University of Wisconsin - Madison

SPRINT!

How to tackle big problems in a week

Presenters: Tamra Dagnon, Chris Diorio, Jess Jones, Tom Jordan, Phyllis Treige

What is a design sprint?

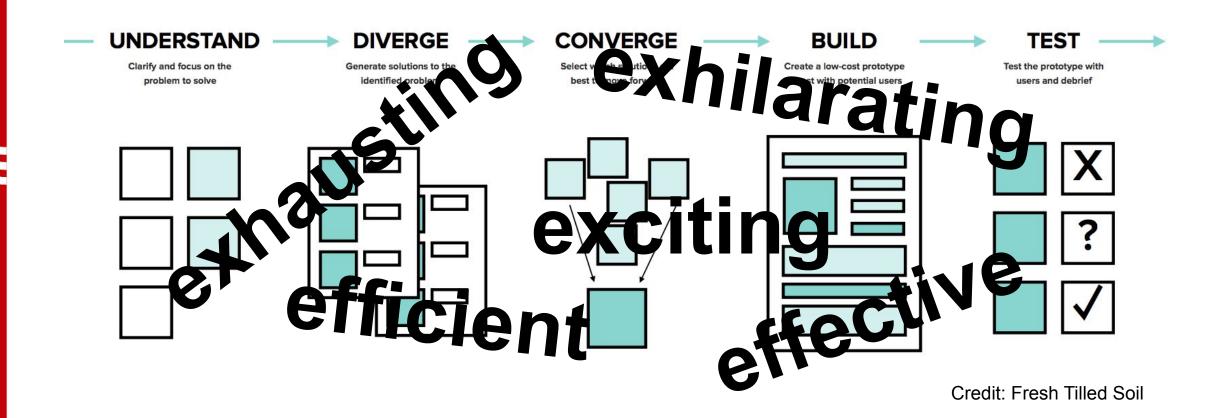A design sprint is a **framework** that increases the chances of solving the **right problem** in the **right way**.

Value of a design sprint

ACCURATELY FRAME
THE PROBLEM

VALIDATE A
SOLUTION

ALIGN
TEAMS

REDUCE RISK OF FAILURE

CREATIVE
PROCESS

Credit: Fresh Tilled Soil

SPRINT: 90 SECOND INTRO

What's it like?

Credit: Fresh Tilled Soil

Two case studies

- First year experience
- Interoperability

CASE STUDY
First year experience

Map

I'm going to Madison!

confirm admission—YES!
enrollment dep.

accept direct admit offer

You've been decided on
(admission email)

Student Ctr

Y/N   deposit $ success! (now what?)

NetID
Activate* email

IDs!!

Status Δ
admitted to
intent to enroll

Segmented
not seg.

Campus id #
≠ Wiscard

transition from
personal email to

Admissions

Jan   placement testing opens
Feb. 1
testing: mid-March-Sept

SOAR
res. opens
late April
postcard to
site w/
Checklist
links to
other
checklists

see things'
changes:
name
address

Form

Math* /Es
English *
Foreig

placement
testing date *
????
?.?.?

—campus /3rd p

SIS Check lists   CFYE   Sch./ College Program

Admis   SOAR   SIS 9.2
Fall 2020

MyUW
housing
immun.
SOAR

Housing portal

Fin Aid

Int'l
First gen
Internet access

preferred
mis-gender

CASE STUDY: First year experience

Inputs

- Interviews with students and campus offices
- Cross-campus team of 25 people, including advisors, academic programs, administration, and technologists
- Dedicated workspace
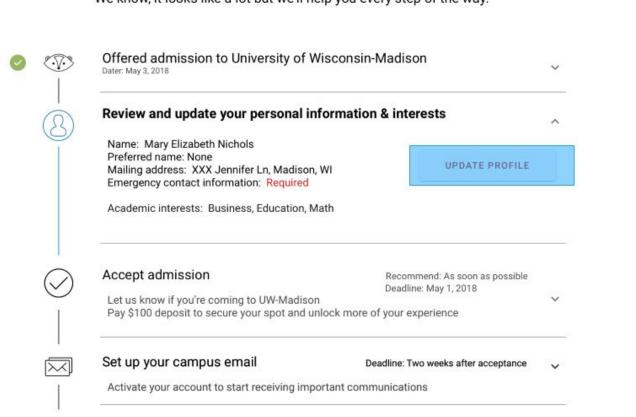- "How might we…?" mindset

Outputs

- Demo of more seamless, supported, personalized student onboarding digital experience
- Proof-of-concept data model
- Steering committee of campus representatives to drive the project forward
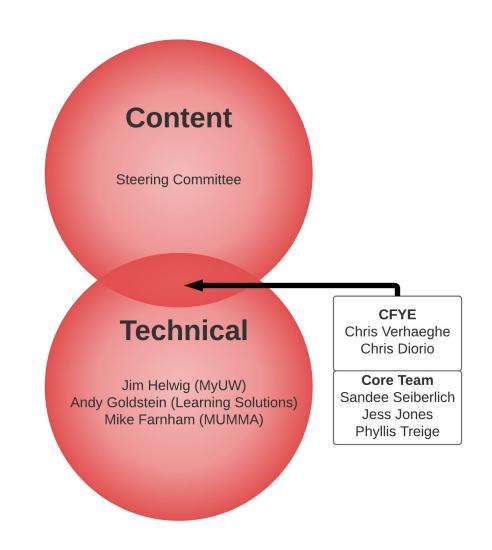
First year experience vision

First year experience - Committee

Steering Committee

- Formed a steering committee of 10 stakeholding offices on campus with high impact on incoming students
- Informed us of policies, best practices, and choke points throughout the process
- Helped us get a better look at the entire incoming student experience

Content

Steering Committee

Technical

Jim Helwig (MyUW)
Andy Goldstein (Learning Solutions)
Mike Farnham (MUMMA)

CFYE
Chris Verhaeghe
Chris Diorio

Core Team
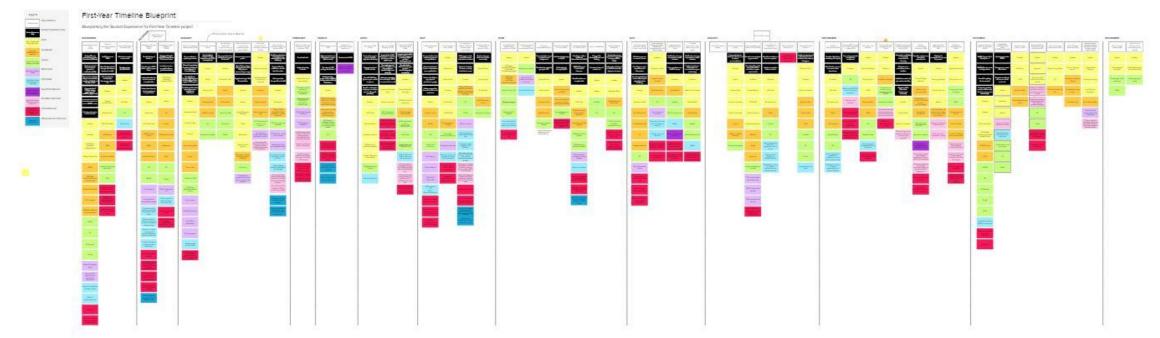Sandee Seiberlich
Jess Jones
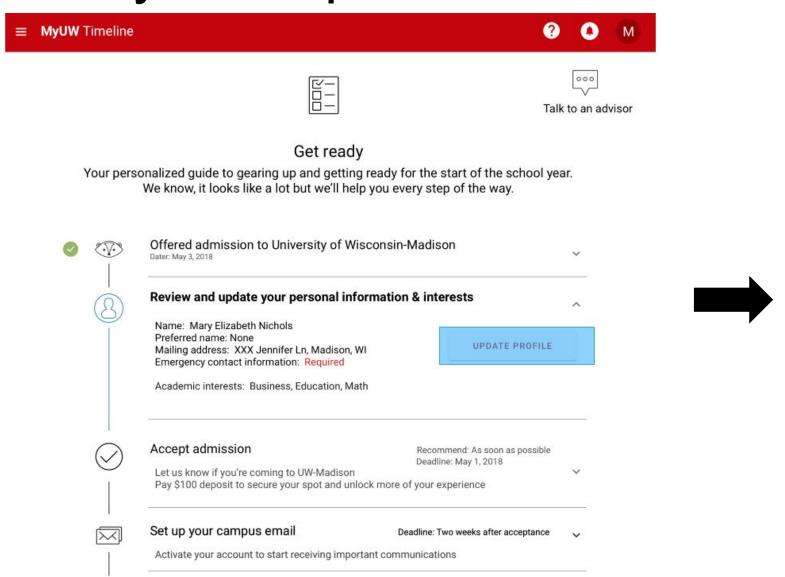Phyllis Treige

First year experience - Blueprint

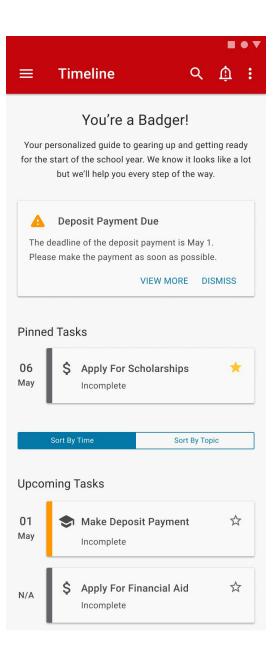Blueprint - What is the student experiencing?

- Mapped out the entire student experience
- Identified gaps and pain points
- Helped narrow down scope of project

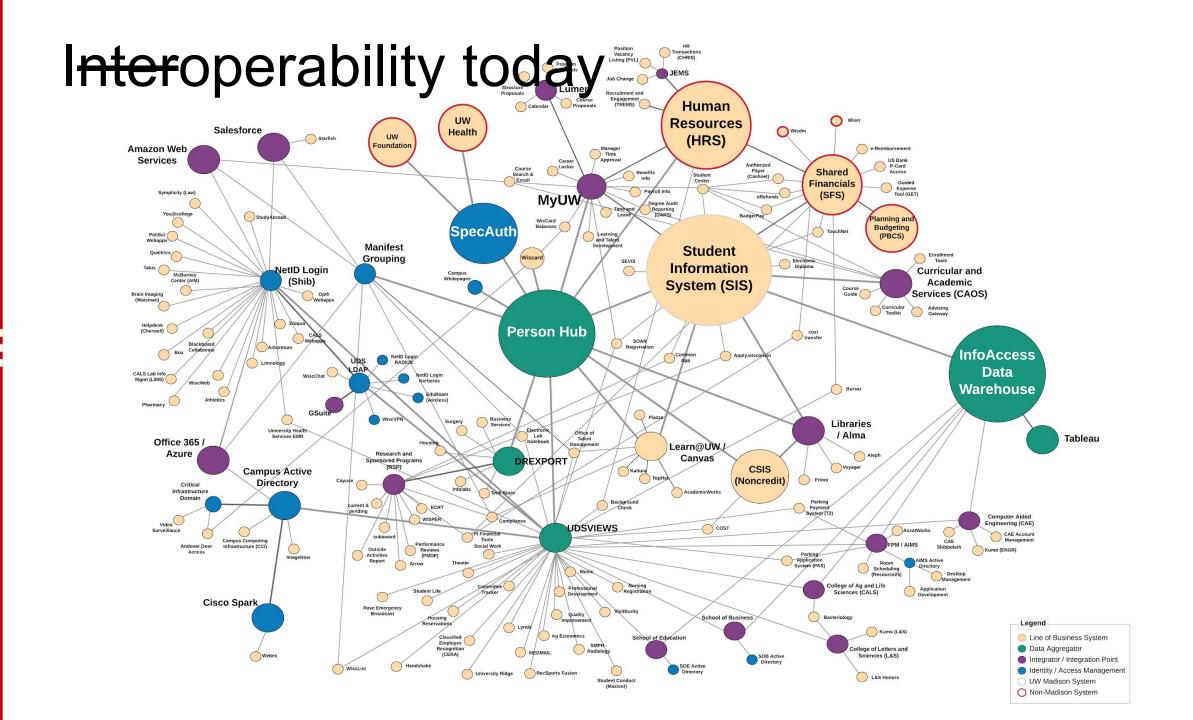# First year experience iteration

CASE STUDY: Interoperability

Interoperability

*The ability for information systems to **work together across technical and business domains**, to employ common principles, and to expose standardized interfaces to enable delivery of IT services across the enterprise.*

Interoperability today

Legend
- Line of Business System
- Data Aggregator
- Integrator / Integration Point
- Identity / Access Management
- UW Madison System
- Non-Madison System

CASE STUDY: Interoperability

Inputs

200 user stories, 8 themes

Team of 24 people; technologists (15!), enterprise architecture, user experience, communications, project support,
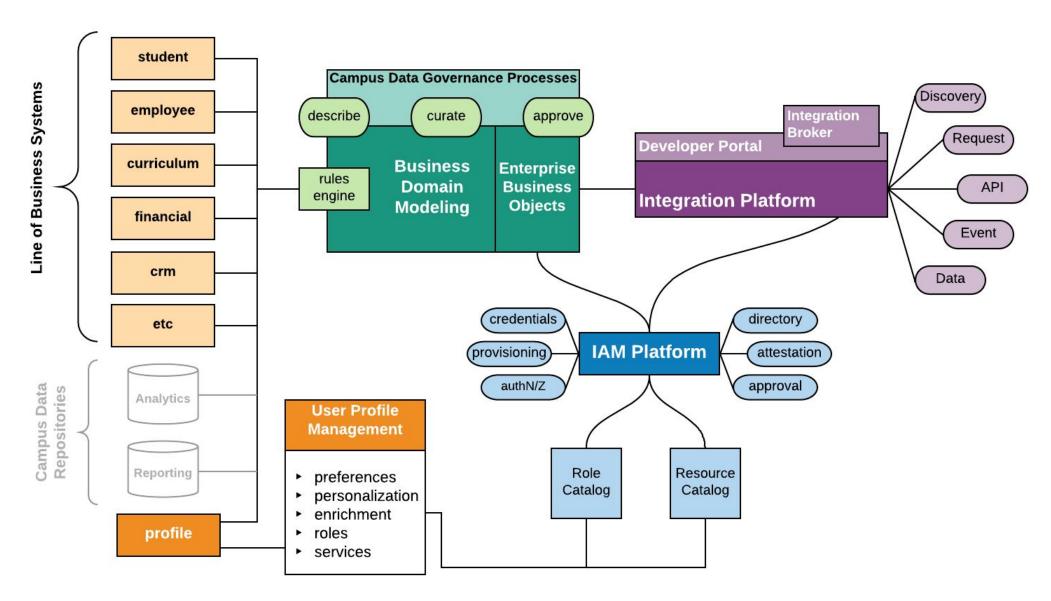
Dedicated workspace

"How might we…?" mindset

Outputs

Campus partner demo of Week One process, results, and initial vision

High-level architecture diagram

Interoperability vision

CASE STUDY: Interoperability

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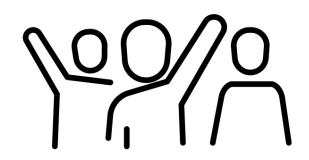
Dedicated workspace
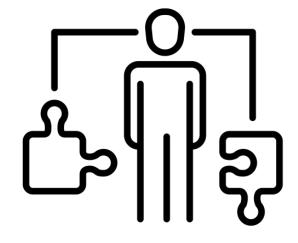
"How might we…?" mindset

Outputs

Campus partner demo of Week One process, results, and initial vision

High-level architecture diagram

Wireframe prototypes, tested with users
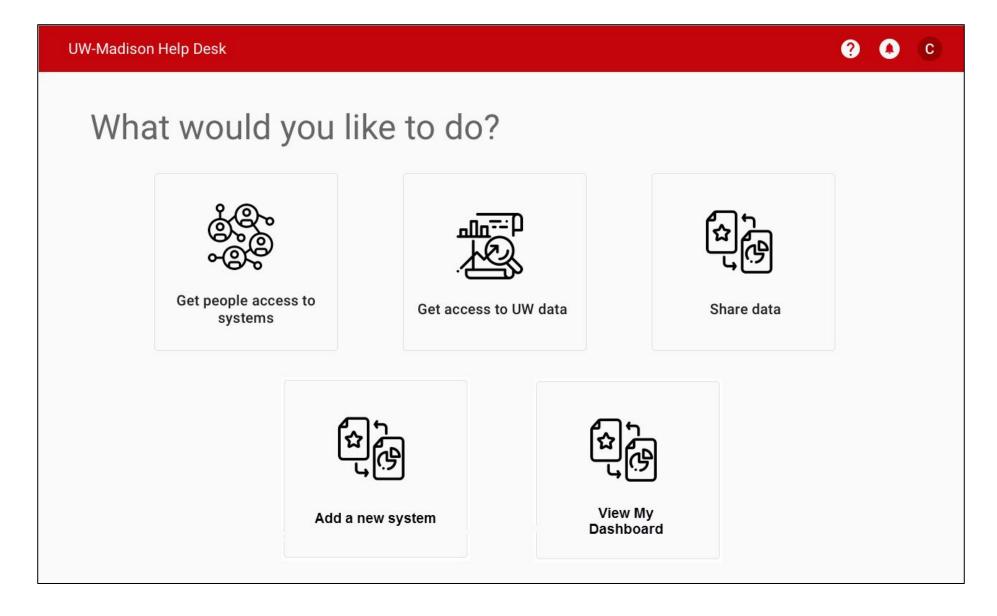
Interoperability personas

End users
Individual learners, faculty, and staff

Technical users
Developers, system administrators, etc.

Administrative users
Schools, colleges, departments, advising, business process owners

Interoperability ideas

Benefits *(Why?)*

User feedback

Visibility & alignment

Culture of innovation

Less risk

Speed & momentum

Focus!

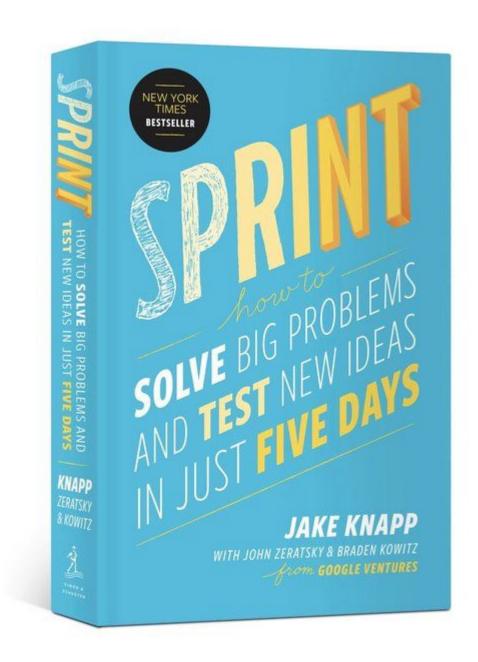Silo busting

Lessons learned

- Seeing the end-to-end experience is crucial
- Lay a good foundation, otherwise churn
  - Lots and LOTS of planning, logistics, and pre-work
- Pick the right sized problem, e.g. you can't fix *everything* all at the same time
- Prepare for exhaustion, fatigue, and
- Plan to keep up the momentum afterwards

Should you sprint or not?

- Give us your gnarliest, most wicked challenges
- We'll pro/con whether or not a design sprint might be a good approach

Wanna try a design sprint?

go.wisc.edu/25q84w

Is there a walking sprint?

You betcha!

PRODUCT DESIGN EXERCISES
CRAZY EIGHTS

Even more tips

- Adopt a "How might we mindset?"

- Understand and map the user journey, end-to-end

- Guerilla usability testing

- Prioritize with silent / zen voting, then discuss

- Co-locate, carve out dedicated time

Questions

Ask us anything! Talk to us afterwards!

Sign up for a (forthcoming) **free weekly clinic** with the Center for Digital Accessibility & User Experience. We can help you get unstuck, understand and design for the needs of users, and bake accessibility in from the beginning.

Email if interested: jessica.jones@wisc.edu

Thank you