Build & test your prototype in a 5-days Design Sprint

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Content

- Problems of project initiations
- How Design Sprint works
- How Design Sprint helps with project initiation
- Benefits & side effects of doing Design Sprint in your team
- Special types of Design Sprint

Customer is READY

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Project kickoff

- Backlog is half prepared
- No designs
- Roadmap is very rough
- Many unknowns

First sprints

- Team is blocked on their very first stories
- More and more clarification calls are needed
- First story was misunderstood & must be re-done

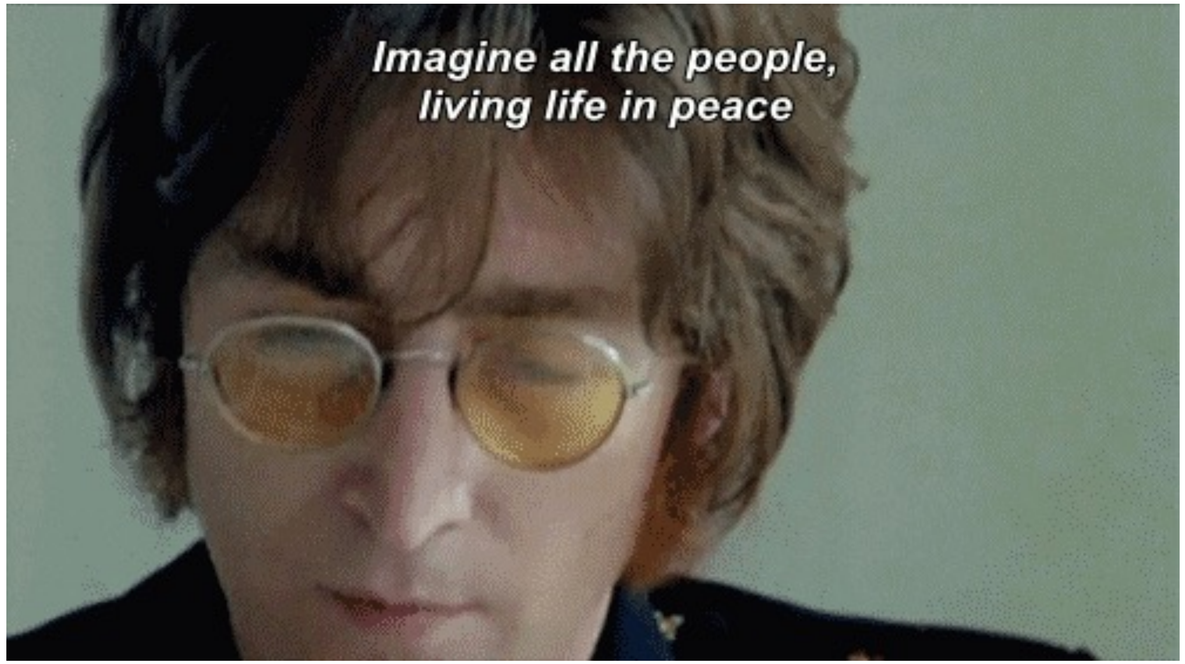
MVP is approaching

- Design changed 3x already
- Tons of re-dos
- We somehow managed to finalize MVP
- Let’s show it to the users!

End users’ reaction

- Users chaotically scrolling through the app
- Users like our idea but it’s not as expected
- We lost first users
- Team is pissed – energy wasted
- Everyone is fingerpointing

What if I tell you…



…none of what was described needs to happen.

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What if I tell you…

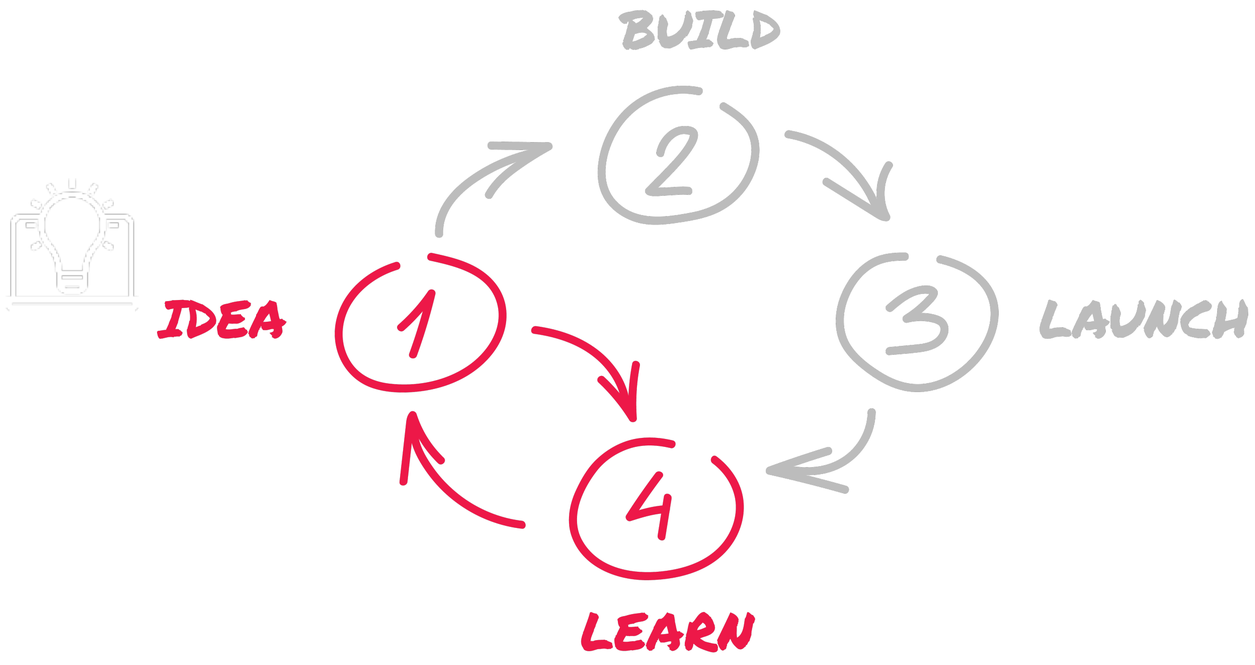
- You can know your users' reaction in 5 days
- You may have better clarity of which parts of the backlog are not clear
- You will have a design prototype in place

What is Design Sprint

5-day workshop

Big challenge

Prototype & testing



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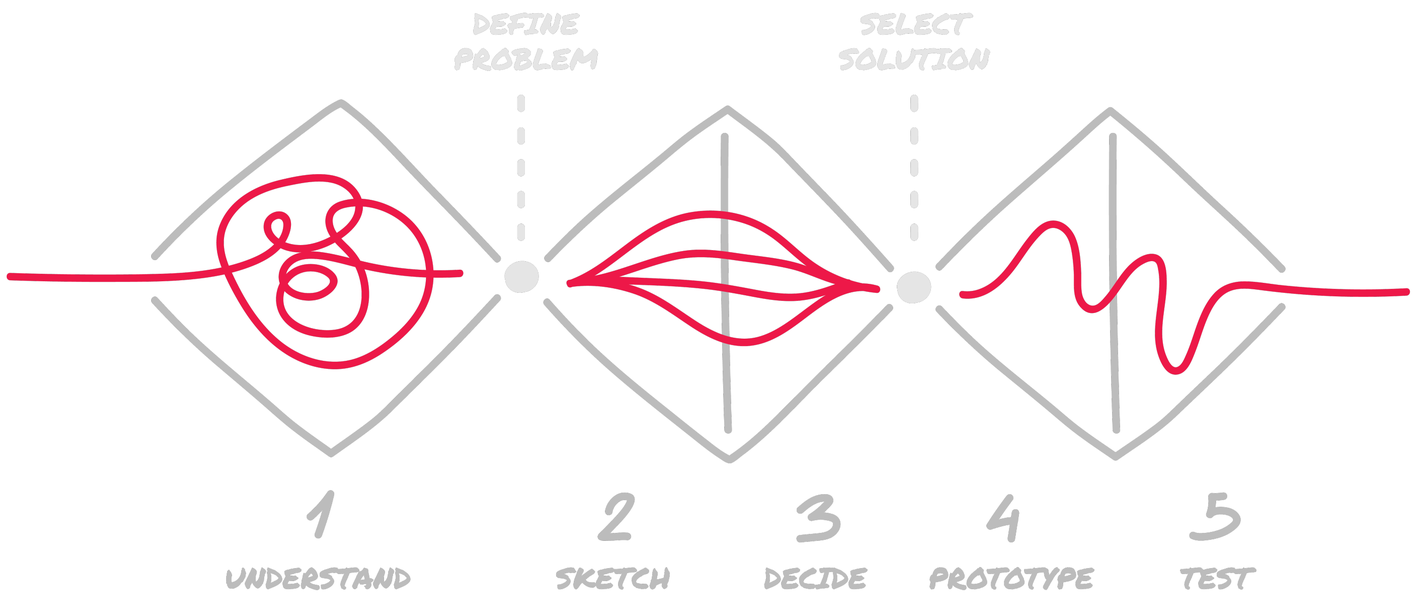
Main principles

- Joint individual work
- Effective decision making
- Pareto rule (80/20)

in practice



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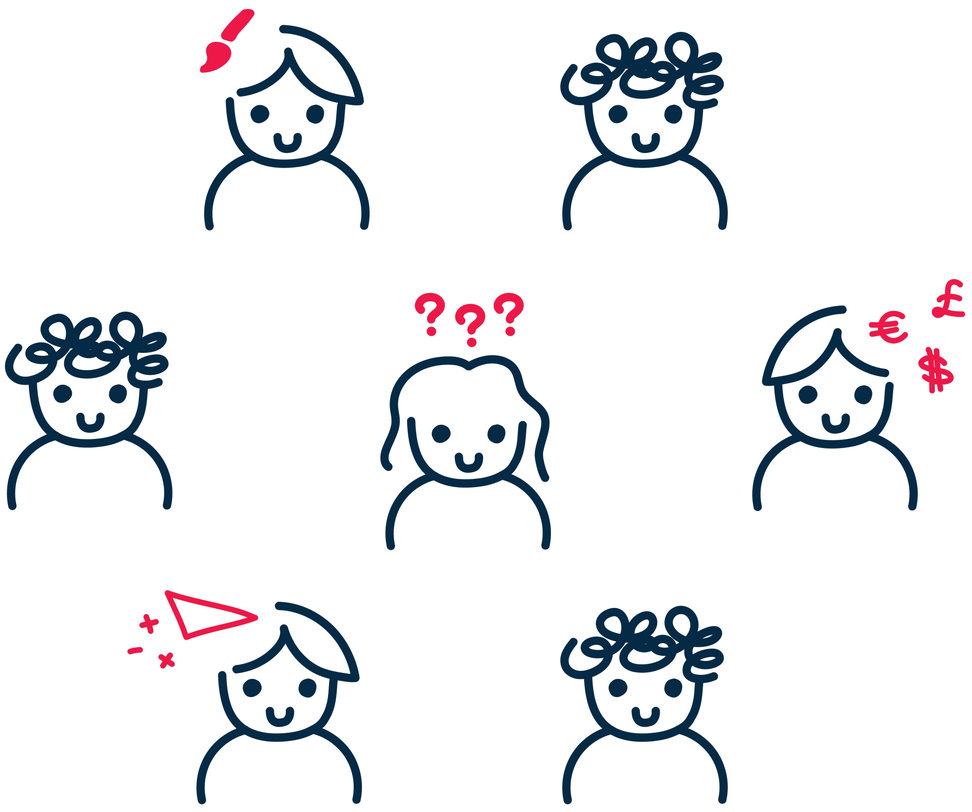
Who is needed

- Design Sprint core team
  - 7 people
  - Various job roles
  - Decision maker



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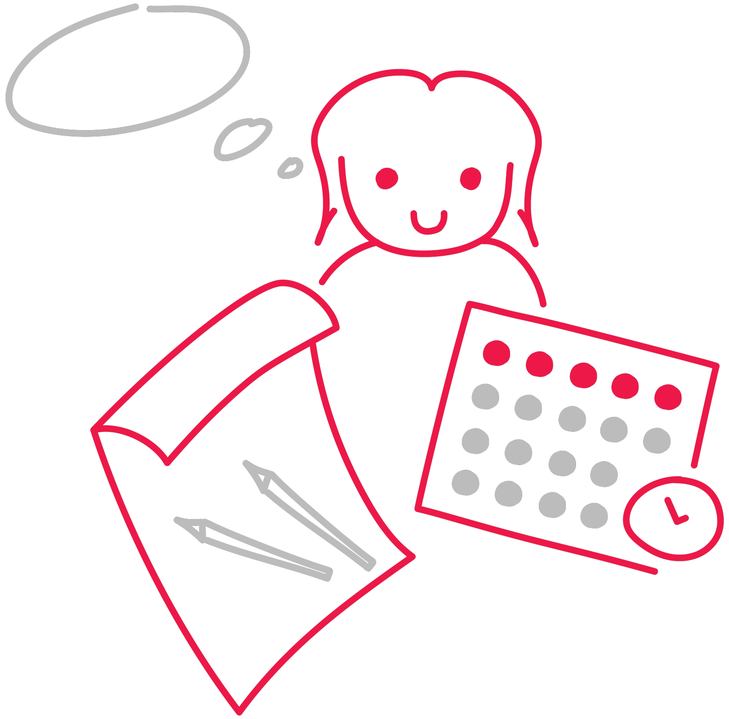
What else is needed

- Book calendar for 5 days
- Experts
- Tools



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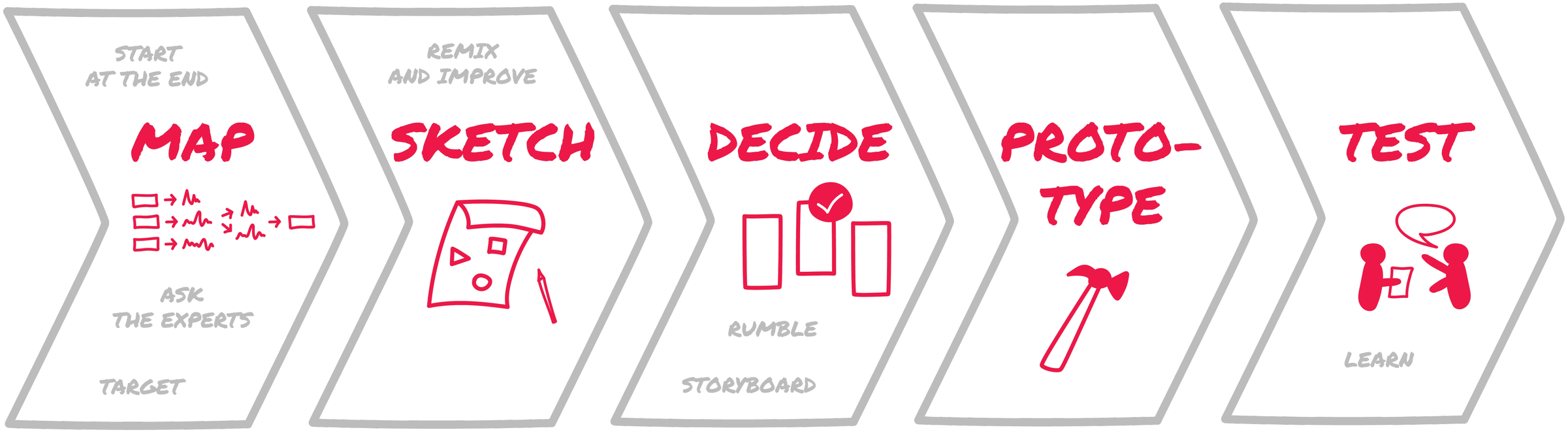
Design Sprint Process



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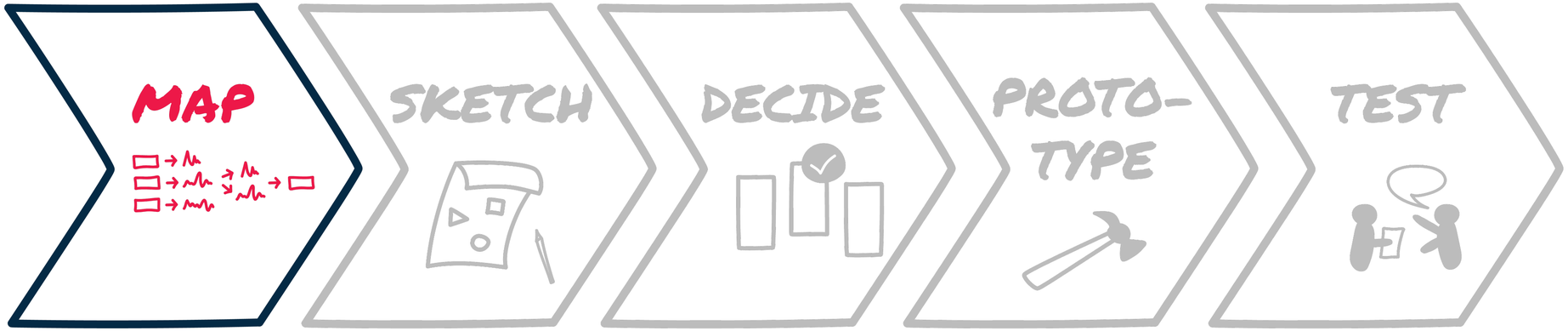

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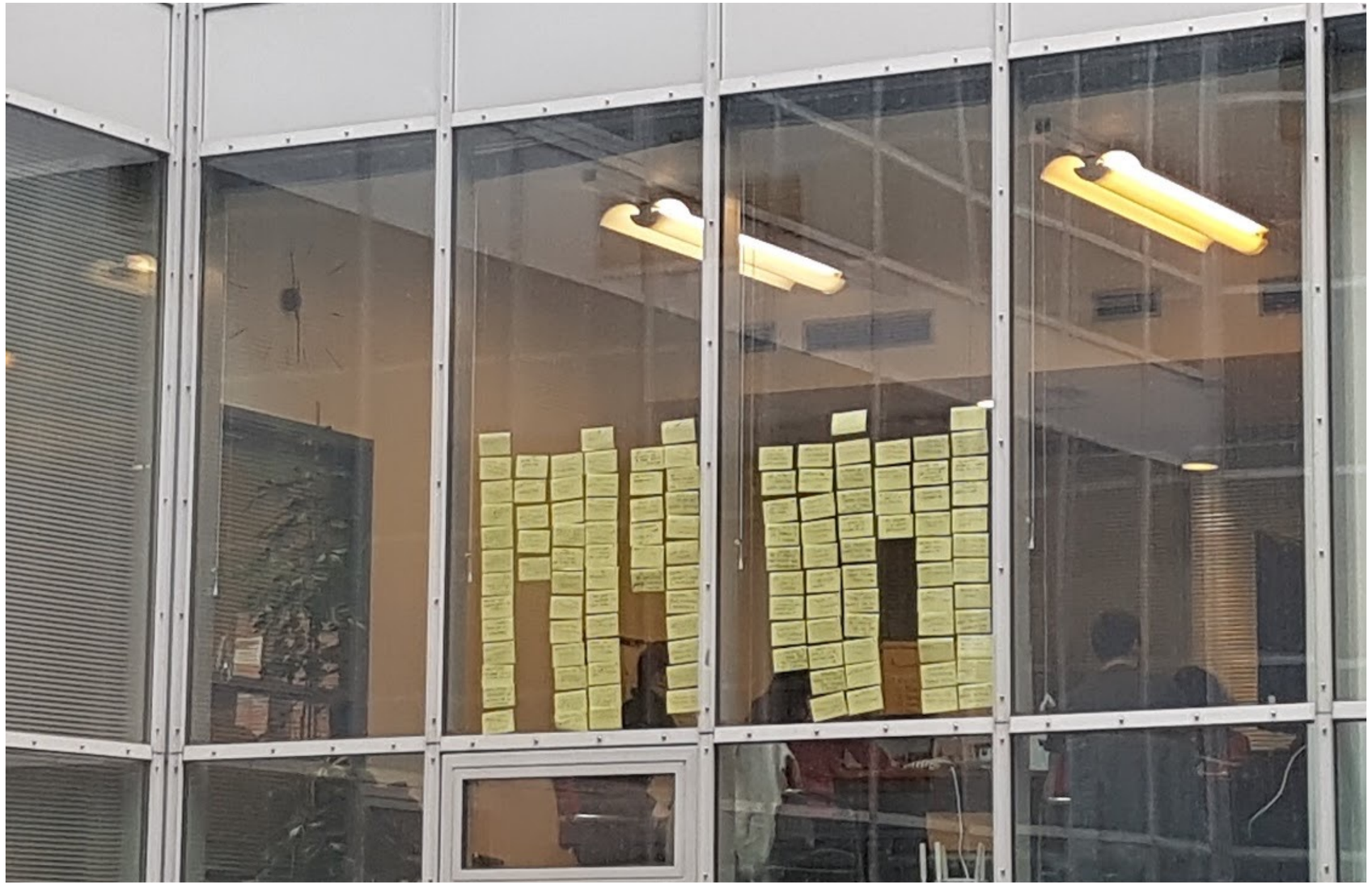

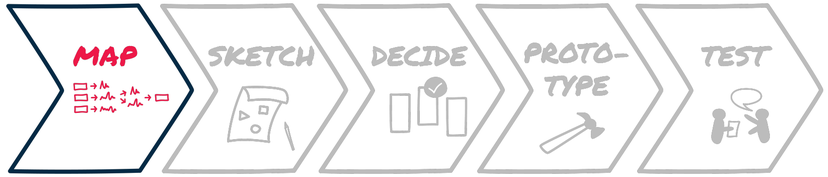

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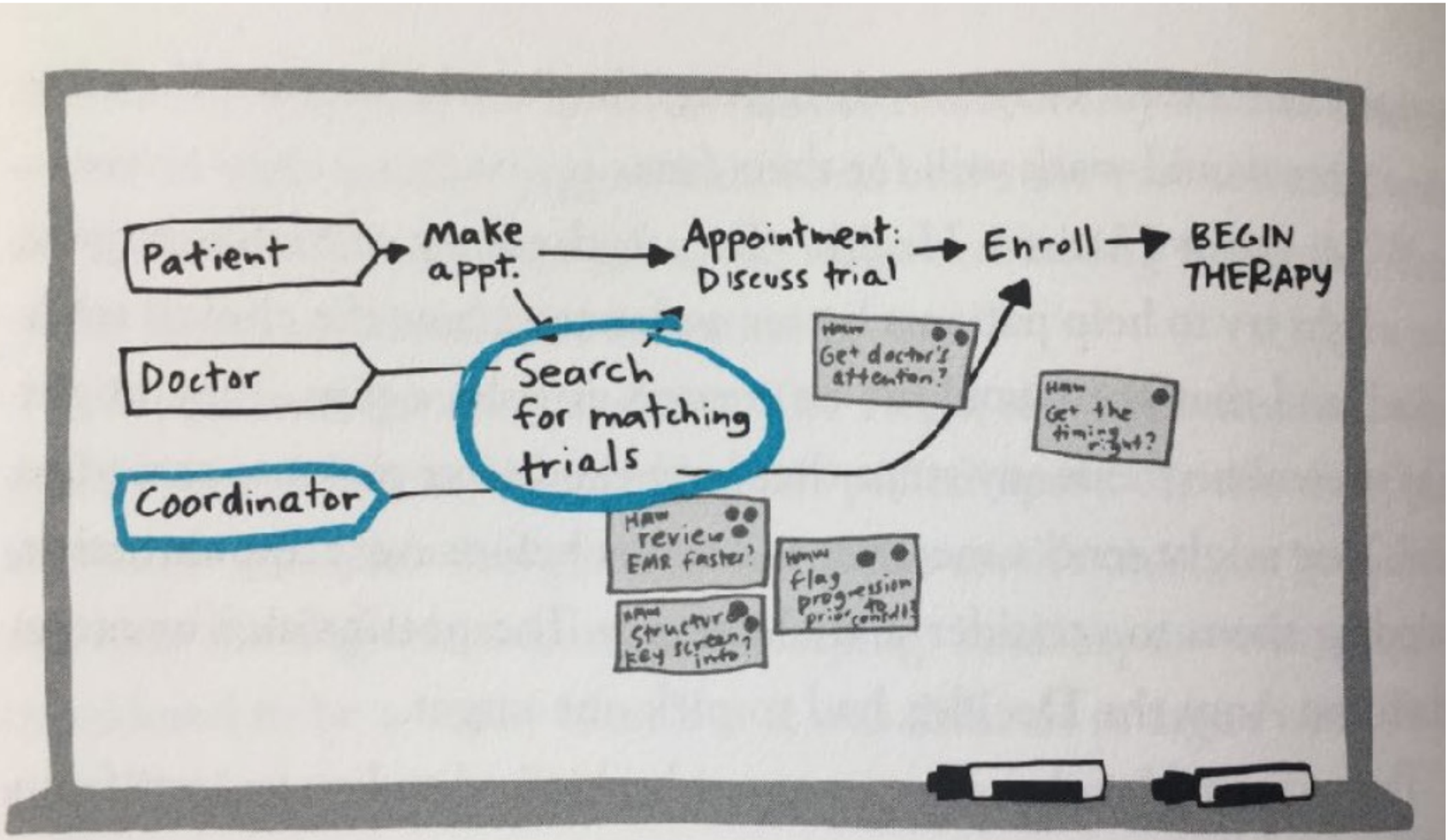
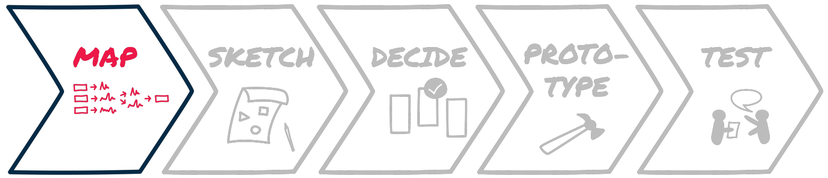


Flatiron Health's map, with target customer and target moment.



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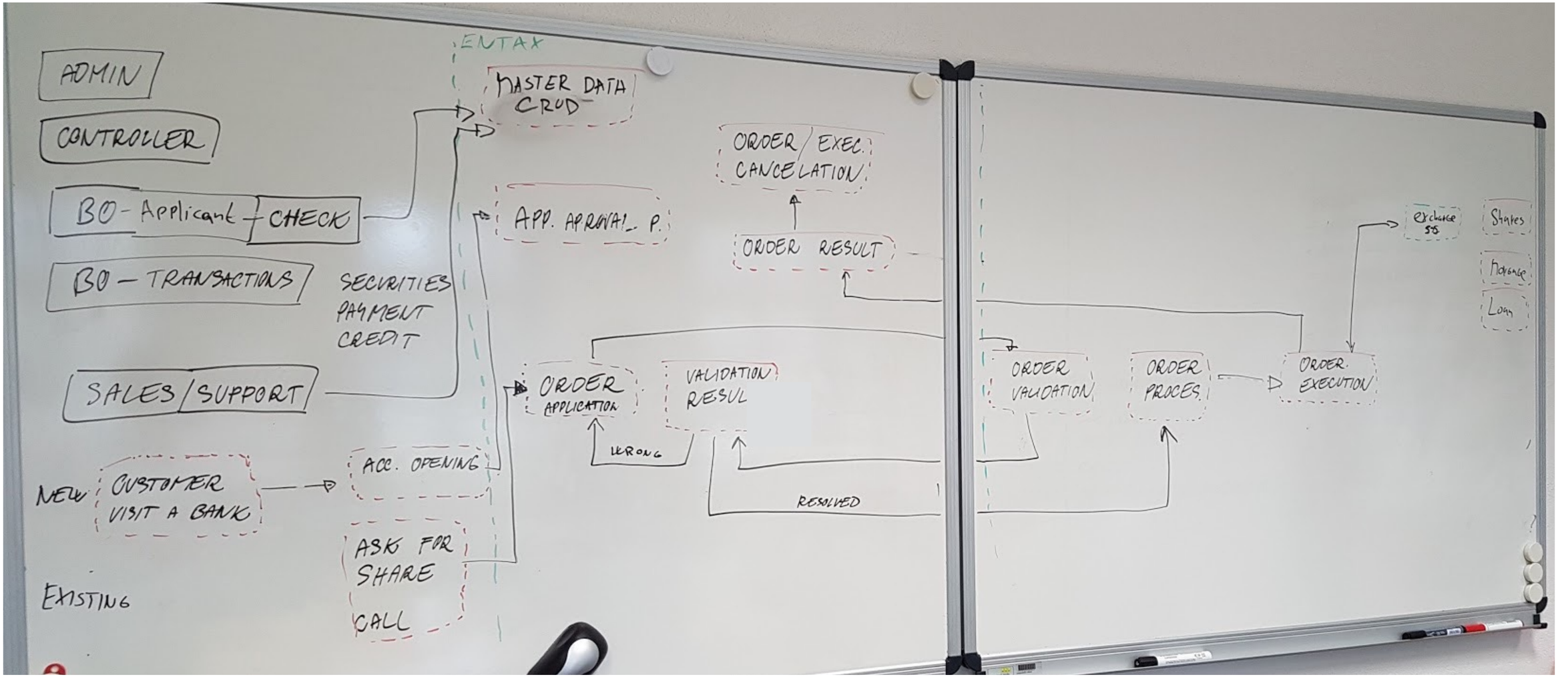

MAP → SKETCH → DECIDE → PROTO-TYPE → TEST

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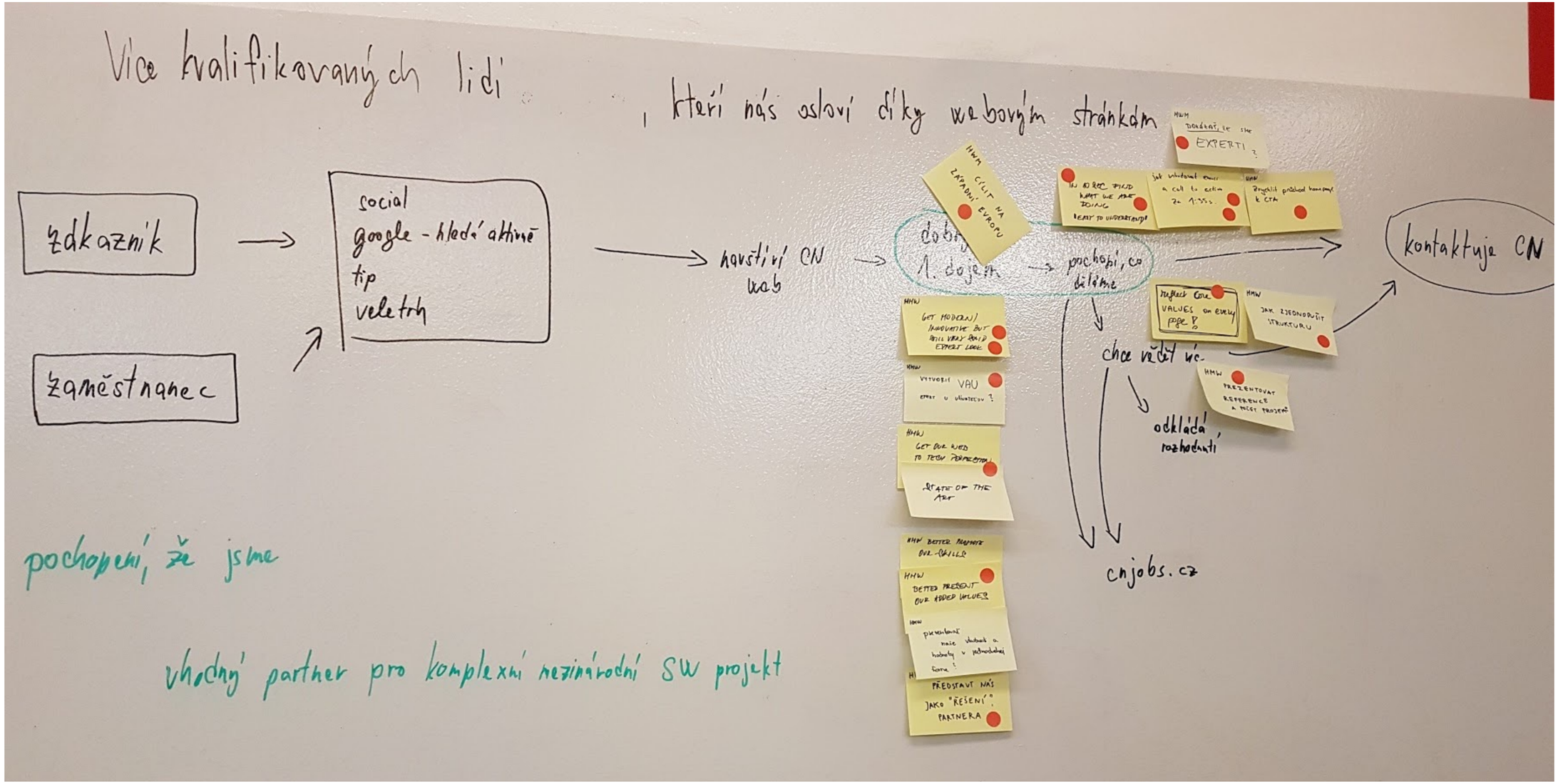

MAP SKETCH DECIDE PROTO-TYPE TEST

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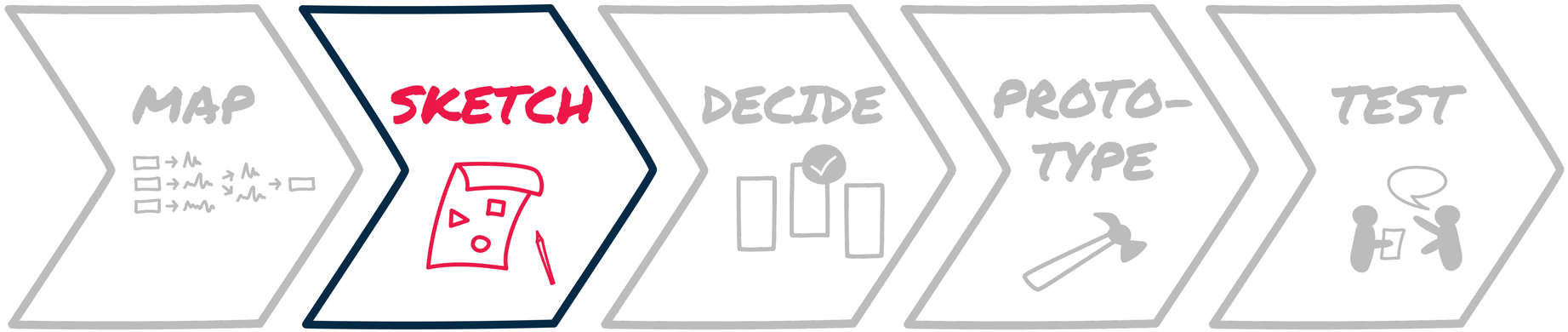

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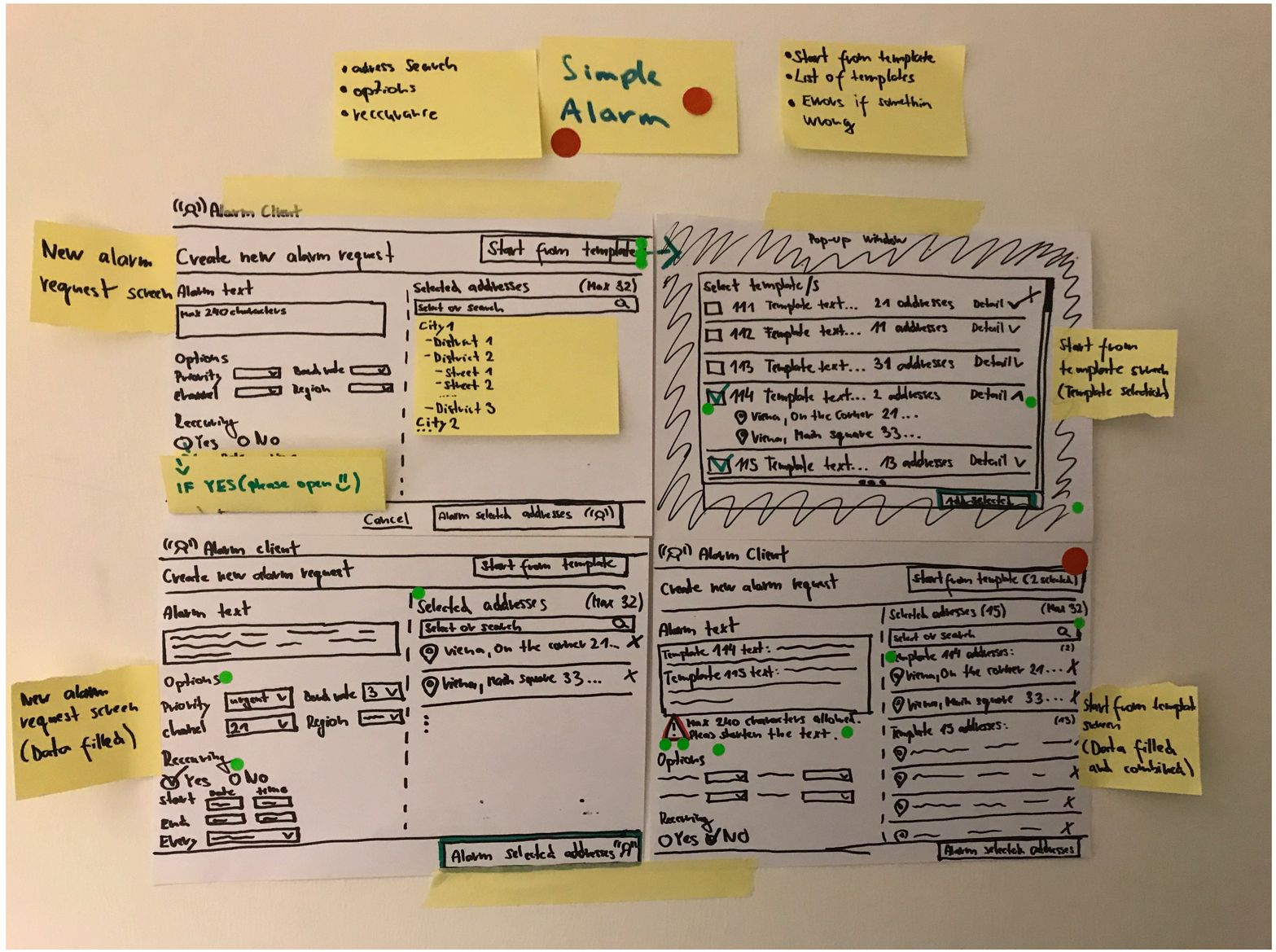

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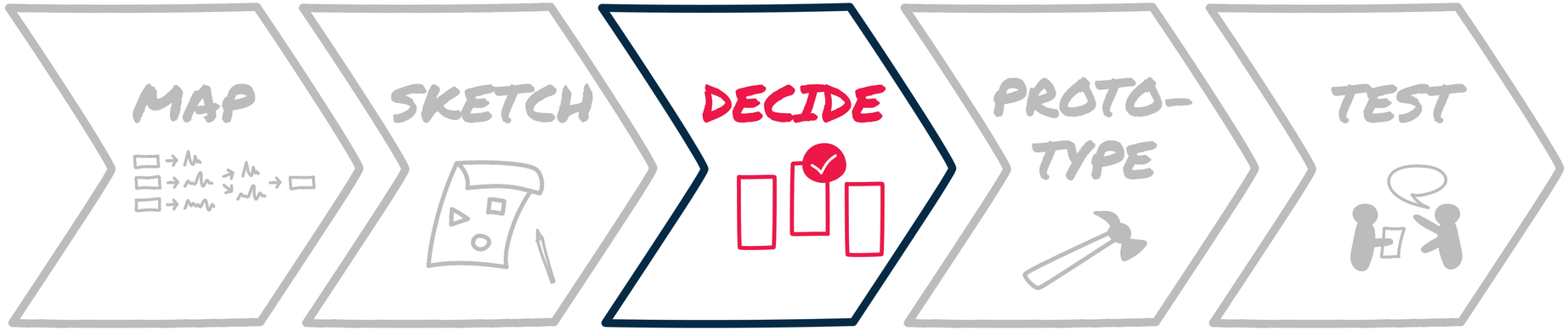

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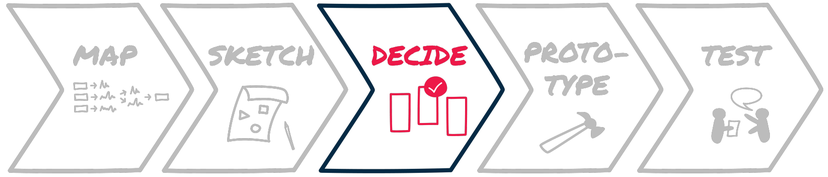

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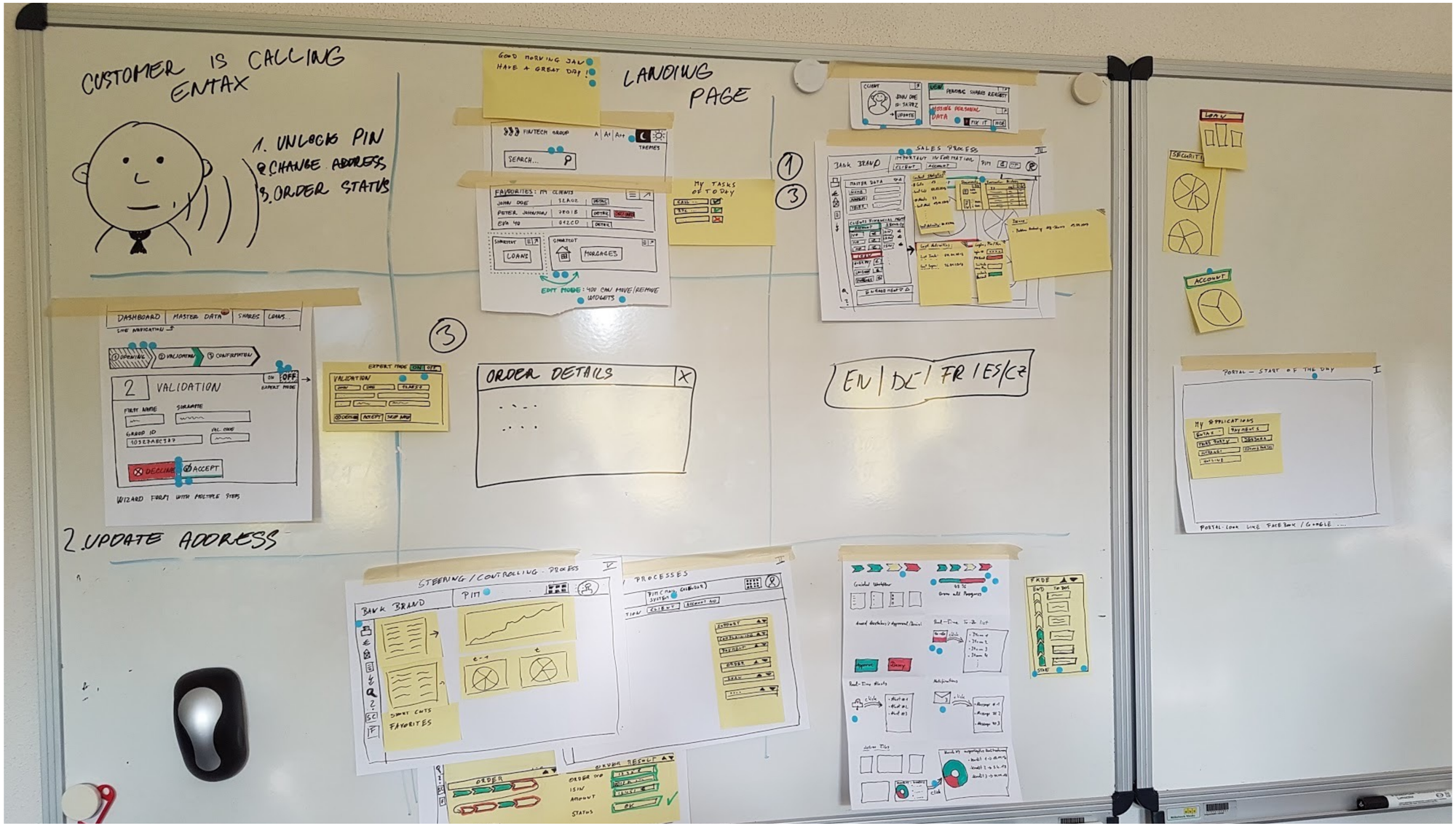

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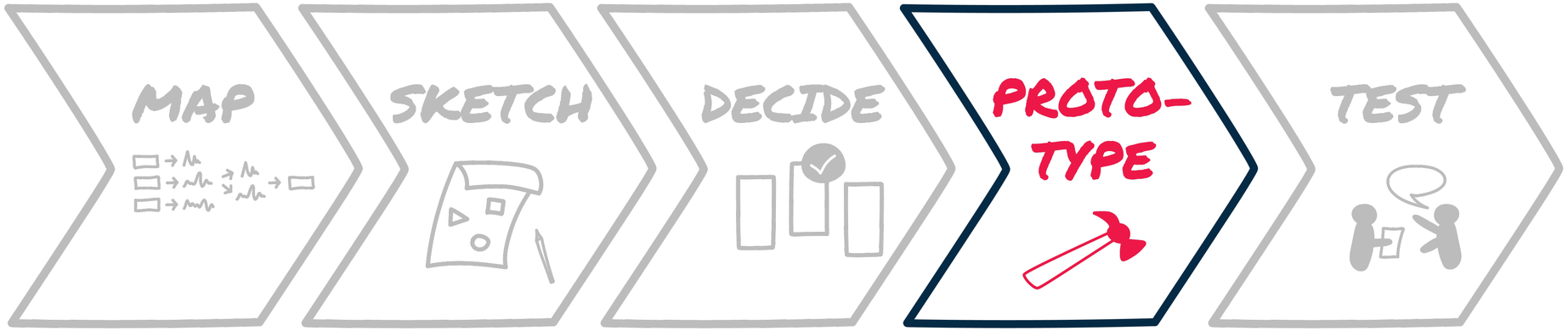

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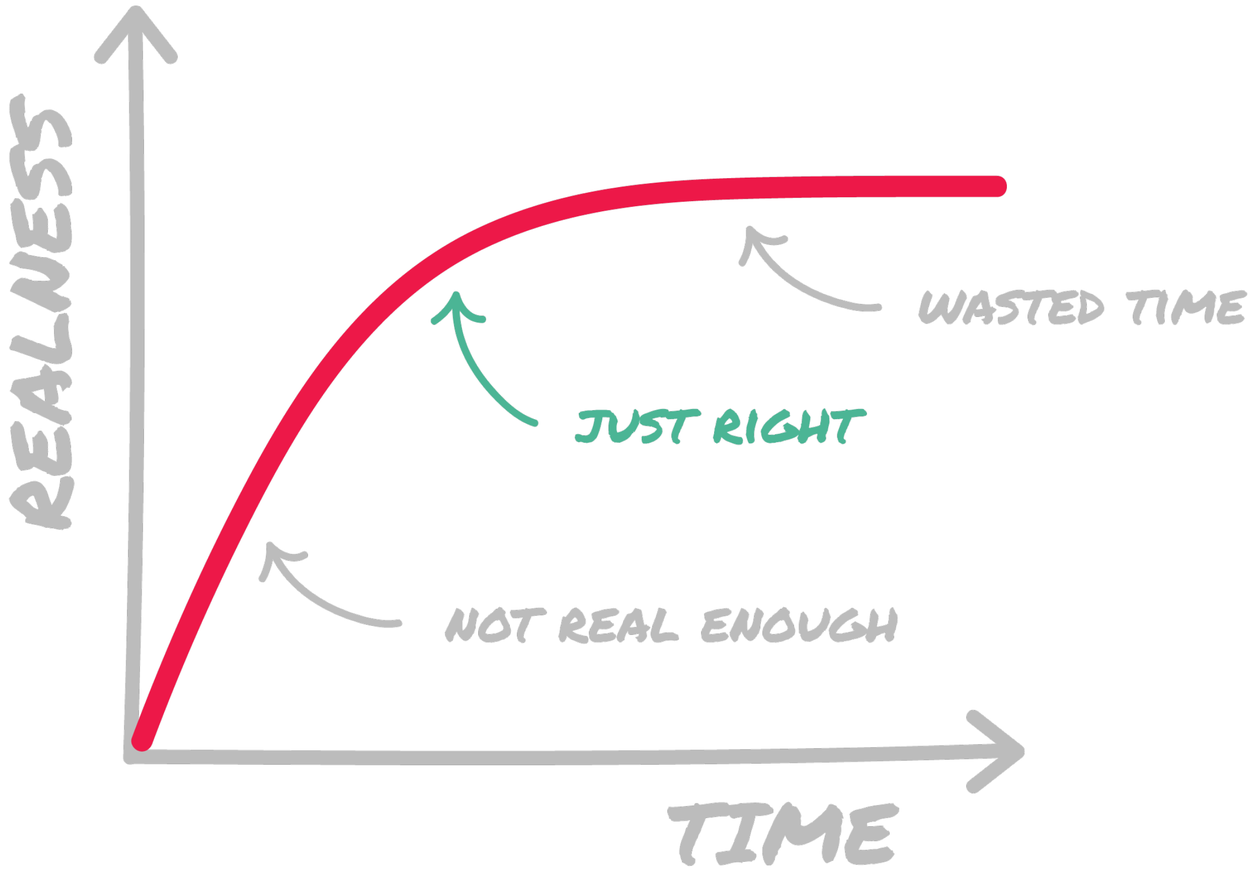
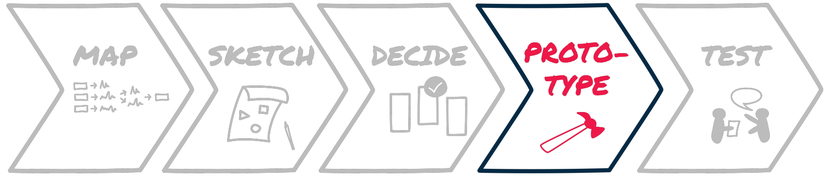


- Goal
  - Just a facade
  - Key moments clarification
- Process
  - Final content preparation
  - “Stitching”
  - Prototype
  - Revisions (dry-runs)



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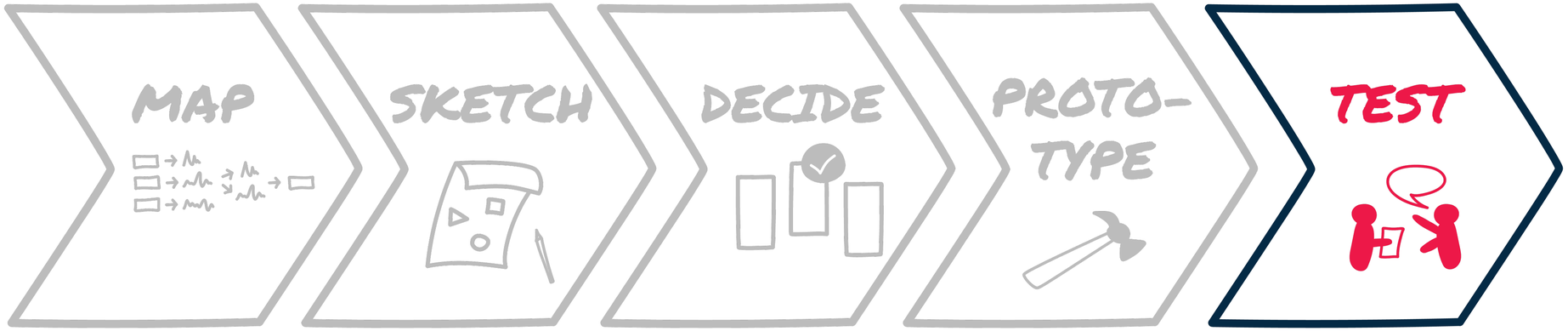

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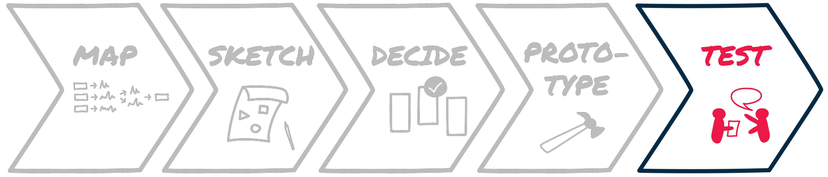

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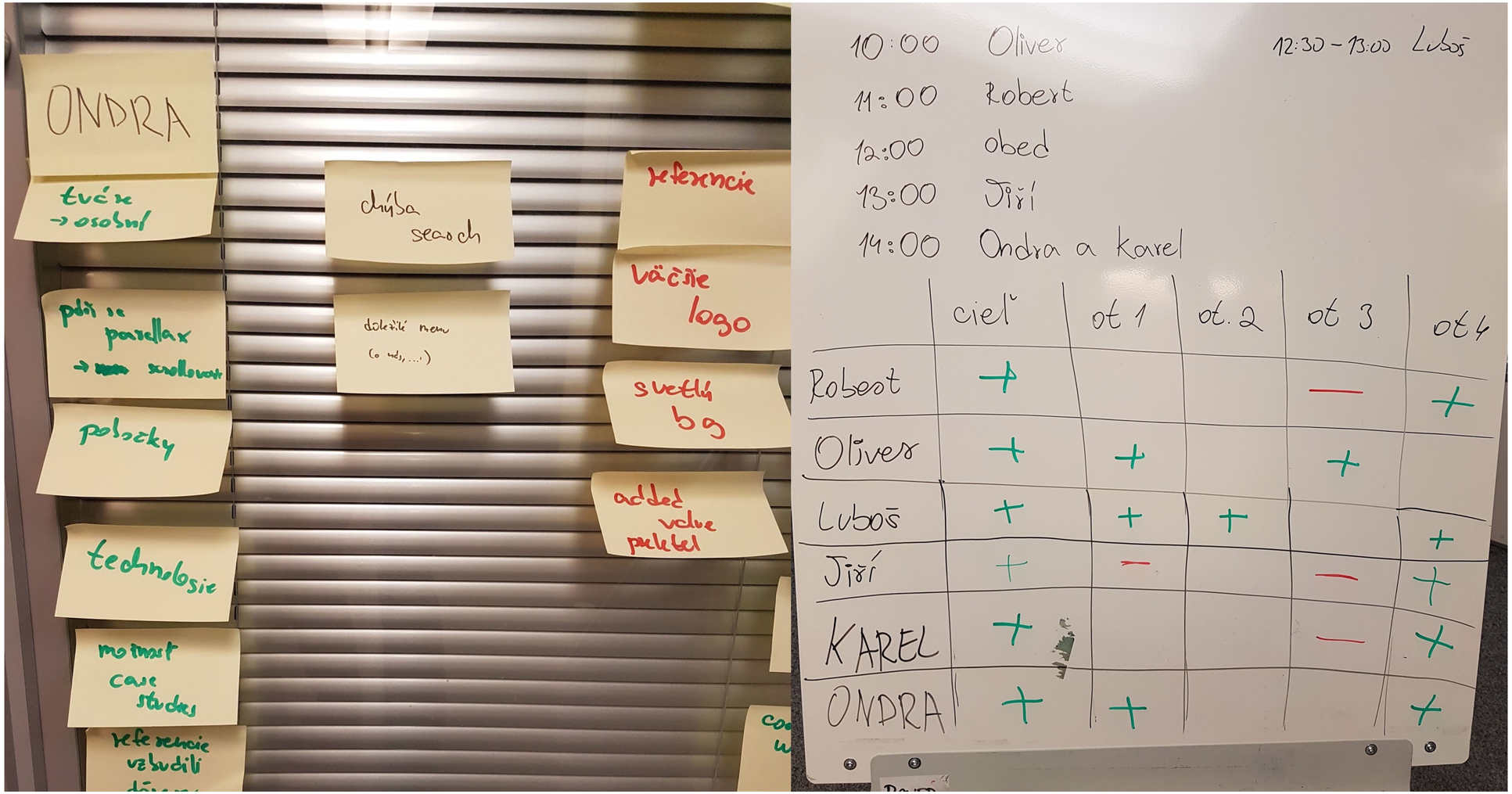
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tvůrce
→ osobní
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case studies
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10:00 Oliver
12:30 – 13:00 Luboš
11:00 Robert
12:00 obed
13:00 Jiří
14:00 Ondra a Karel
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Robert
Oliver
Luboš
Jiří
KAREL
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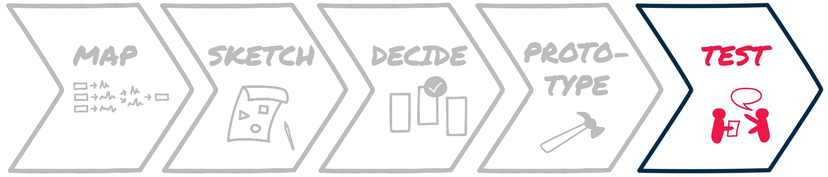
MAP
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PROTO-TYPE
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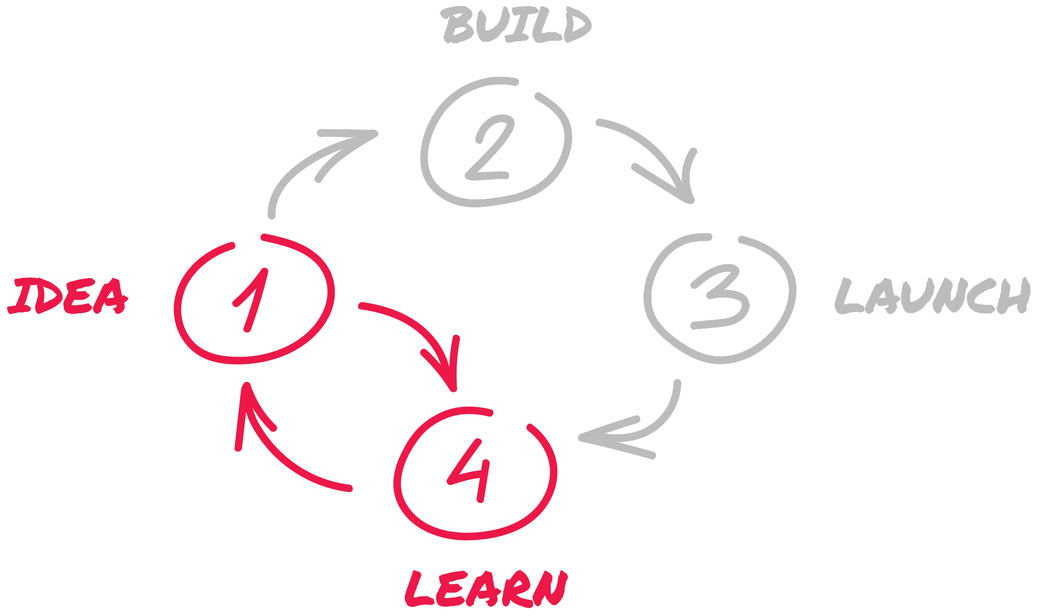
Benefits for the client

Idea clarification in 5 days

Very good basis for project initiation/kick off

Save money & time to market



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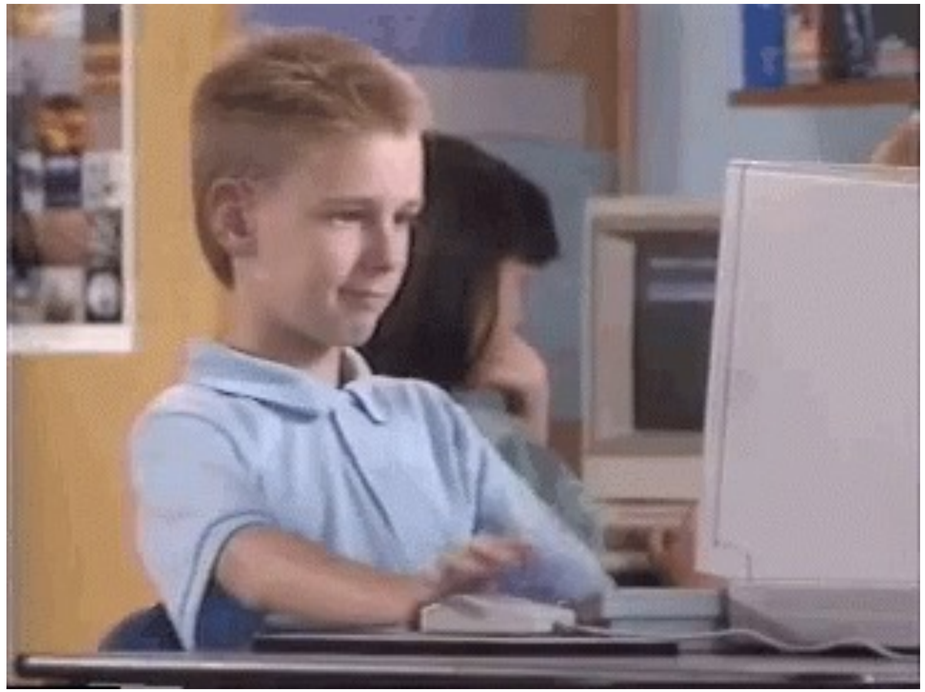
Benefits for the team

- Very good vision from the beginning
  - How it should work & look
- We know what we don’t know
  - Pain points
  - Big decisions & specifications
- Idea is clarified with the user target group

  => We are developing something that makes sense



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Psychological & other effects

- Understanding your team
- Building better relationships
- Better ownership of the team – it’s my baby

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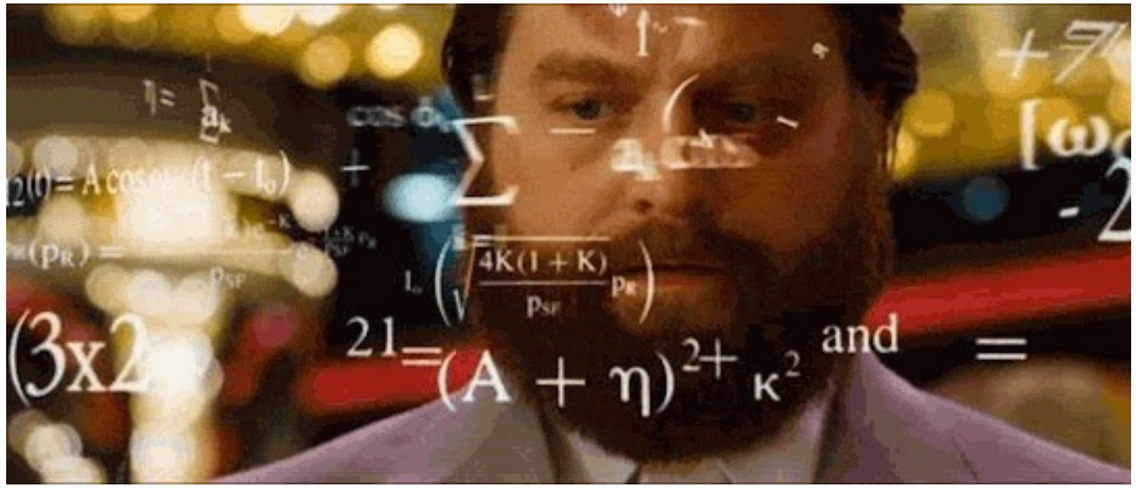
Design Sprint in numbers

- One main goal verified
- Biggest risks clarified
- 100+ ideas
- Mockup prototype
- Users’ feedback
- Extra content generated



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Sometimes the biggest benefit is…

…finding out that a project is going in the wrong direction in just 5 days.

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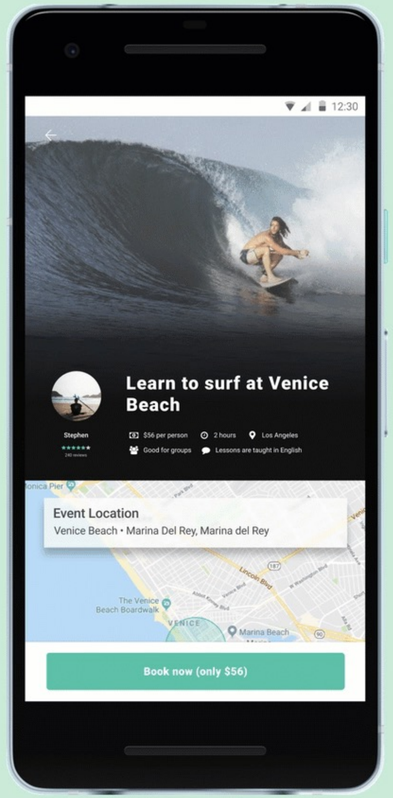
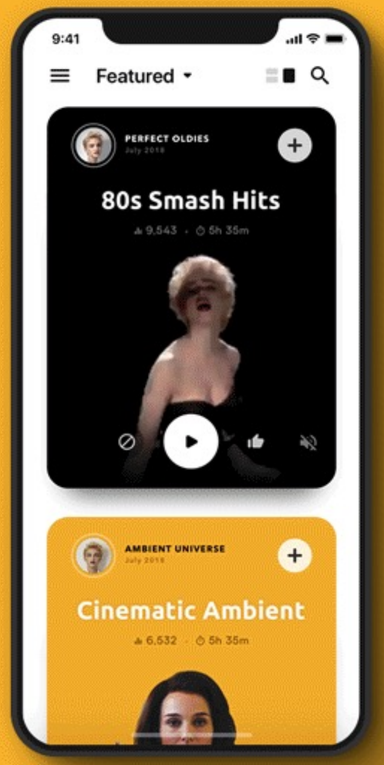
Design Sprint prototype examples





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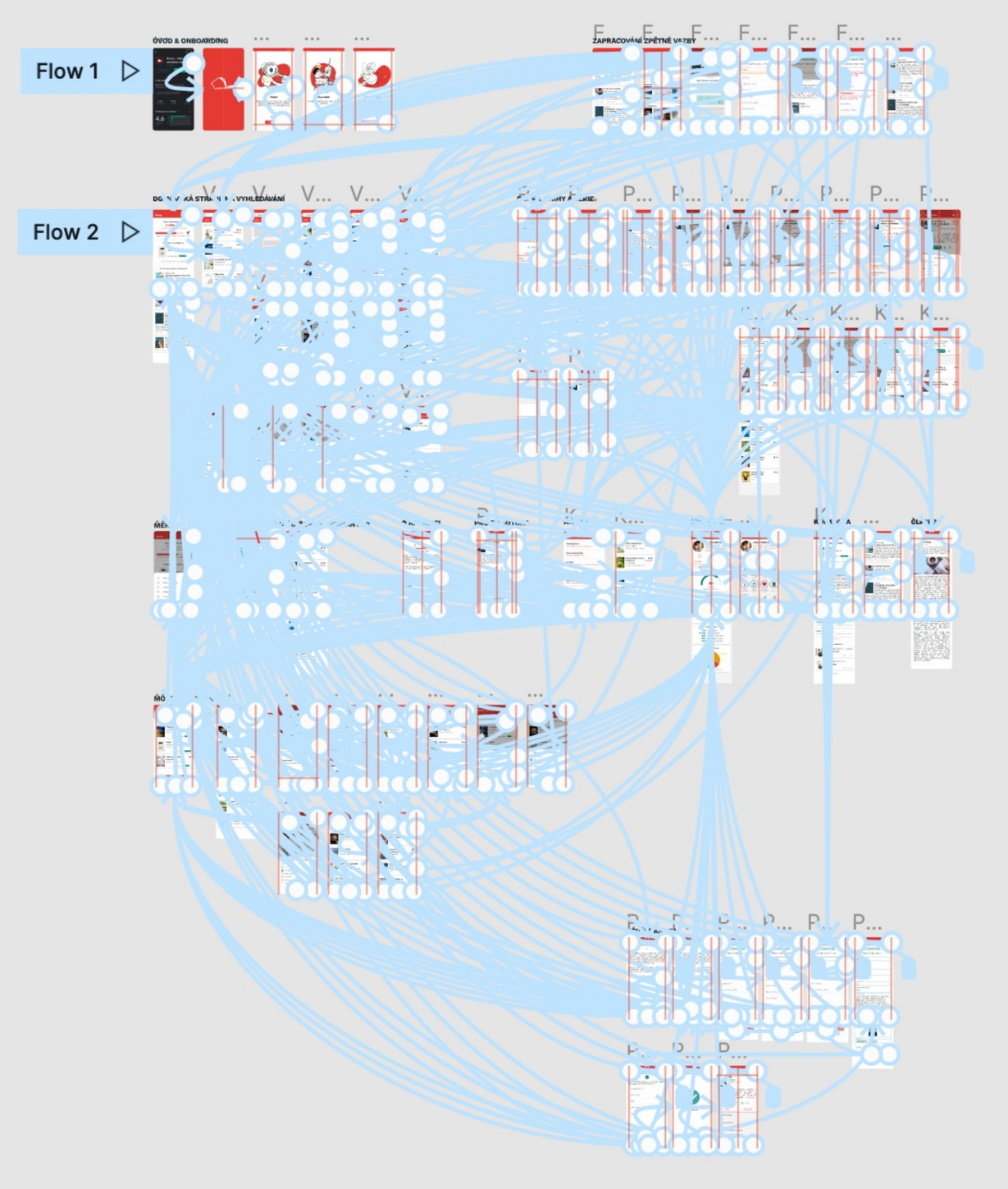

How the prototype actually looks like

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Remote Design Sprint

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When to use DS?

- Start of project
- New big features/milestones
- Some techniques could be used separately
  - Journey mapping
  - Sketching/Prototyping
  - User testing

Machine Learning DS – AI Academy

- Needs extended preparation phase for data analysis
- Only some of the DS techniques and activities are used
- Agenda is based on the DS goal which can vary
  - Data definition
  - Model selection
  - Knowledge sharing
  - Pipeline setup
- Verify if the data are understandable for the end users

What is the biggest benefit of Design Sprint?

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