

Guerrilla Design Sprints

Designing Within Constraints

The traditional double-diamond design process can be expensive and time-consuming. When we are designing in the presence of real-world constraints, it can sometimes be a good idea to step outside the traditional design framework, to get creative, and to improvise—to engage in what we might call **guerilla design**.



https://youtu.be/NJj-yG1_jso

Transferring Knowledge Through Role-Playing

Sometimes you'll join a team where there's valuable pre-existing knowledge. The team may have completed a tremendous amount of their own research before you joined, or may have a lot of experience from working with users on related products in the past.

In these situations, it can be helpful to *role-play* with one of your colleagues who has this knowledge. You'll still prepare as though you're about to interview a respondent—complete with a discussion guide or usability guide—but your colleague plays the role of the user. They channel their accumulated understanding and provide answers in the first person to help you build empathy with who you're designing for.

QUIZ QUESTION

When might you employ guerrilla design tactics?

(Select all that apply.)

☒ Limited budget to recruit

☒ Testing a wild idea that you don't have high confidence in

☒ When you don't have time to follow the process as defined

☐ When you have a large comfy budget and a healthy timeline

☒ When there is a deep understanding of a user persona and you can role-play to build empathy