

DESIGN SPRINT TOOL | PROBLEM + PEOPLE

THE DESIGN SPRINT CHALLENGE

Don't try to bite off too much in one sprint. Focus your challenge to something that is tight, manageable, and important. (Tool: Sketch out a Challenge Tree)

TIME

Set firm constraints to maintain momentum amongst the team. Whether it's 1-day, 1-week, or 1-month, focused in-person time is generally best.

DESIRED OUTCOME

Be concrete about what deliverables you need by the end – an idea? A prototype? An action plan? Customer insights? Stakeholder alignment? User co-creation?

PEOPLE

Plan for a balance of expertise, inspiration, and decision making by representing these personas on your core team.



THE HUSTLERS:

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THE HIPSTERS:

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THE HACKERS:

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THE HECKLERS:

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DESIGN SPRINT TOOL | PROCESS

Use the inventory below as inspiration for planning your Design Sprint activities. You can't do it all, so prioritize based on your desired outcomes, constraints, and team.



EXAMINE

Dig into the problem. Look at the history, context, objects, and people involved.

OPEN

- ☐ Create a design brief
- ☐ Identify constraints
- ☐ Stakeholder inventory
- ☐ Competitive analysis
- ☐ Interview friends/family
- ☐ Write a discussion guide
- ☐ Do practice interviews
- ☐ Create research screener
- ☐ Recruit research participants

EXPLORE

- ☐ Secondary research
- ☐ Inspiration field trip(s)
- ☐ Surveys
- ☐ Individual interviews
- ☐ Personal inventory
- ☐ Day in the life (shadows)
- ☐ User journaling
- ☐ Competitive analysis
- ☐ Expert interviews
- ☐ Group discussions
- ☐ Field intercepts
- ☐ Secondary research

CLOSE

- ☐ Capture observations
- ☐ Share what you learned
- ☐ Set up a project room

ESTIMATED TIME:



UNDERSTAND

Go deeper and find patterns. Reframe your challenge based on needs.

OPEN

- ☐ Capture stories onto Post-Its
- ☐ Prepare quantitative data to be sorted

EXPLORE

- ☐ Use frameworks to explore relationships/tensions in data (i.e. 2x2 matrix, hierarchies)
- ☐ Affinity Mapping (clustering)
- ☐ Empathy mapping
- ☐ What / How / Why
- ☐ Journey map
- ☐ Value map
- ☐ 5 E's experience framework
- ☐ A-E-I-O-U
- ☐ Explore metaphors & analogs
- ☐ 5 Whys
- ☐ Persona development

CLOSE

- ☐ Develop insight statements
- ☐ Propose hypotheses
- ☐ Identify opportunity spaces
- ☐ Create design principles

ESTIMATED TIME:



IDEATE

Have lots of ideas, good and bad. Don't stop at the obvious or the impossible.

OPEN

- ☐ Create insight driven creative prompts (questions)
- ☐ Create lateral inspiration creative prompts
- ☐ Create disruptive creative prompts and activities

EXPLORE

- ☐ 'Think, pair, share' sketching and share outs
- ☐ Conduct solo ideation
- ☐ Conduct group ideation
- ☐ Conduct lateral inspiration ideation

CLOSE

- ☐ Cluster ideas
- ☐ Constellate ideas
- ☐ Abstract design principles
- ☐ Create criteria
- ☐ Sticker voting
- ☐ Pitching
- ☐ Invite a decision maker to select top ideas

ESTIMATED TIME:



EXPERIMENT

Try some things out. Make some things. Learn quickly. Get feedback.

OPEN

- ☐ Identify assumptions to test
- ☐ Choose prototype and fidelity
- ☐ Create user feedback discussion guide

EXPLORE

- ☐ Role prototypes:
 - ☐ Storyboard
 - ☐ Persona
 - ☐ Journey map
 - ☐ Role play
 - ☐ Video
- ☐ Look + Feel prototypes:
 - ☐ Mood board
 - ☐ Wireframes
 - ☐ Interactive demo
 - ☐ Physical model
- ☐ Implementation prototype
 - ☐ Business model canvas
 - ☐ Value proposition
 - ☐ Cost/revenue study
 - ☐ Partnerships
 - ☐ Distribution channels
 - ☐ Production methods

CLOSE

- ☐ User Feedback sessions

ESTIMATED TIME:



DISTILL

Tell the story of your work to others in a way that gets them excited.

OPEN

- ☐ Reflect – debrief internally on lessons learned throughout
- ☐ Extract top outcomes of each phase
- ☐ Identify your solution strengths and open questions

EXPLORE

- ☐ Craft a story arc and visual aides
- ☐ Create a pitch deck
- ☐ Create a video
- ☐ Write a manifesto
- ☐ Create an action plan
- ☐ Design a sell-sheet/magazine
- ☐ Rehearse with a live audience
- ☐ Refine your story

CLOSE

- ☐ Share and re-share your story
- ☐ Incorporate feedback and refine
- ☐ Get resourcing/action plans approved

ESTIMATED TIME: