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Run a Design Sprint

REVIEW

HISTORY

Meets Specifications

Hi Student,

Congratulations on completing this project. Amazing work! This was an epic journey and I'm sure much work, sweat, hours, and brainpower were put into this project. You did an excellent job and I would like to congratulate you on that. This was not a small achievement so you should celebrate and reward yourself for completing this tough challenge.

Here are some links to help you guide through the design sprint process, give them a read.

- [What is a design sprint](#)
- [How to run a successful design sprint](#)

Thanks and stay safe

Set the Stage

Initial draft of the PRD should include:

- Background information about the industry
- Problem that you want to solve
- Goals and relevant success metrics

Understand

- In addition to the pre-existing stickies in the template, create at least 8 new stickies
- 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
There should be a breadth of ideas, although it’s ok if some stickies are related

- Stickies are sorted into related groups
- Duplicate stickies from the student deck should also go into the same group

- Selected theme directly aligns with business opportunity and objective

Define

Review should be at least one page long and:

- 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

- Success Metrics table includes at least 2 goals, with accompanying signals and success metrics
- Goals, signals, and metrics are used correctly

Sketch

- 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

Include 2 flows of the potential solution. Each sketch should take about 30 minutes and have:

- A short title that represent the concept being expressed

• Screenshots 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

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

- 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
 - 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

- 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

Participant selection:

- 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)

Background questions:

- 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

Tasks:

- Starts with a scenario and goal the user is trying to accomplish
- Asks follow up questions to probe on specific components of the flow

General:

- 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

At least 2 user interviews are conducted.

Notes and audio recording are shared and key findings are reported in the project deck.

- What worked well
- What didn't
- Other insights

Recommendation of prioritized changes includes a rationale for each change

Your interview identified what worked well and areas for improvements

Great work on the interviews, they were highly efficient.

- Your participant selection is appropriate for the concept
- Your Interview starts by building rapport and explaining how the session will run
- Your remaining questions are open-ended

List includes specific questions about the feasibility of building your product

- Where is data coming from
- Where is data stored
- Latency
- Other technical challenges

Questions should refer to specific screens from the prototype whenever possible

Iterate

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

At least 1 more user interview is conducted.

Notes and audio recording are shared and the key findings are reported in the project deck.

- What worked well
- What didn't
- Other insights

Handoff

- 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

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