

# Design Sprint

## Frame the Challenge - write it down!

### Frame Your Design Challenge

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What is the problem you're trying to solve?

1) Take a stab at framing it as a design question.

2) Now, state the ultimate impact you're trying to have.

3) What are some possible solutions to your problem?

Think broadly. It's fine to start a project with a hunch or two, but make sure you allow for surprising outcomes.

4) Finally, write down some of the context and constraints that you're facing.

They could be geographic, technological, time-based, or have to do with the population you're trying to reach.

5) Does your original question need a tweak? Try it again.

# Design Sprint

## Frame the Challenge

Think through how users will evaluate your App

### Mobile Application Rating Scale (MARS)

#### App Classification

The Classification section is used to collect descriptive and technical information about the app. Please review the app description in iTunes / Google Play to access this information.

App Name: \_\_\_\_\_

Rating this version: \_\_\_\_\_ Rating all versions: \_\_\_\_\_

Developer: \_\_\_\_\_

N ratings this version: \_\_\_\_\_ N ratings all versions: \_\_\_\_\_

Version: \_\_\_\_\_ Last update: \_\_\_\_\_

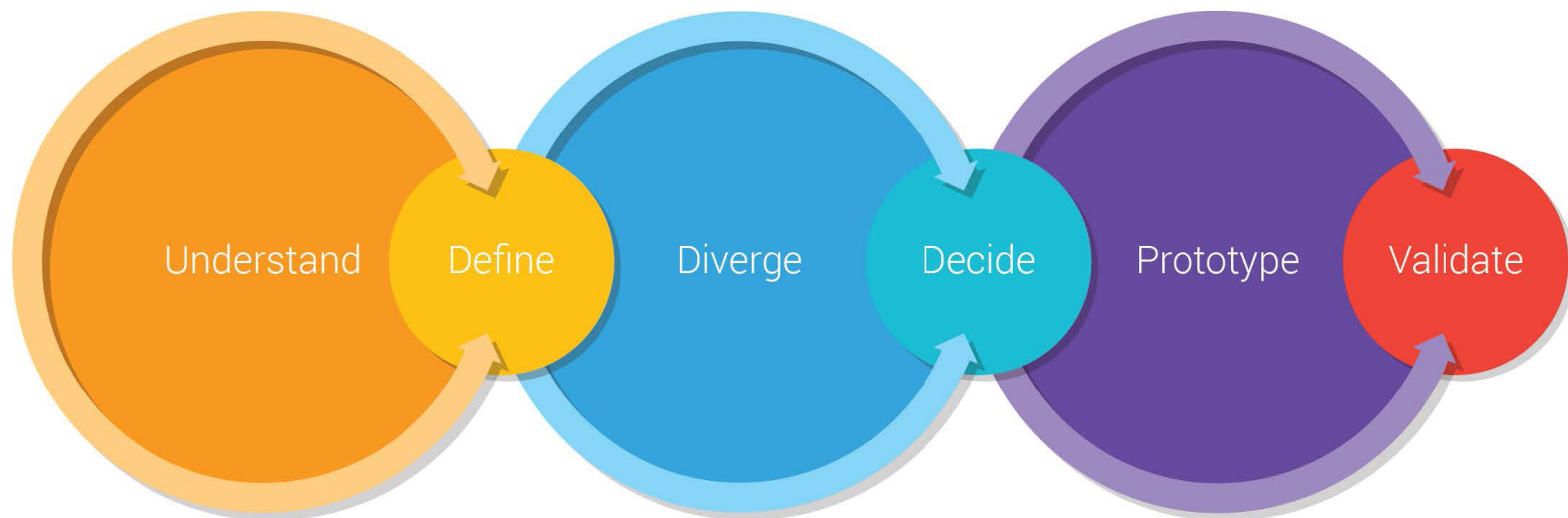
Cost - basic version: \_\_\_\_\_ Cost - upgrade version: \_\_\_\_\_

Platform: ☐ iPhone ☐ iPad ☐ Android

Brief description: \_\_\_\_\_

\_\_\_\_\_

# Design Sprint



# Design Sprint

Apply best techniques that help team and individuals create and winnow ideas.  
Our mental muscles thrive on this process.

**Convergent and Divergent**  
**Generate and Synthesize**

# Empathy Mapping

The empathy-mapping process is a quick, digestible way to illustrate user attitudes and behaviors. Once created, it should act as a source of truth throughout a project and protect it from bias or unfounded assumptions.

Be sure to keep empathy maps 'alive' by revising and adjusting them as you do more research.

# Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is a large rectangle divided into seven numbered sections around a central profile of a person's head. The head is facing right. The sections are:

- 1 WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?
- 2 What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?
- 3 What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?
- 4 What do they SAY?**  
What have we heard them say?  
What can we imagine them saying?
- 5 What do they DO?**  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?
- 6 What do they HEAR?**  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**  
This section is divided into two sub-sections:
  - PAINS**  
What are their fears, frustrations, and anxieties?
  - GAINS**  
What are their wants, needs, hopes and dreams?

Below the head profile, there is a line for additional notes:

What other thoughts and feelings might motivate their behavior?

# Empathy Mapping

## HOW:

Start with the GOAL section, by defining WHO will be the subject of the Empathy Map and what you want them to DO. This should be framed in terms of a new and observable behavior.

Once you have clarified the goal, *work your way clockwise around the canvas, until you have covered Seeing, Saying, Doing, and Hearing.*

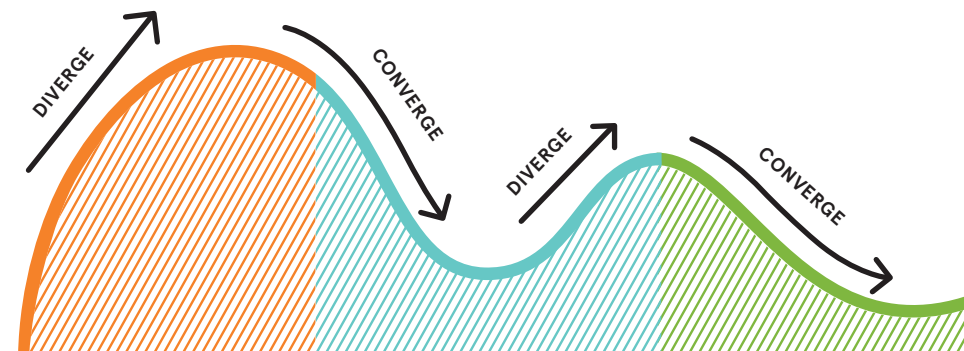
Only AFTER you have rounded out the outside elements do you focus on what's going on inside their head. The large head in the center is one of the most important aspects of the map's design.

# Converge Diverge

## Trust the Process Even if It Feels Uncomfortable

Human-centered design is a unique approach to problem solving, one that can occasionally feel more like madness than method—but you rarely get to new and innovative solutions if you always know precisely where you’re going. The process is designed to get you to learn directly from people, open yourself up to a breadth of creative possibilities, and then zero in on what’s most desirable, feasible, and viable for the people you’re designing for. You’ll find yourself frequently shifting gears through the process, and as you work through its three phases you’ll swiftly move

from concrete observations to highly abstract thinking, and then right back again into the nuts and bolts of your prototype. We call it diverging and converging. By going really big and broad during the Ideation phase, we dream up all kinds of possible solutions. But because the goal is to have a big impact in the world, we have to then identify what, among that constellation of ideas, has the best shot at really working. You’ll diverge and converge a few times, and with each new cycle you’ll come closer and closer to a market-ready solution.





# Thinking Hats



Idea Generator



Optimist



Pessimist



Technical feasibility



User Advocate

Architecture

Components

Dave's coding games

<https://tech.smartling.com/how-ui-component-architecture-can-solve-organizational-problems-71dbb7fa4459>

Salesforce: <https://www.lightningdesignsystem.com/components/breadcrumbs/>

<https://www.usability.gov/how-to-and-tools/methods/user-interface-elements.html>

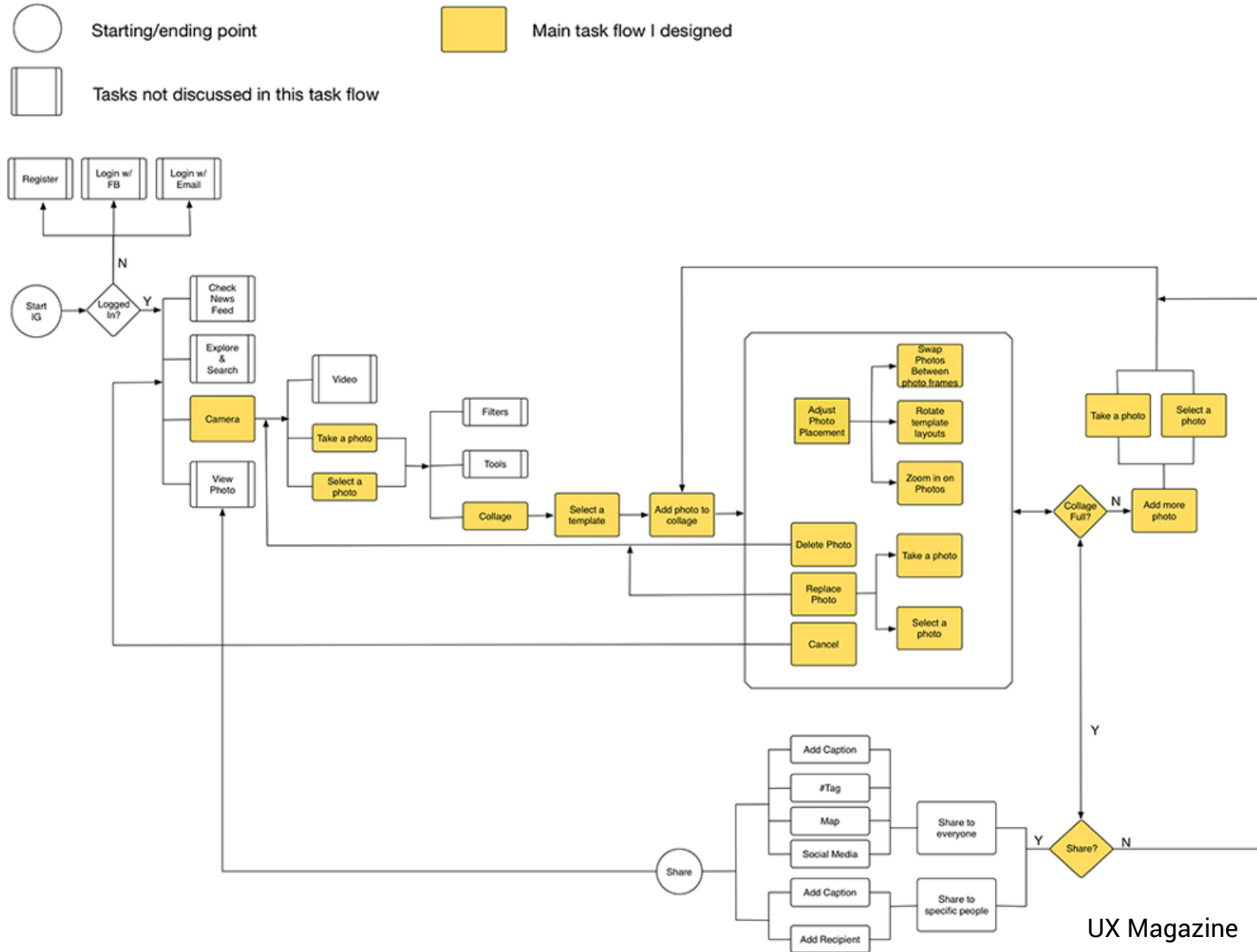
# Flows and Journeys:

Customer, User, Task, Wires. What's What?

[https://28cahb.axshare.com/contrib\\_\\_auth\\_-\\_workflow.html](https://28cahb.axshare.com/contrib__auth_-_workflow.html)

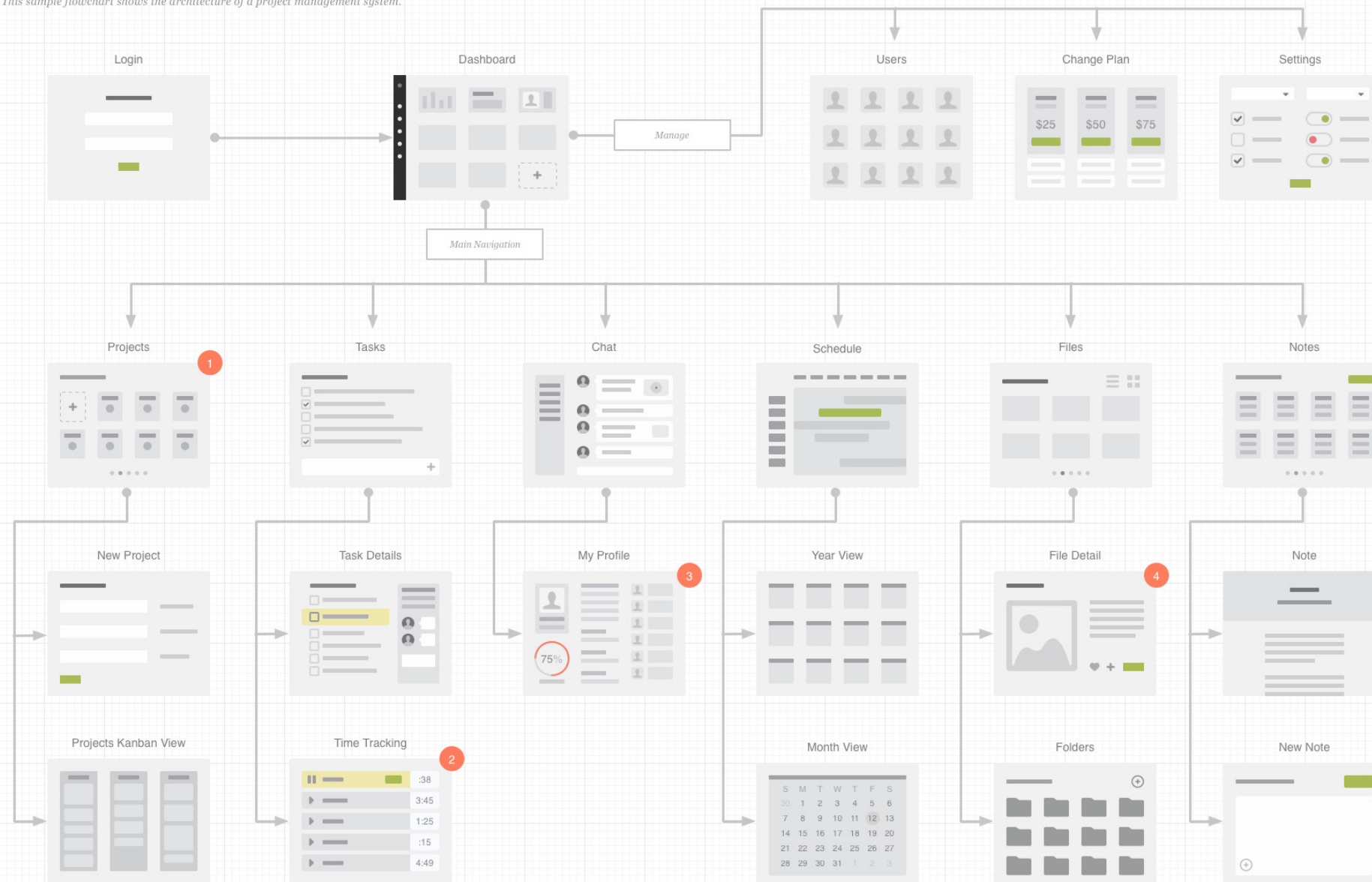
[https://997o5l.axshare.com/#g=1&p=workflow\\_linear\\_config&c=1](https://997o5l.axshare.com/#g=1&p=workflow_linear_config&c=1)

## Instagram New Feature (creating a collage) Main Task Flow



## Sample

This sample flowchart shows the architecture of a project management system.



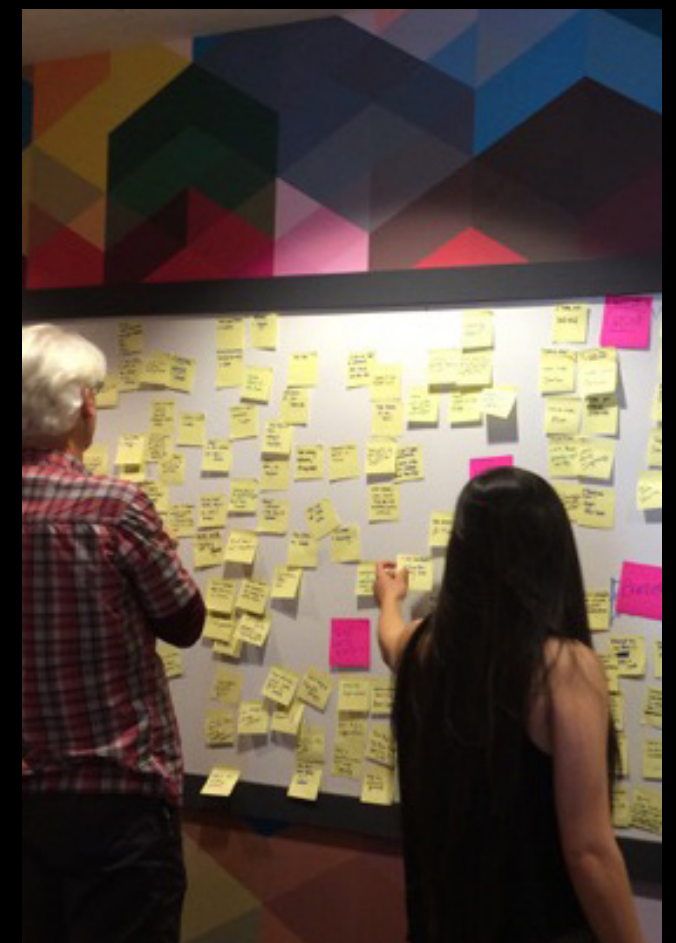
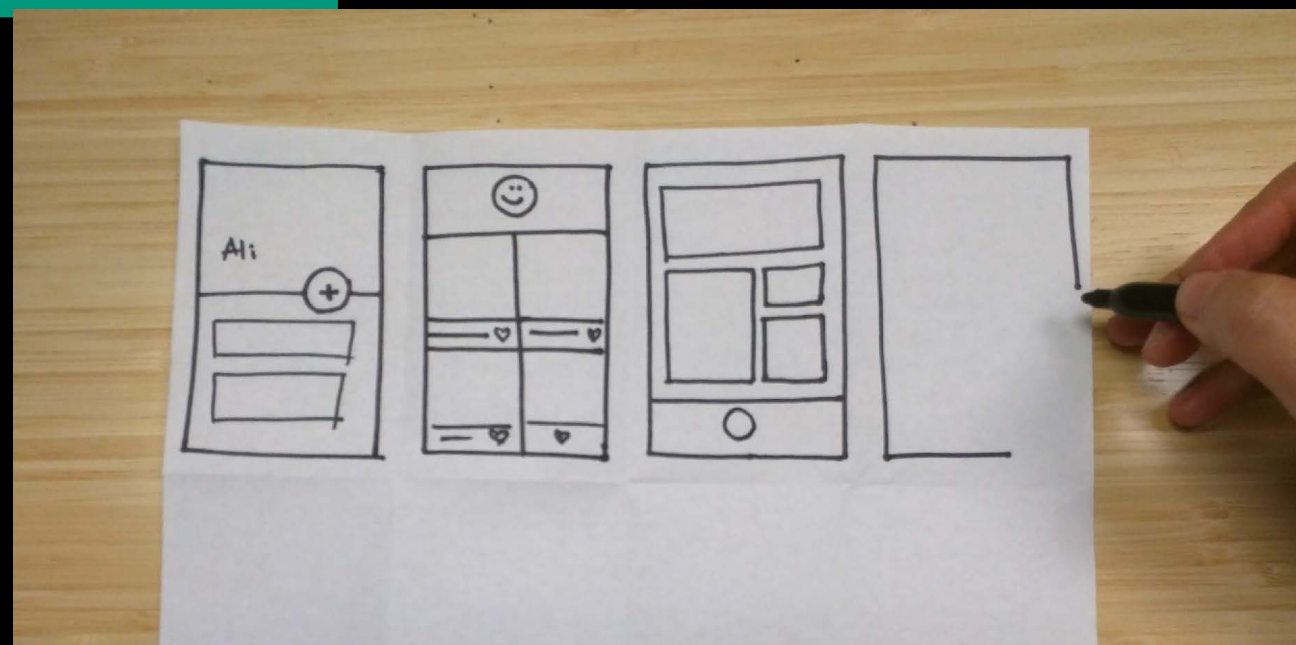
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# Generate Synthesize



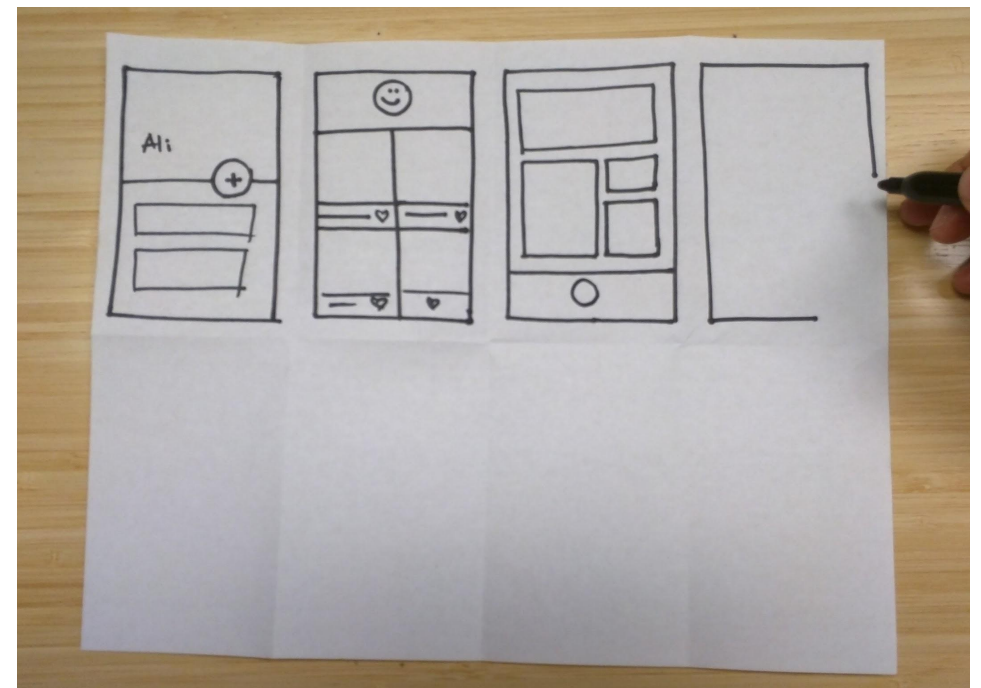
# 8 in 5

## 8 ideas in 5 min

This is a great technique that originates from Gamestorming workshops. It invites the team to work individually, and sketch 8 ideas in 5 minutes. It's a great warm up exercise!

### 7 minute how-to

- 1 Give everyone a sheet of paper and ask them to fold it 3 times  
1 min
- 2 Ask the team to unfold the paper and notice the 8 grid rectangle created.
- 3 Ask them to sketch 8 ideas in 5 mins, one in each rectangle.  
/ 5 min

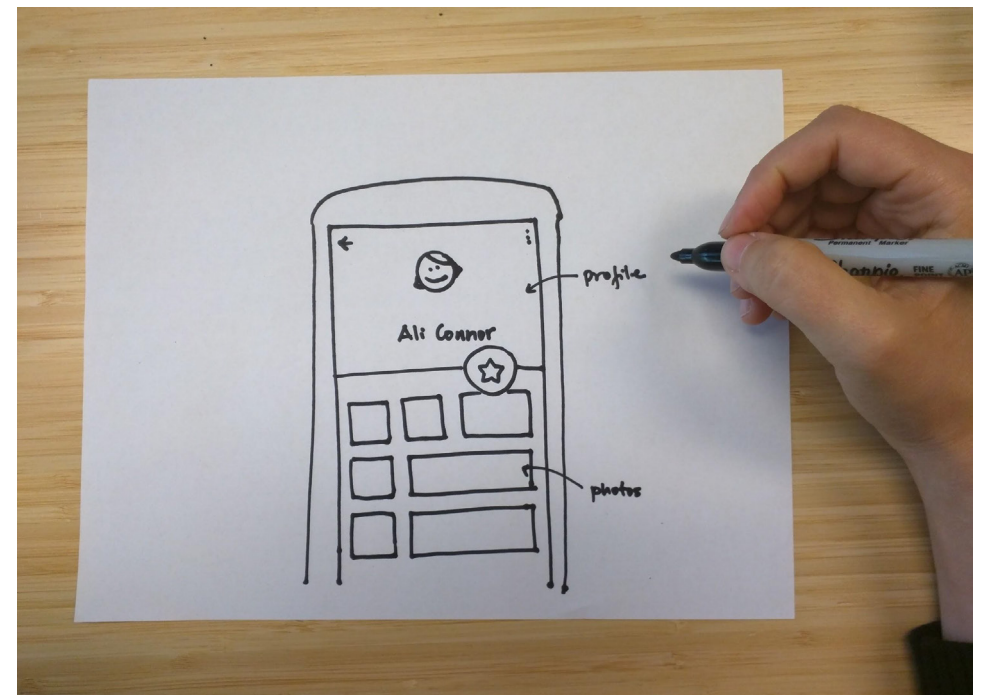


8 ideas in 5 min: the team is starting to warm up.

# 8 in 5

## 1 big idea in 5 min

Continue the previous exercise. Ask the team to work individually and sketch 1 big idea in 5 minutes



*1 ideas in 5 min: understanding the details better*