



# Design Sprint Workshop

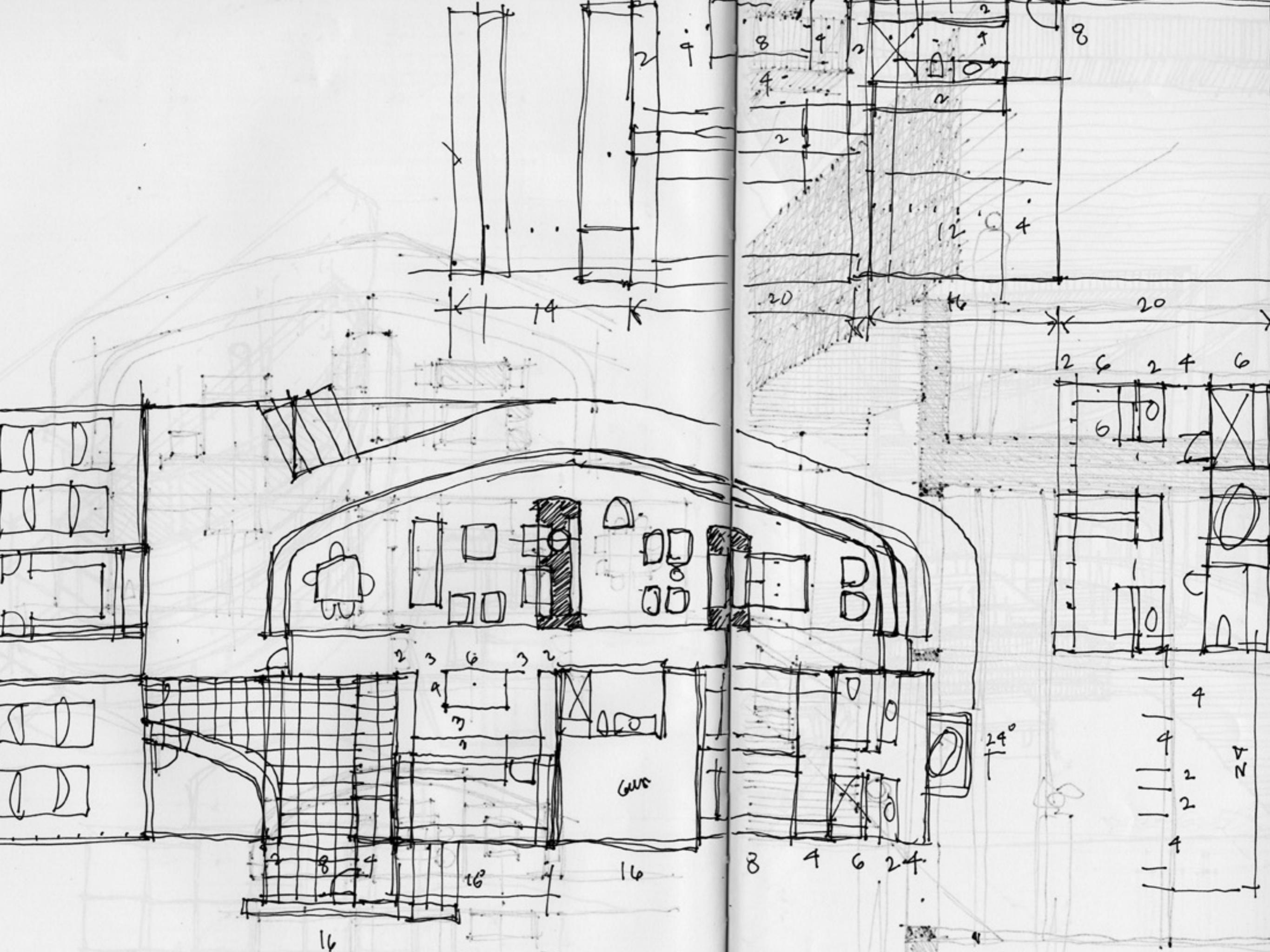
SG MOBILE DAY

23

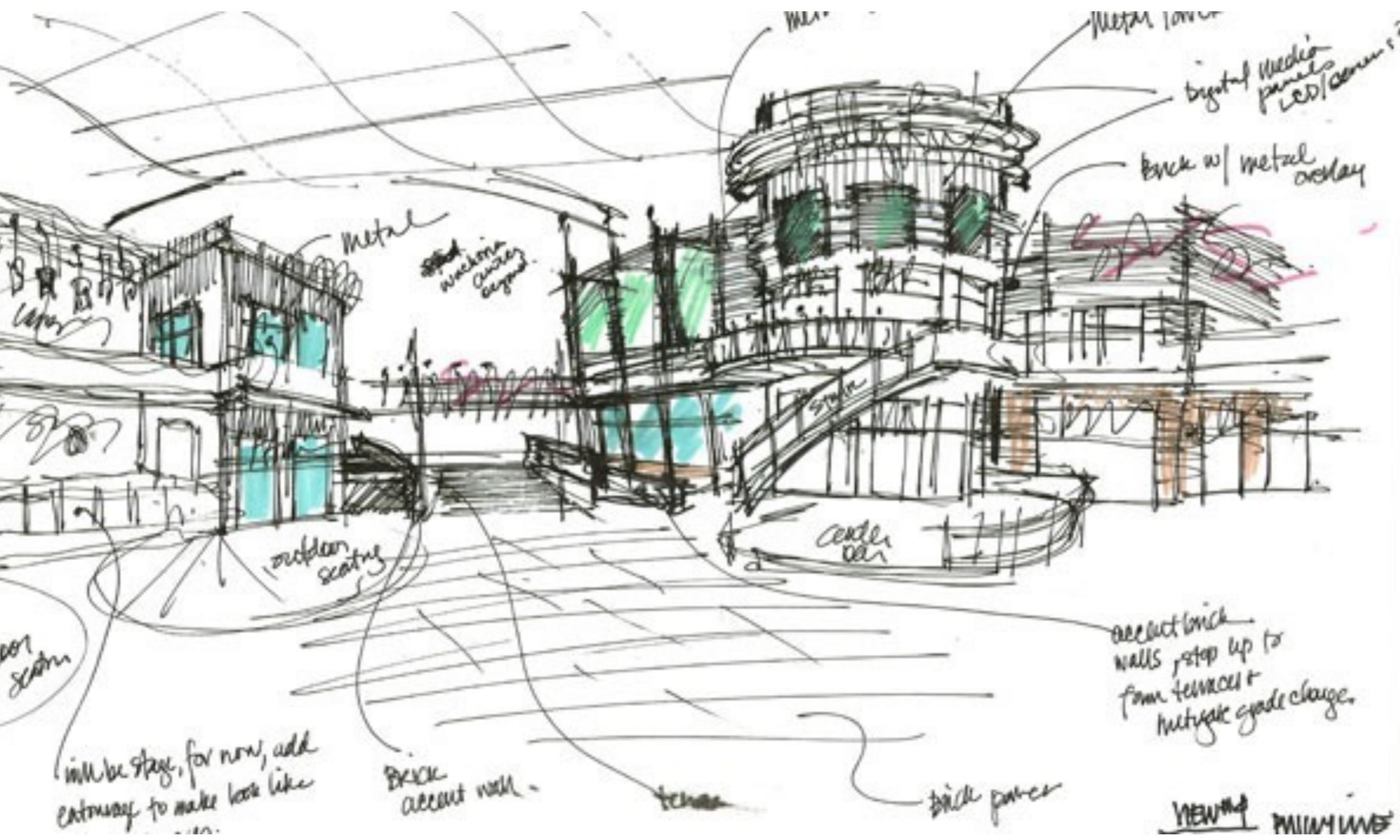
<http://sg.com.mx/mobileday> #mobiledaysg

Luis López, Cesar Salazar - Partners, 23 Design

¿Qué es diseño?











**¿Cómo creamos productos exitosos  
colaborativamente, en un tiempo y a un costo razonable?**

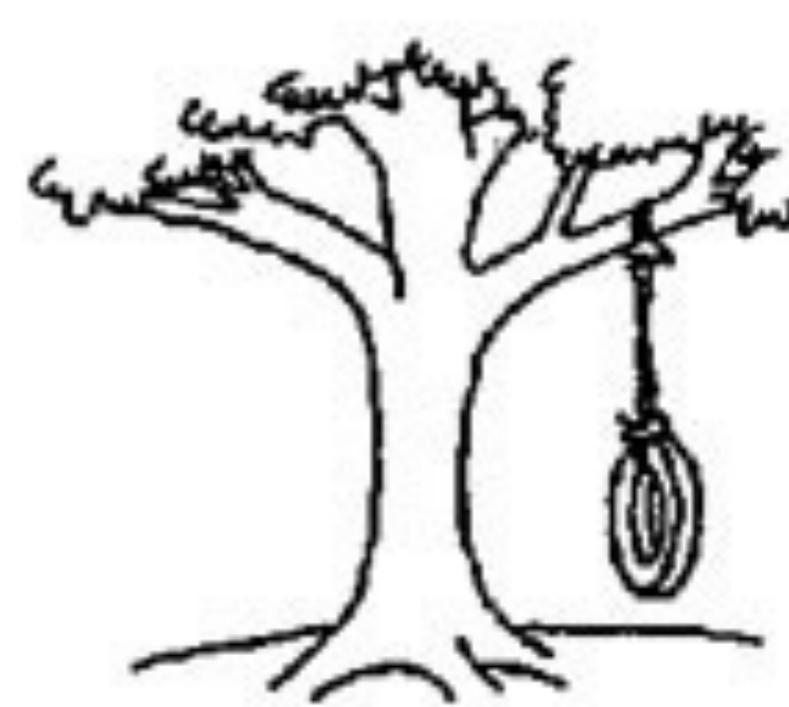
**¡Diseño por comité!**



As proposed by the project  
sponsor.

As specified in the project request.

As designed by the senior analyst.



As produced by the programmers.

As installed at the user's site.

What the user wanted.



G/

DESIGN  
SPRINT



1. Business Strategy
2. Innovation
3. Behaviour since
4. Design Thinking



android auto



Inbox  
by Gmail

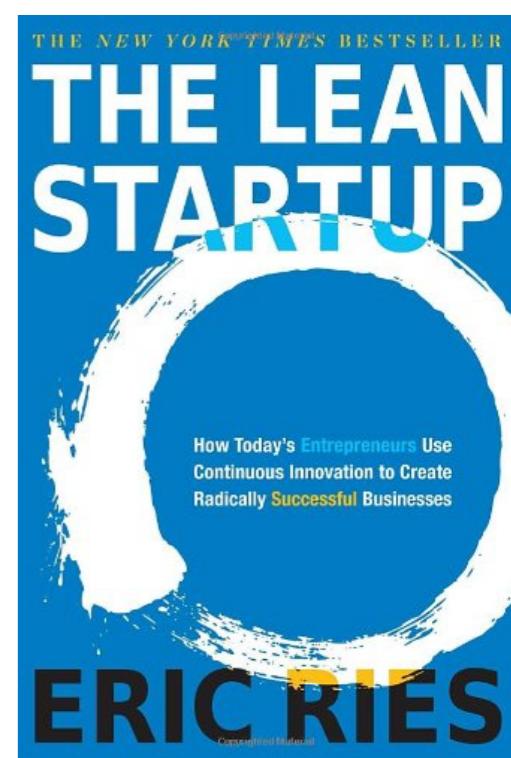
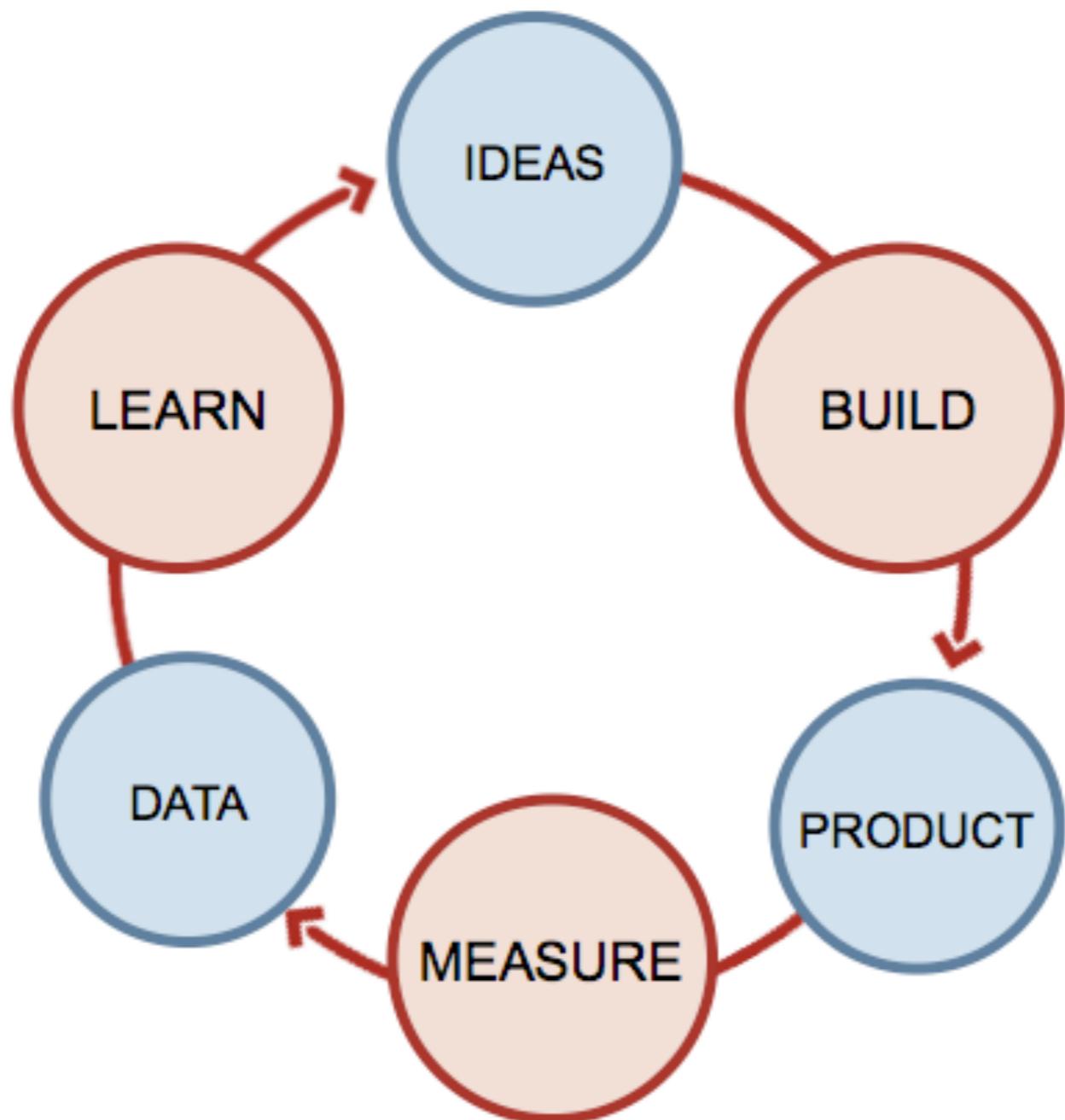


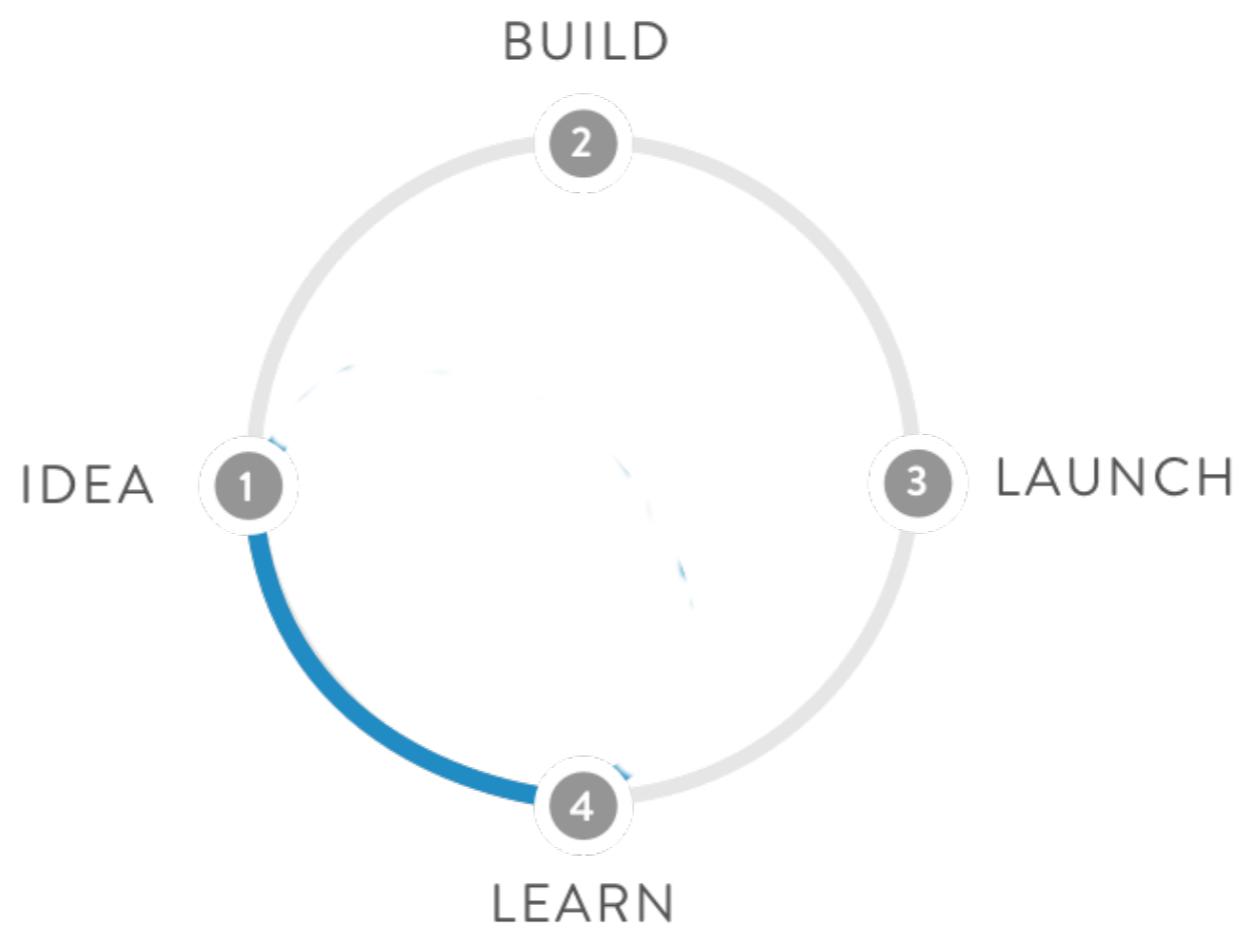
Google Hangouts

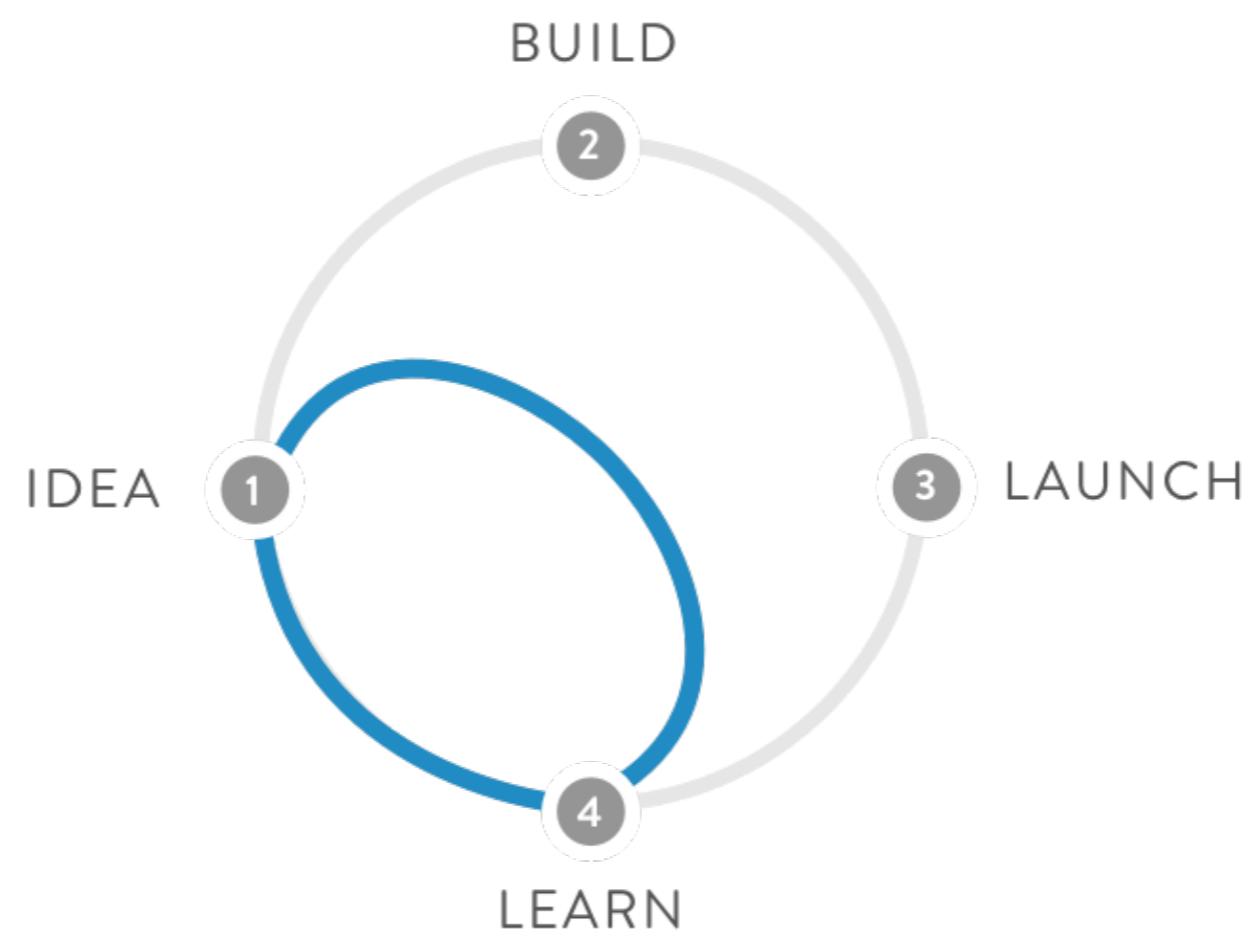


## why sprint?

- Create a shared vision
- Get unstuck
- Better incorporate user feedback
- Focused, time-boxed and intensive
- User-centered and validated
- Cross-functional but UX-led
- Creates stakeholder buy-in
- Can unify teams in trouble









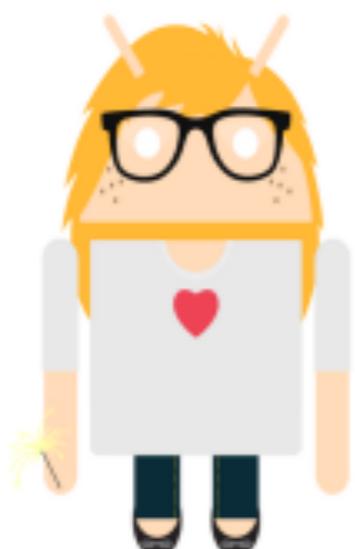
*Designer*



*Designer*



*Engineer*



*Prototyper*



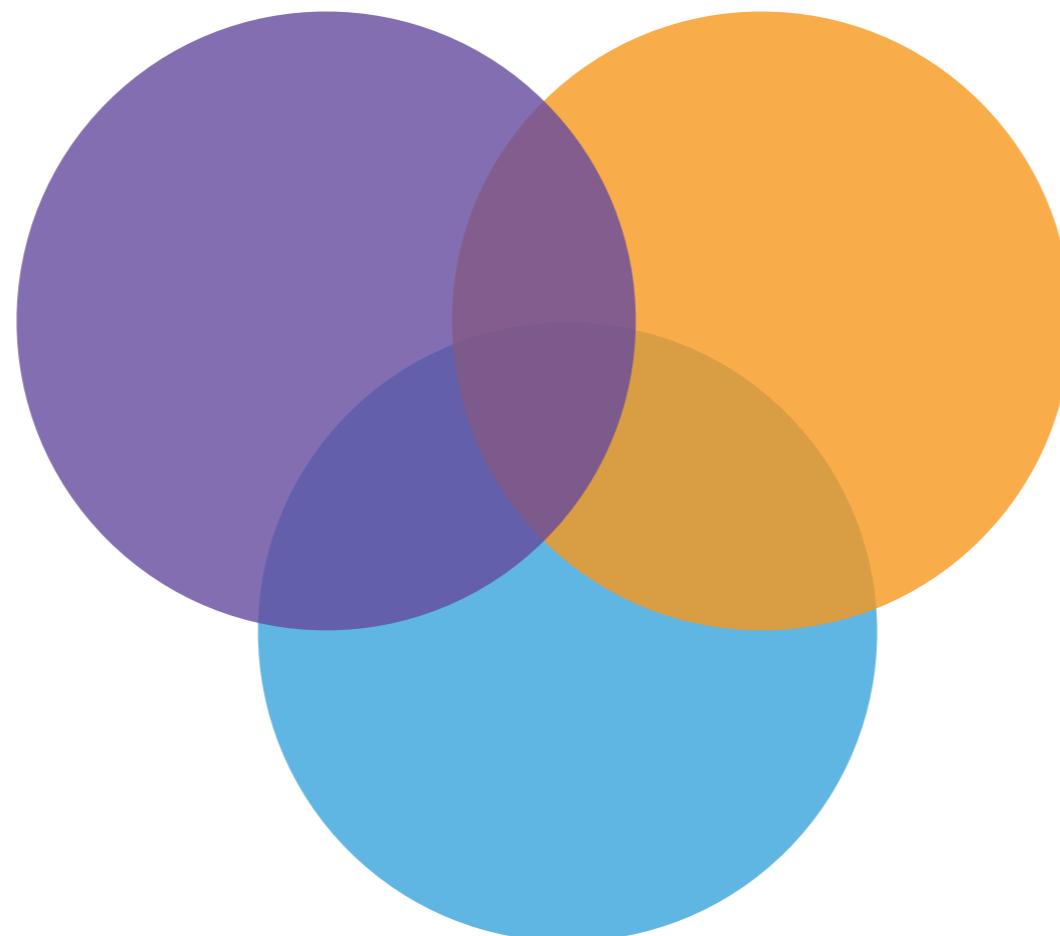
*Researcher*



*Sprint Master*

# Why Sprints are different

PM & Marketing  
Sales, Strategy  
**What supports growth?**



**Engineering**  
**What is possible?**

User Experience  
**What is desirable?**



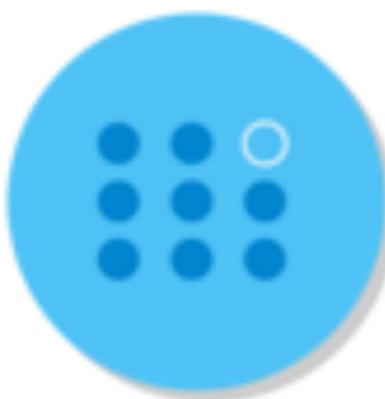
Understand



Define



Diverge



Converge



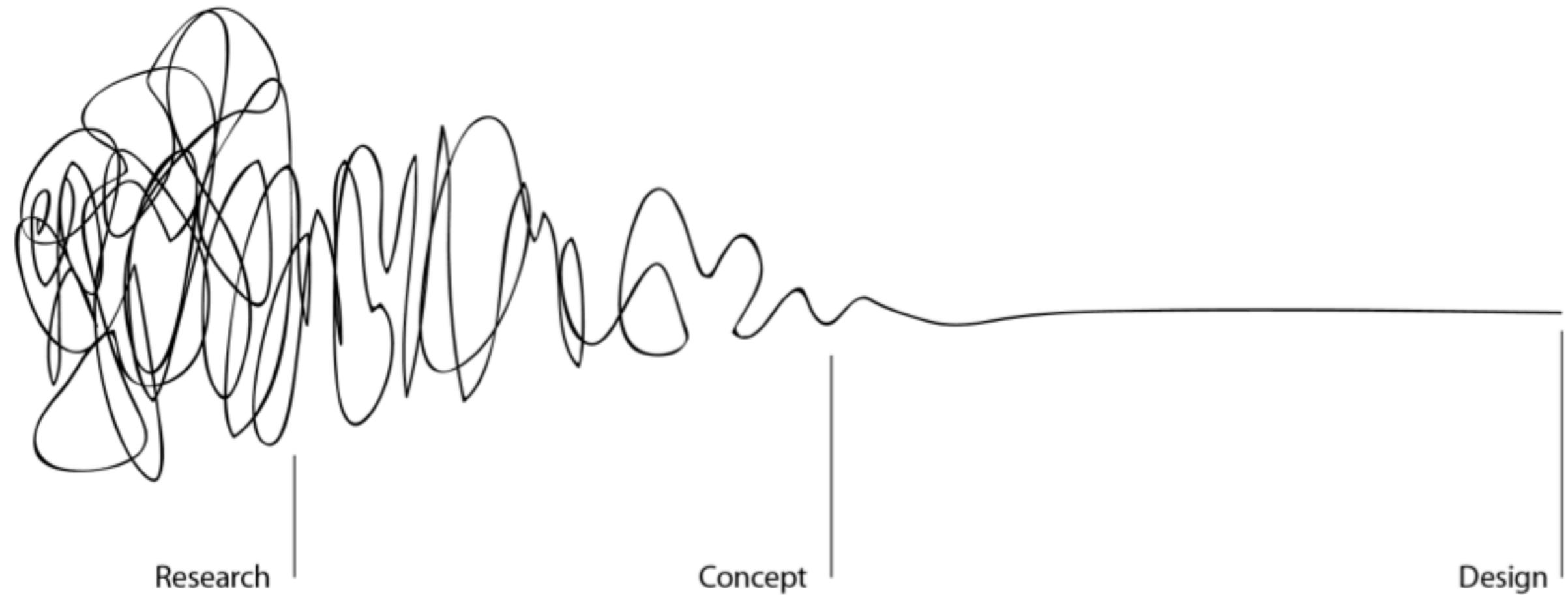
Prototype



Validate

Uncertainty / patterns / insights

Clarity / Focus



Hoy viviremos la experiencia de un Sprint,  
como participante, como Sprint Master

# REGLAS

Close your laptop

Put your phone away

Be present and give this full commitment

No slipping out for meetings

We will move fast, be prepared for me to  
cut you off to stay on schedule

# SPRINT CHALLENGE

Diseñar una app de Android que mejore la manera en que los viajeros internacionales intercambian moneda local y extranjera, apuntando a lanzarse en Agosto 2016.

## DELIVERABLES

Sketches y user flow.

Questions > Solutions

## HMW's

As you listen to the upcoming Lightning Talks, capture your ideas on post it notes

To do that we use a note taking method called **How Might We's**.

**How:** assumes opportunities exist.

**Might:** says we don't have to find something

**We:** is all about doing this together



## **HMW's**

**Write with a thick dark sharpie.**

Be succinct.

One idea per sticky note.

Not too broad, and not too narrow.

If you don't write it down it can't be voted on.

HMW...

Use location to show relevant results?

HMW...

Make people happy?

HMW...

Make the buy button blue?

Too broad

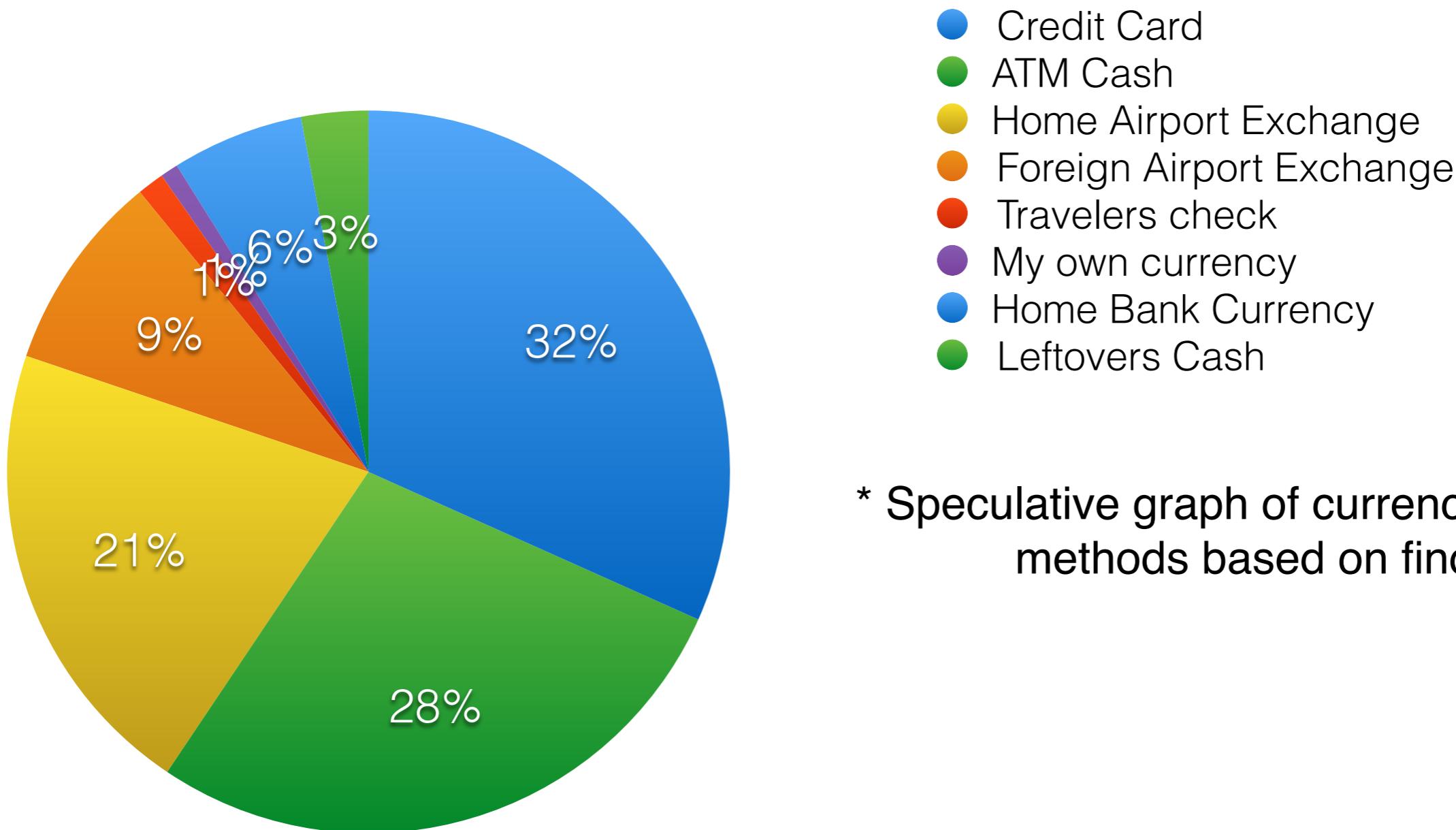
Too narrow

# UNDERSTAND

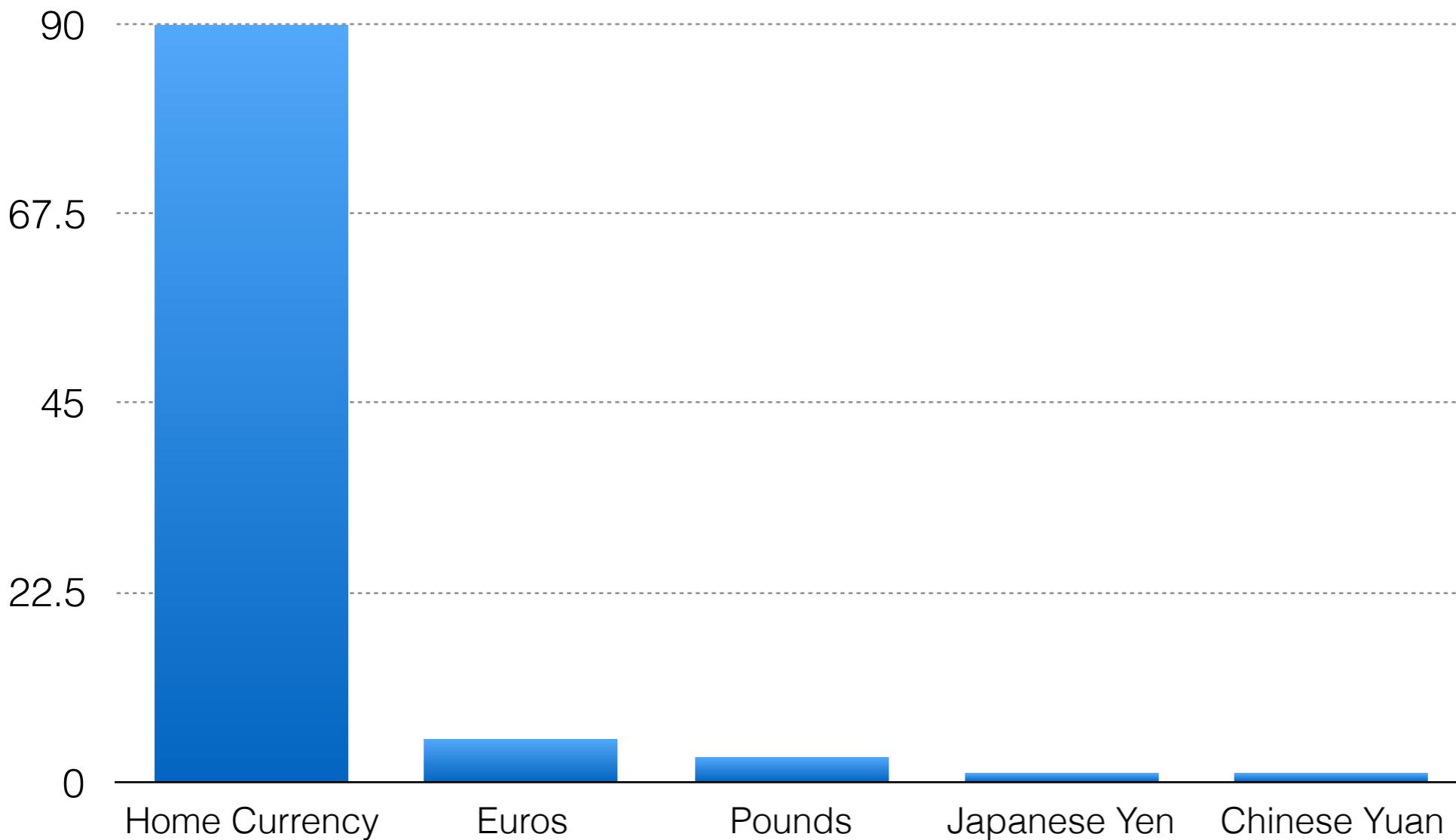
## ⚡ Lightning talks

- User Research
- Business Opportunities
- User Painpoints
- Customer feedback, etc...

# User research: How do you currently exchange currency?



# User research: How many different kinds of currency do you currently have in your wallet?



# LHR by the numbers

**73 million**

AVG of unique travellers per year

**1.5 million**

AVG of US traffic annually in LHR

**201,000**

People arriving and departing from LHR daily split 50/50 between arriving and departing

**\$5 Trillion**

People exchanging money worldwide per day

# User pain points

- Going to the bank is inconvenient
- Fees are very high at the airport
- Don't know how to locate nearest exchange kiosk
- Long wait for my turn
- Lack of transparency around fees & exchange rates
- Many countries don't accept CCs and require local currency
- Currency Exchange Services only exchanges cash (not CC)
- User doesn't feel comfortable using my DEBIT card in another country

# Technology pain points

- Airport wifi sucks, so it may require an offline exchange
- No international data plan on their mobile
- Self serve exchange kiosks may be out of service
- CHIP-AND-PIN problem in Europe
- Hard to get access to accurate exchange rates

# Business opportunities

- Differentiation
  - Why use our product and not the existing solutions
- Savings
  - Reduce exchange currency fees by 50%
- Satisfaction
  - Receive an average 4.5 out of 5 stars
- Speed
  - Reduce exchange time
  - Find a match within 1 minute

# Personas and Behavioural Types



**Jean**

**AGE:** 33

**STORY:** Software engineer working for a non-profit in San Francisco

Travels frequently for fun.

Loves the outdoors and goes hiking at least once a month.

## **NEXT ADVENTURE**

Next adventure Backpacking across UK to visit, cities and small towns.

# UNDERSTAND



## User Interviews

Users are the ultimate judges of whether a product is good or not and it can be useful to start a sprint by finding and interviewing users.

Today we will be interviewing each other

- One volunteer from each team to be the interviewee
- One volunteer to be the interviewer
- Take 5 min to Prepare Questions
- 10 min to conduct Interview



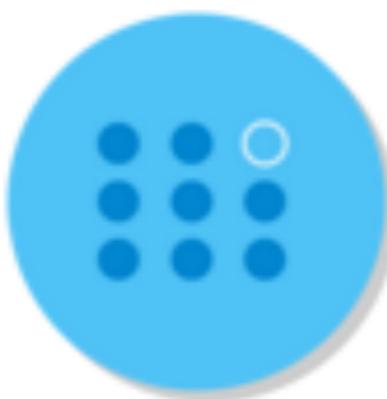
Understand



Define



Diverge



Converge



Prototype



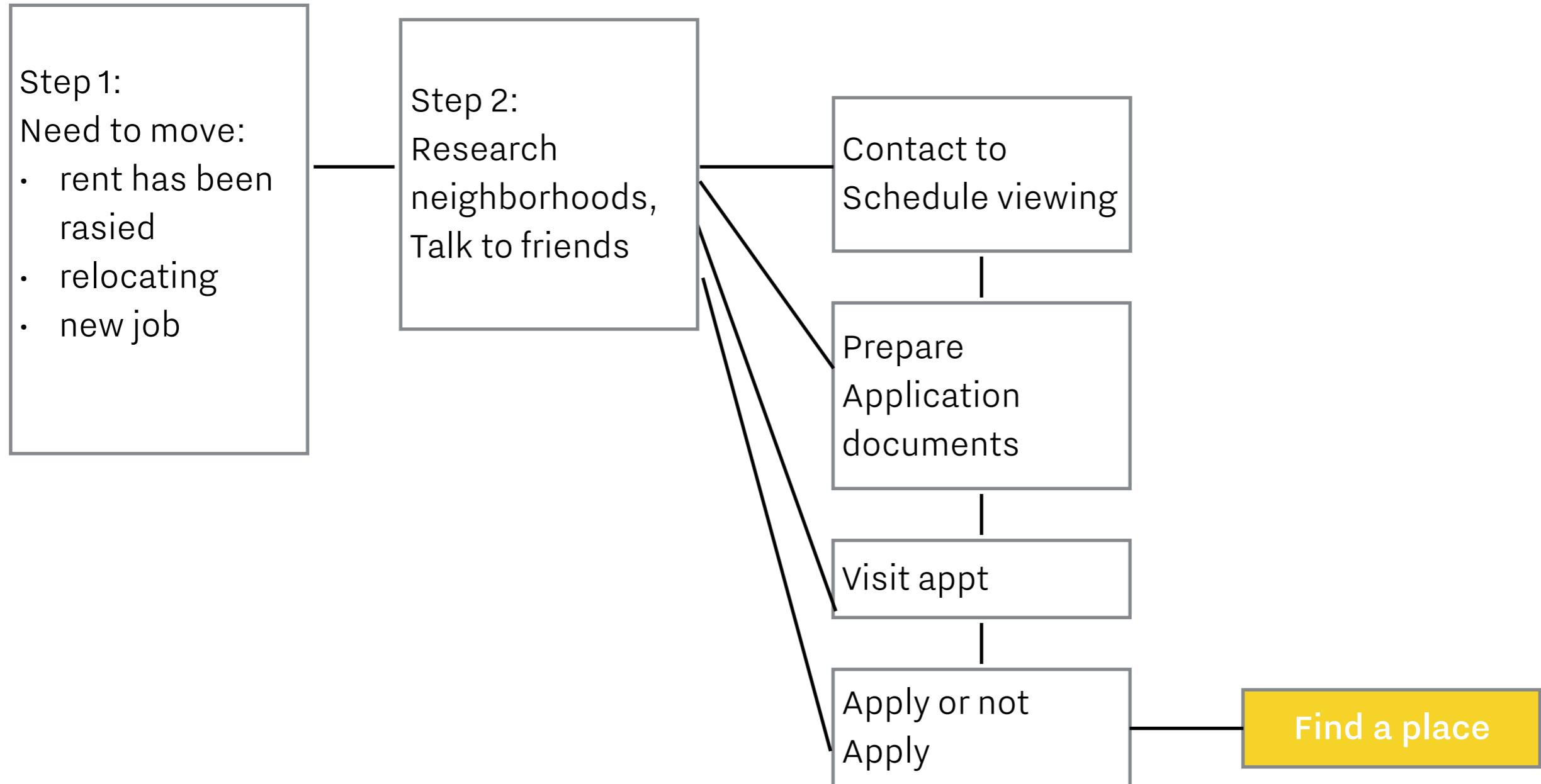
Validate

DEFINE



## User Journey

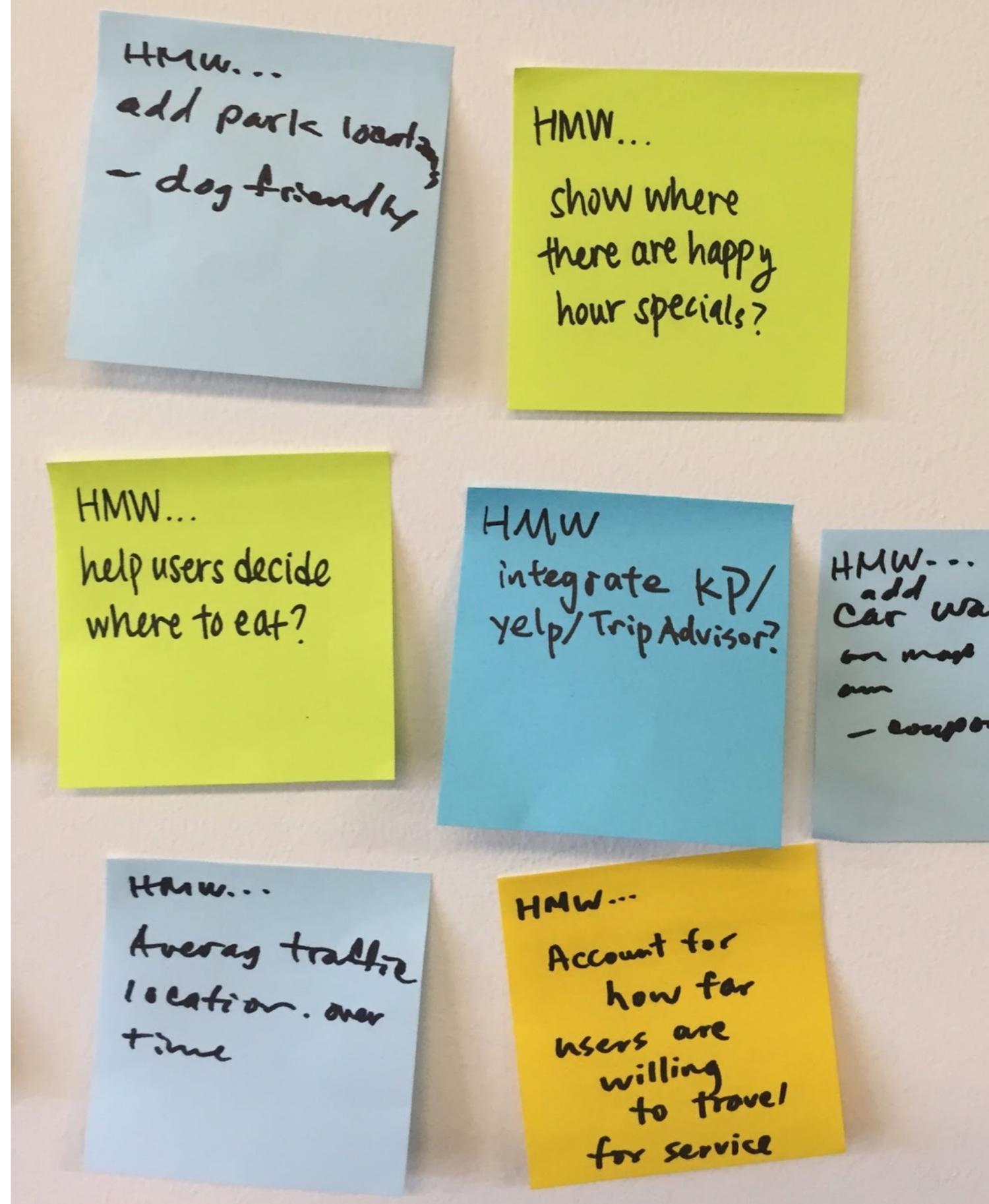
# Individual person Searching for an Apartment



20 min

# HMW Sharing

Each team member places their stickies on the board - describing the idea while placing them.



5 minutes for each person

# Affinity mapping

Start grouping ideas into categories. Don't worry if the categories aren't immediately apparent. Look for overlaps or duplicates to get started.

For example:

- Pricing
- Payments
- Location

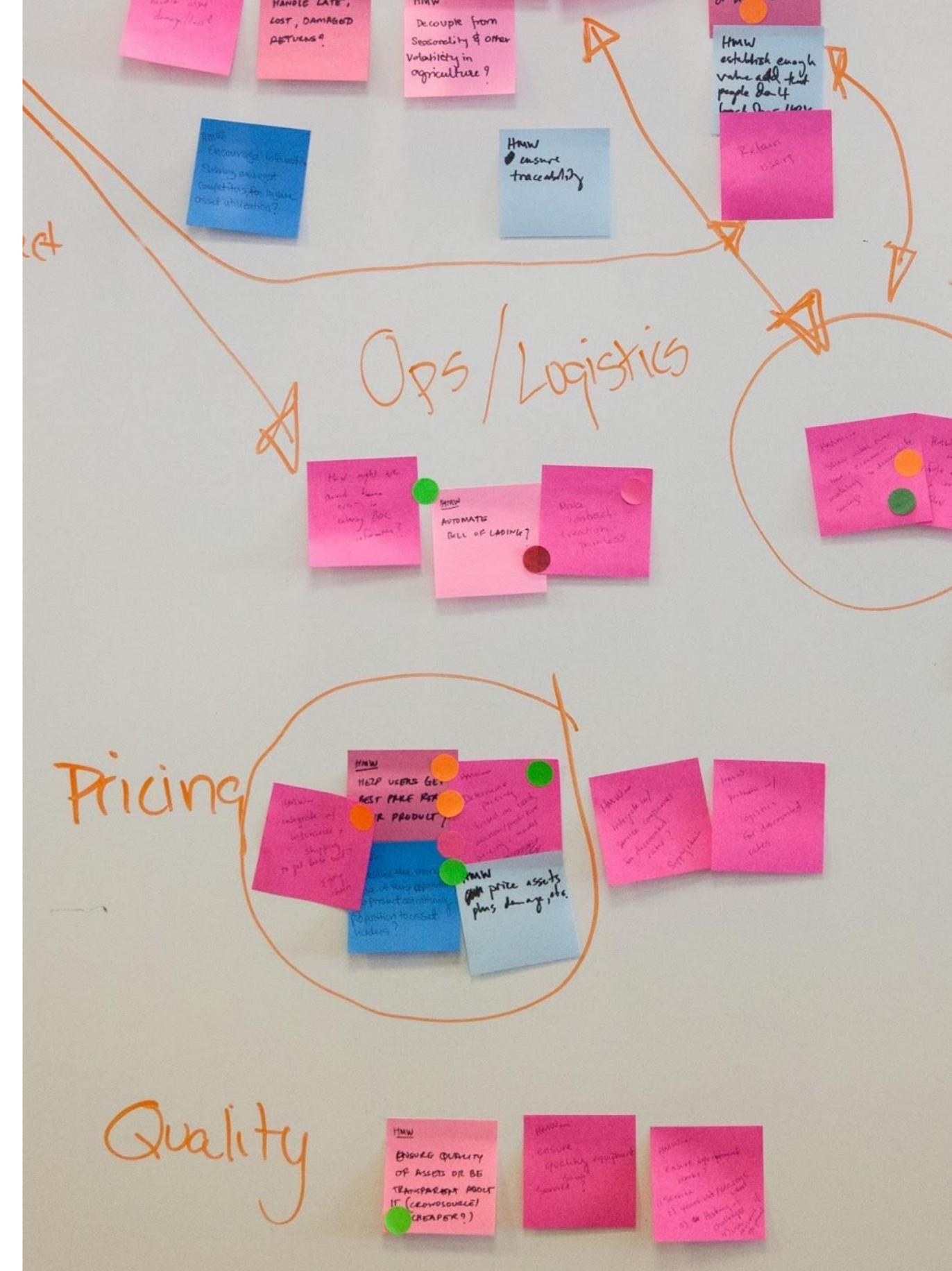


- Speed and silence are critical components in this step.
- Affinity mapping helps visualise popular themes
- Voting helps prioritize the most important opportunities
- The best idea, not the best salesperson, will be selected

# Zen Voting

Each team member gets 3 dots.

- It's ok to vote on your own.
- It's ok to put more than one dot on the same note
- We'll pay more attention to notes that have multiple votes, so think strategically
- We are not trying to get to one direction at this point in time



10 minutes



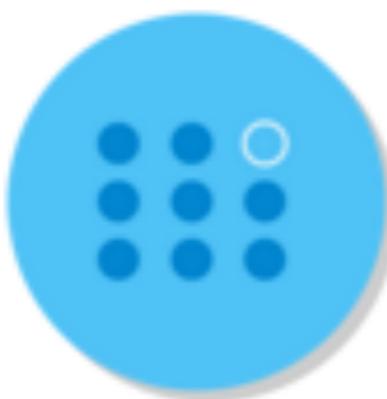
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Converge



Prototype

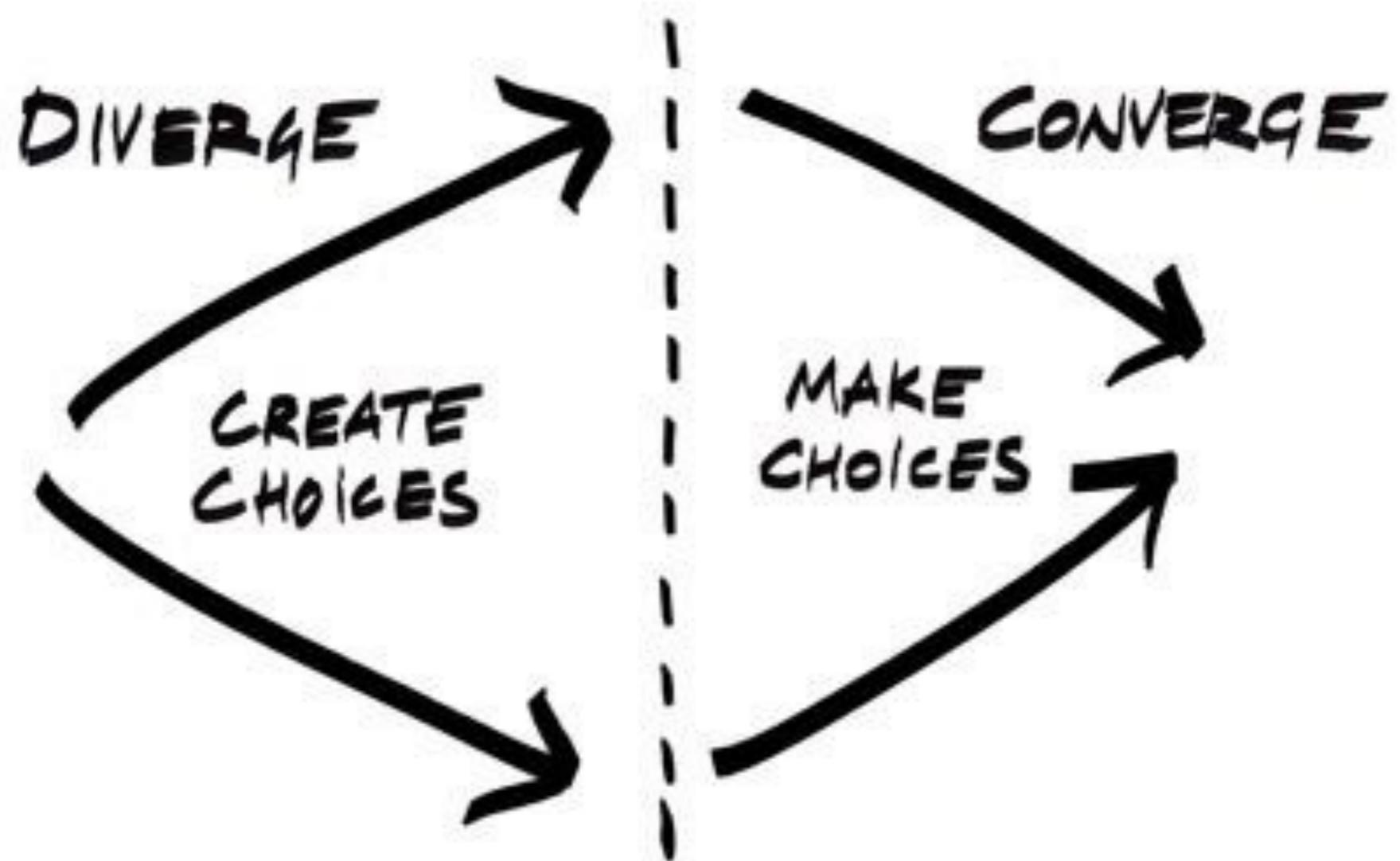


Validate

DIVERGE



Crazy 8's



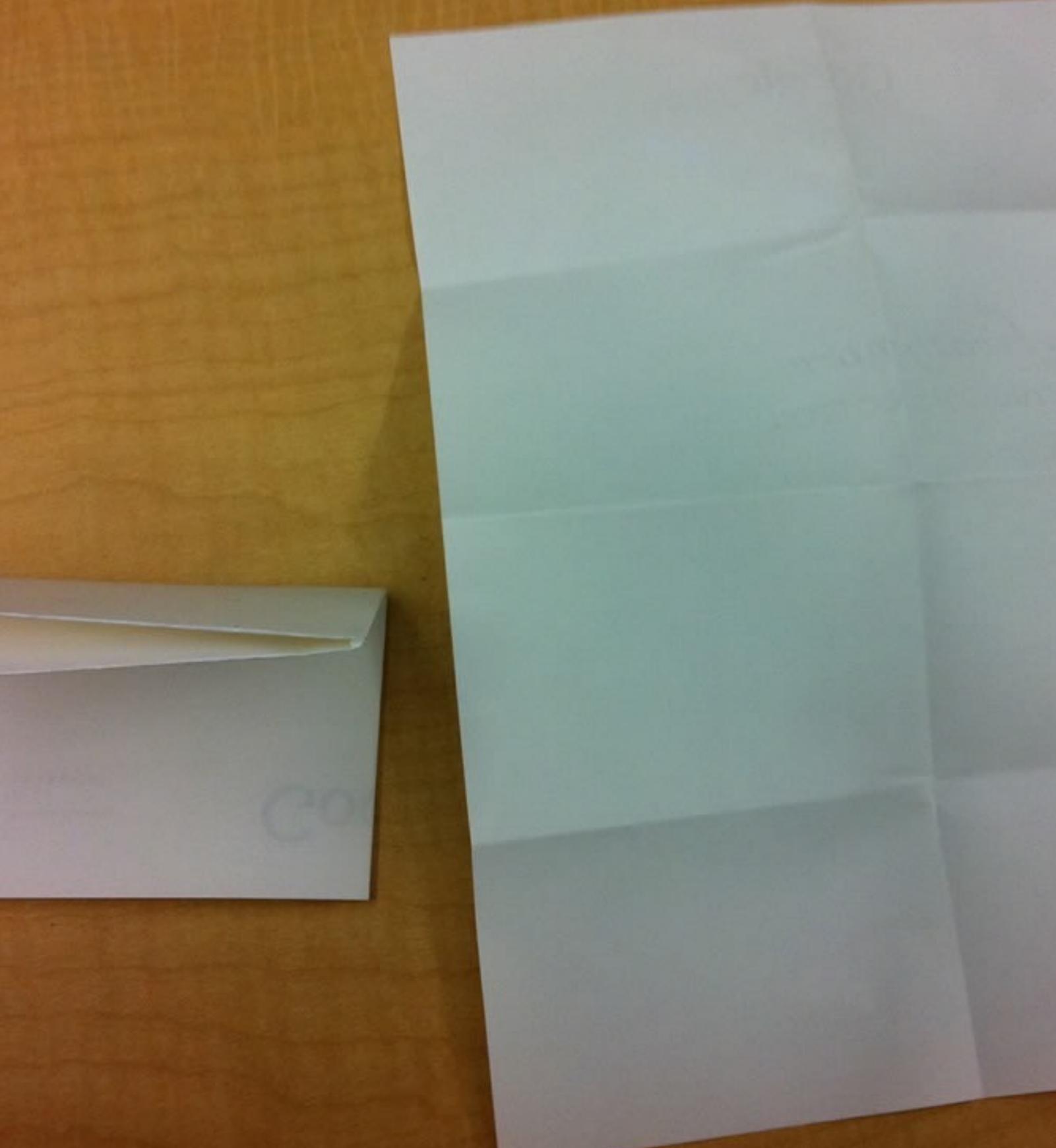
# Crazy 8's

Fold your paper into 8 rectangles.  
Sketch 1 idea in each rectangle  
rather than a storyboard.

Go for quantity, don't worry about  
making these beautiful, these are  
just for yourself.

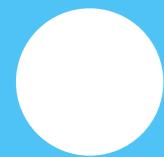
Try to get beyond your initial idea.

8 ideas in 8 min



8 ideas in 8 min

# CONVERGE



Vote

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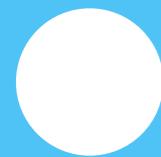
# Share and Vote

Each person takes 3 minutes to present their ideas. Then provide each person with 3 dots to vote on the sketches



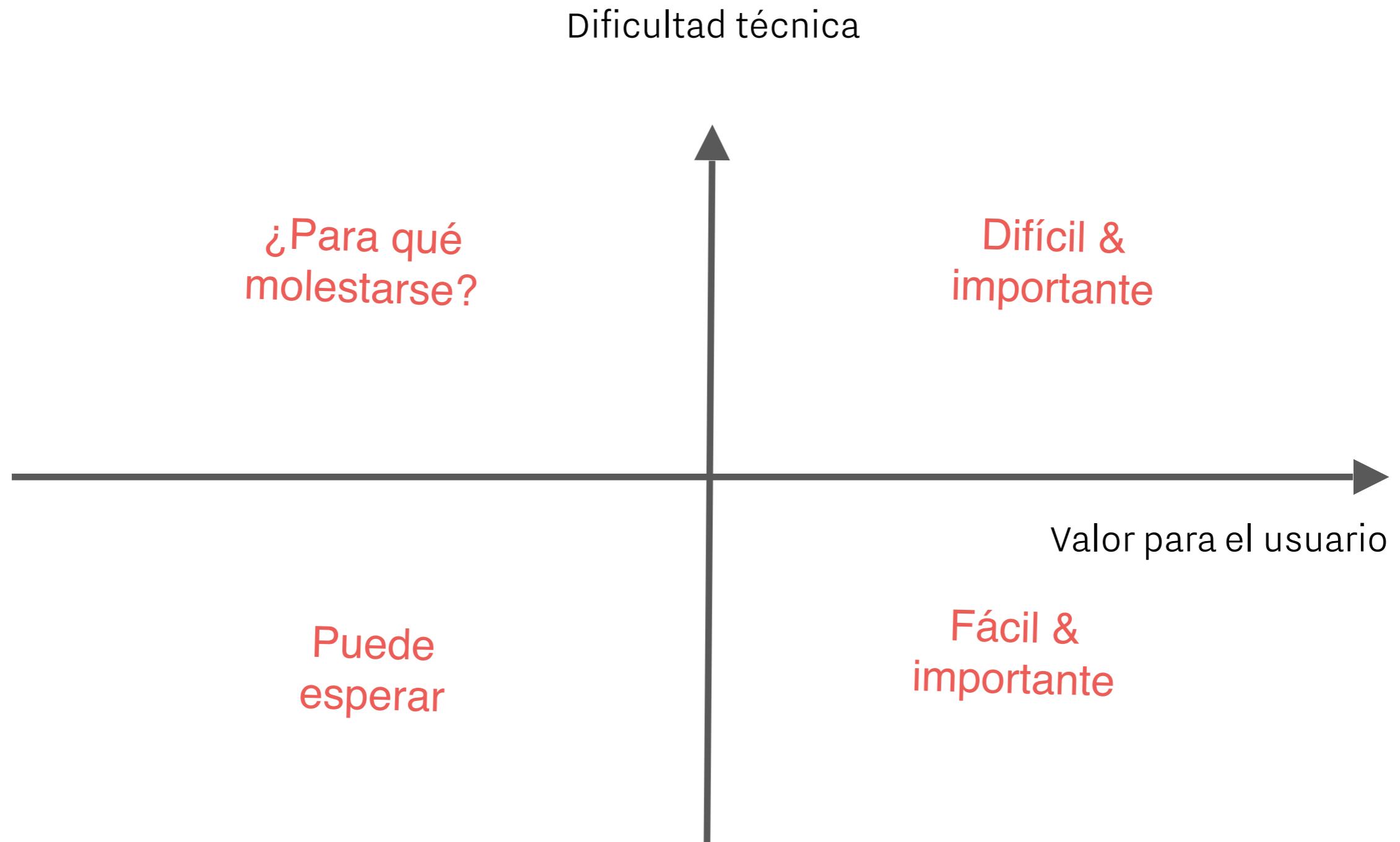
10 minutes for voting

# CONVERGE



## Prioritize

# Prioritise



10 minutes

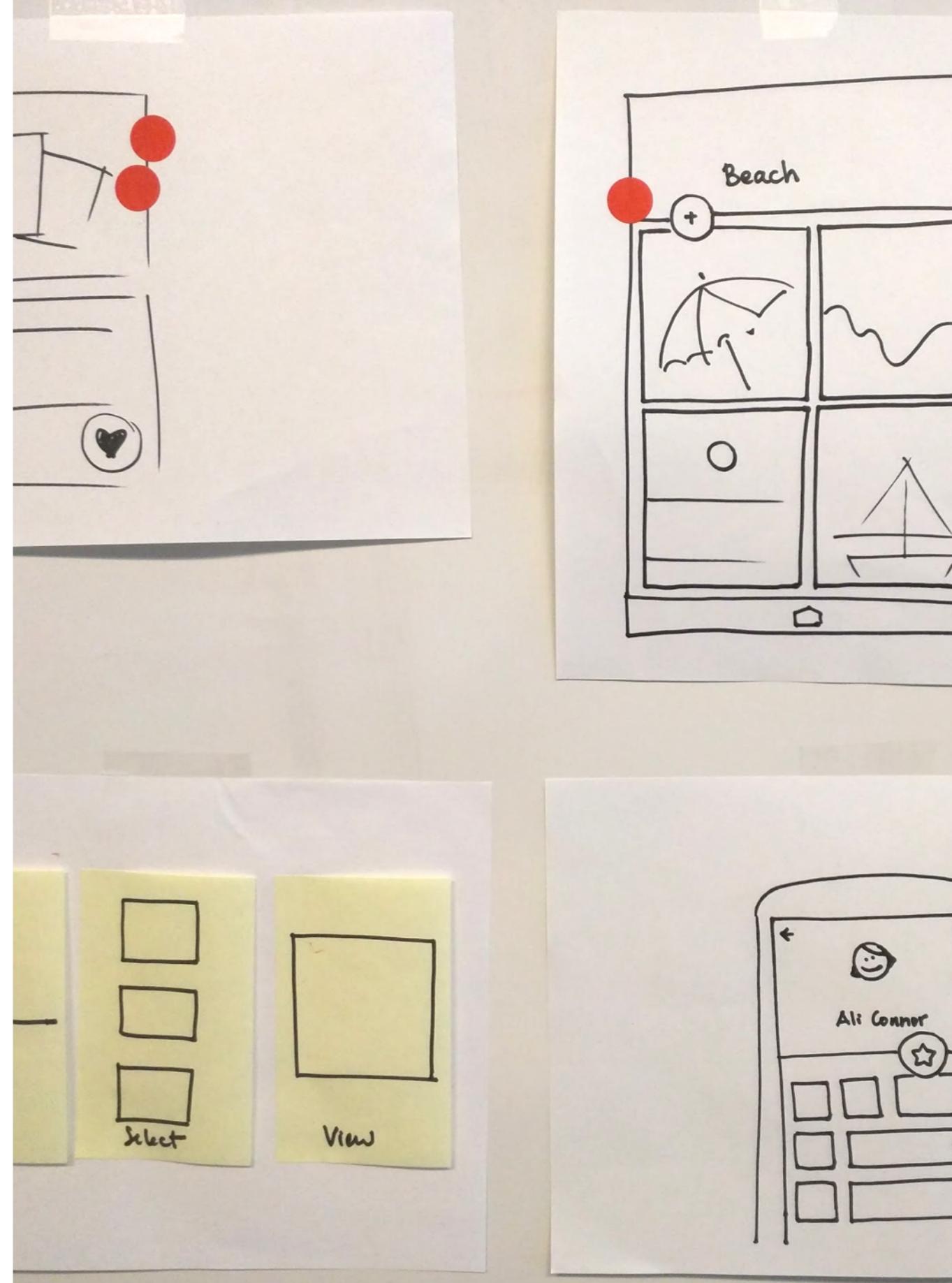
Choose a direction

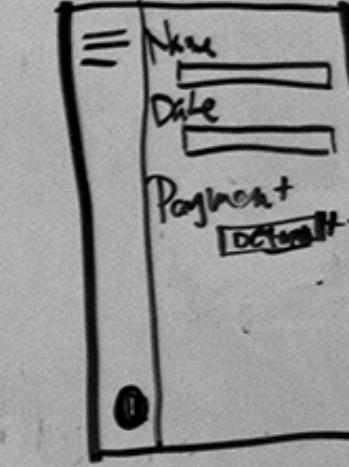
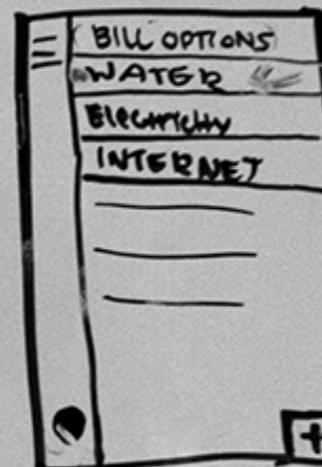
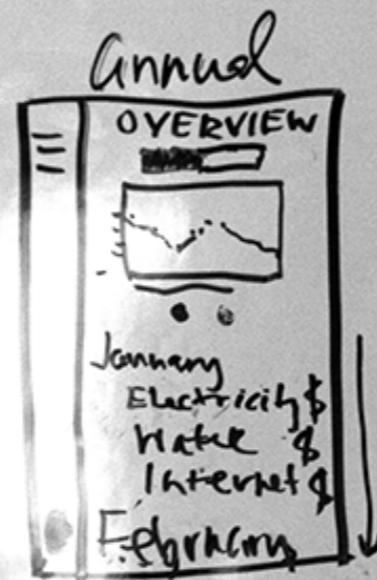
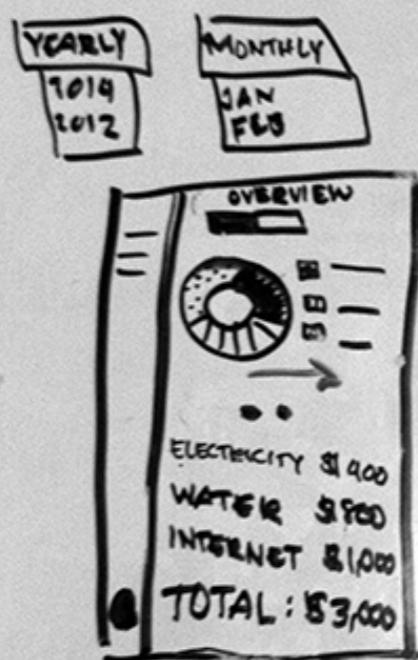
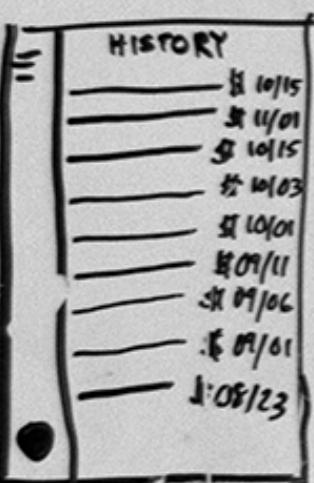
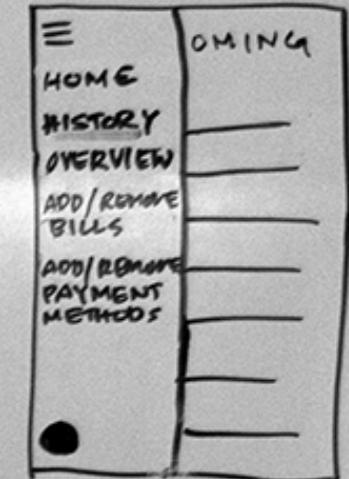
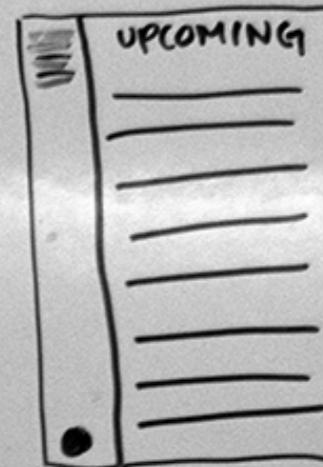
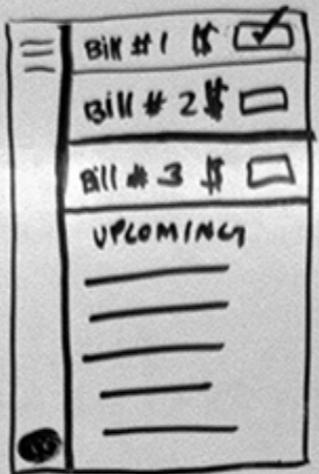
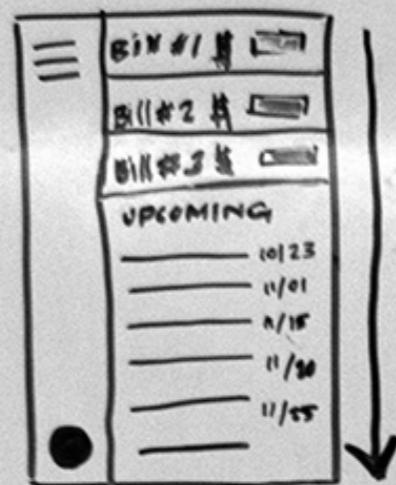
5 minutes

# choose a direction

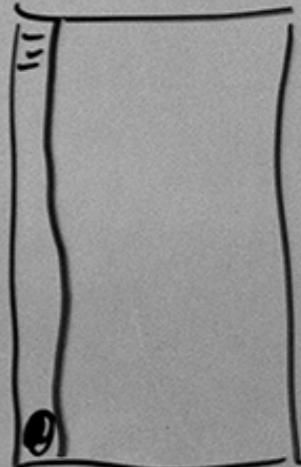
If you have more than one winning solution, involve the whole team in a short discussion about whether to prototype two concepts separately or combine the winners into a single prototype.

It is possible one prototype will encapsulate the best ideas, but if not a Sprint is a great place to test out two competing ideas.





Drop



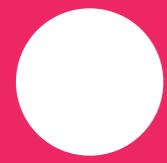
Storyboard - 10 minutes



# Prototype



Prototypes should be “real-enough”



Validate

**¡Felicidades!**

**1. Falla eficiente:**

aprende y continúa investigando.

**2. Éxito con fallas:**

¡más sprints!

**3. Éxito rotundo:**

muévete a producción.



23

23 Design

<http://23.design>

@23design

[hello@23.design](mailto:hello@23.design)

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