ie: likely to use or benefit from the product) • Identifies any other characteristics you want to screen for (ie: new user vs. existing user) <p>Background questions:</p> <ul style="list-style-type: none"> • Structured in a way that helps to build rapport with the participant -Relevant to getting a better understanding of how closely the participant aligns with the target user <p>Tasks:</p> <ul style="list-style-type: none"> • Starts with a scenario and goal the user is trying to accomplish • Asks Follow up questions to probe on specific components of the flow <p>General:</p> <ul style="list-style-type: none"> • Maintains a friendly tone • Tells the user what to expect in the interview • Asks open-ended questions • Avoids leading questions (ie: how easy is this) • Makes natural transitions between sections and tasks
Conduct user interviews	<p>At least 2 user interviews are conducted.</p> <p>Notes and audio recording are shared and key findings are reported in the project deck.</p> <ul style="list-style-type: none"> • What worked well • What didn't • Other insights <p>Recommendation of prioritized changes includes a rationale for each change</p>
List topics for Feasibility Discussion with	List includes at least four specific questions about the feasibility of building your product

Engineering Team	<ul style="list-style-type: none"> • Where is data coming from • Where is data stored • Latency • Other technical challenges <p>Questions should refer to specific screens from the prototype whenever possible</p>
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Iterate

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Update prototype based on feedback from user interviews	Prototype should have the same specs as earlier with the implementation of two high impact changes from the prioritized changes list developed after user interviews
Conduct User Interviews	<p>At least 1 more user interview is conducted.</p> <p>Notes and audio recording are shared and the key findings are reported in the project deck.</p> <ul style="list-style-type: none"> • What worked well • What didn't • Other insights

Handoff

CRITERIA	MEETS SPECIFICATIONS
Add Feature Requirements to PRD	<ul style="list-style-type: none"> • Detailed requirements added for the feature narrative section of the PRD • Each feature should be given a priority (P0, P1, P2, etc) • Requirements should be detailed enough that you can understand how the feature works and how the user interacts with the product

Suggestions to Make Your Project Stand Out!

1.	Use additional methods from the lessons to further develop and explore ideas
2.	Organize a digital sprint with other students in the class where you can collaborate in real time through section 2 and 3 of the project
3.	Include multiple flows in your prototype, for example first time user going through the flow and then the same user returning to the app later to check something

