UNDERSTAND   **DAY 1**

Phase Objectives

• Uncover and Define the Design Challenge.

✓ **Present the Sprint Challenge.**

Present the 'Big Challenge' or 'Critical Problem' that Needs To Be Solved.

✓ **Present any Sprint Constraints.**

Provide Detail Around any Boundaries to the Project.

• Lightning Talks.

(Explore the current Product/Service, and the specific problem space with internal experts.)

Recommended 15 Minute Talks:

Analytics Review.
(Focus on Engagement, Retention and
Transaction.)

Competitive Overview.
(1:1 Feature Audit. Competitive UR-UT Results.)

Customer Surveys.
(C-SAT, Bottom-Up NPS)
(Results of Closed/Open Surveys.)

Personas Review.

Current Success Metrics.

• HEART Metrics and KPIs Review.
• Goals, Signals and Measures Canvas.

(Create a *shared understanding* of what success will look like for *our* Solution.)

• Journey Map.

(Make a simple map of our Product or Service.)
(Detail Steps, Doing, Thinking, Feeling and Opportunities to do better.)

• Empathy Map.

(Distill and review our shared team knowledge of the user in one place.)

• 4 W's Table.

(Capture the Problems and Pain Points we have identified through research.)

(Who, What, Where, Why)

[This is an optional step if sufficient HMWs Questions have been created by the late afternoon.]

• "How Might We".

(Reframe Problems into Opportunities for Design.)

• HMW Sharing & Affinity Mapping.

(Share Ideas and Group into Themes.)

• Dot Vote + Decider.

(Pick a Target HMW for the Design Sprint.)

SKETCH DAY 2

Phase Objectives

- Create Solutions to the Design Challenge.

- Lightning Demos.

  (Seek Inspiration to our challenge elsewhere.)

- 4-Step Sketch Process.

  (Notes, Ideas, Crazy 8's, Solution Sketching.)

  1) Notes.   Review key information. Collect thoughts.
  2) Ideas   Rough solution designs.
  3) Crazy 8's.   Generate a wider variety of solutions
  4) Solution Sketch.   More detailed storyboard of favorite solution.

DECIDE DAY 3

Phase Objectives

- Decide on the Solution that will be Prototyped.

- Art Gallery.

  (Post Individual Solution Sketches / Storyboards.)

- Present & Critique.

  (Group Discussion.)

- Dot Vote + Decider.

  (Pick One Solution to Prototype.)

- Detailed Storyboard.

  (Define step by step the Prototype that we will build.)

PROTOTYPE DAY 4

Phase Objectives

- Create a Tangible Solution.

- ✓ **Assign Tasks.**

  Writer: Writes realistic text to ensure that the language makes sense to the user.

  Asset Collector: Responsible for scouring the web to provide photos, icons or relevant content to assist the Makers.

  Makers: Create the individual components of the Prototype.

  Stitcher: Collects the components from the Makers and combines them into a usable Prototype.

  Interviewer: Writes the script for Friday's Usability Testing.

Phase Objectives

- Validate the solution.

- Capture all user feedback, and alter/refine the design as necessary.

[Internal: Team. Colleagues.   Stakeholders.]

- Full Demo.

[**External: Users.**]

- Moderated Remote UT.

  (5 Users)
  (With Qualitative Feedback.)

[**Learn and Iterate.**]

- The 'Big 4' Questions of UT.

  (Value, Can Use, Performance as Expected, Further Iteration Required.)

- Task Learnings Grid.