



## DESIGN THINKING

# Design Sprint Briefs 1/2

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I'm a Product Manager that's running a design sprint for my video creation product. The problem we're trying to solve: "Design an onboarding flow that helps users create a professional video in under 10 minutes."

Write a memo explaining to my team what we'll be doing on each day of the design sprint. Give a few examples of what the solutions can look like.



Memo:

Subject: Design Sprint for Video Creation Product - Onboarding Flow

Team,

As you know, we are conducting a design sprint to solve the problem of creating a professional video in under 10 minutes through an effective onboarding flow. Below is an outline of what we will be doing on each day of the sprint.

Day 1: Problem Definition and Research

- We will spend the day defining the problem and researching the current onboarding flows of similar products in the market.
- We will also identify the user personas and their pain points.

Day 2: Ideation and Sketching

- We will generate and sketch out different ideas for the onboarding flow.
- We will use the user personas and their pain points to guide our ideas.

Day 3: Storyboarding and Prototyping

- We will select the best ideas from the previous day and create a storyboard of the onboarding flow.
- We will also create a low-fidelity prototype of the onboarding flow.