Lesson Overview

Ideas, Ambiguity, and Risk

Ultimately, design is all about the following:

Building the right thing for our users.

But this statement is loaded with ambiguity. How do we know whether we've built the "right" thing? And on a more basic level, how do we even know who our users are? The answers may be unclear—and to make things more complex, these questions may mean different things to different members of the team.

When developing a new product, there are lots of risks. You might find that you're building the wrong product, targeting the wrong users, or simply that you have confusion and misalignment between different members of your team.

As the designer, part of your job is to ensure that your core design questions get validated answers, and that the team is in agreement on those answers. A software engineer will think differently from a sales person, and it's your job as a designer to speak a common language—while defining the problem and steering the ship towards a product that has a good chance of success.

📺   `https://youtu.be/XgXVnC3H0YQ`

The Design Sprint

To be successful in this role, you don't want to leave things up to chance—you want to have a good *process* in place for generating and refining your product ideas. And that's just what a *design sprint* is for.

A **design sprint** *is a process for collaboratively exploring, refining, and validating ideas—while simultaneously minimizing risk and getting alignment across your team.*

In this lesson, we'll explore design sprints. Specifically, we'll get into:

- The ideal design process—and how the constraints of your situation may make this ideal process impossible
- How you can apply techniques like *Guerilla design sprints* to get the job done in non-ideal scenarios
- How to collaborate with others, including tips on how to hold design workshops
- How to use techniques like *active listening* to incorporate research and user data into your design ideas