

Sprint Week checklist

*Note: Schedules are approximate. Don't worry if you run behind.
Remember to take breaks every sixty to ninety minutes (or around 11:30 a.m. and 3:30 p.m. each day).*

Day 1: Monday

09:15 - Pregame

| | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | Prepare the room Write down the agenda for the day. Put stacks of post-its in place and setup the kick-off presentation. | 30 min |
| <input type="checkbox"/> | Greet participants When the participants arrive, make them feel comfortable. Offer them coffee and snacks. | 10 min |
| <input type="checkbox"/> | Guide participants to the sprint room | 5 min |

10.00 - Introductions

| | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | Welcome and quick introductions Thank everybody for coming. Ask them to write on rectangular post-its: My name is..., My role is..., My wish for this sprint is.... Then, let everyone read out their intro. | 10 min |
| <input type="checkbox"/> | Intro presentation What Sprints are. Ground Rules. What to expect. | 10 min |
| <input type="checkbox"/> | Introduce the Decider Ideally the Decider has been pre-defined during the preparation. Just explain quickly that the Decider is the tie-breaker. Also, give the decider the floor for a few minutes to explain the reason for a Design Sprint. | 10 min |

10:30 - Ask the experts

| | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | Explain How Might we notes Distribute whiteboard markers and sticky notes. Reframe problems as opportunities. Start with the letters “HMW” on the top left corner. Write one idea per sticky note. Use rectangular post-its. | 5 min |
| <input type="checkbox"/> | Ask the experts Interview experts on the team. Max of 15 minutes per experts. Ask about vision, customer research, how things work. previous efforts. | 30 min |
| <input type="checkbox"/> | Organize How Might We notes. Stick all the How Might We notes onto a wall in any order. Move similar ideas next to one another. Label themes as they emerge. Don't perfect it. Stop after about ten minutes. | 10 min |
| <input type="checkbox"/> | HMW Voting Decider gets 4 dots, everyone else 2 | 5 min |
| <input type="checkbox"/> | Optional: coffee break | 10 min |

11:30 - Define the challenge

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Set a Long Term Goal Together alone, group creates individual LTGs, one per person. Why are we doing this project? Where do we want to be in six months, a year, or even five years from now? | 5 min |
| <input type="checkbox"/> | LTG presentations (1 min per team member) | 10 min |
| <input type="checkbox"/> | The Decider picks one LTG Should only pick one, but can also merge two | 5 min |
| <input type="checkbox"/> | List sprint questions Together alone, group creates pessimistic “Can We...” questions, individually. How could we fail? Turn these fears into questions you could answer this week. | 5 min |
| <input type="checkbox"/> | Can We...? presentation 1 min per team member. Just read them aloud, stick them to the wall. Next. | 10 min |
| <input type="checkbox"/> | Can We...? Voting Decider doesn't vote, everyone else gets 2 dots. Decider picks Top 3 Can We question. | 5 min |

12:15 - Draw the map

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Make the map List customers and key players on the left. Draw the ending, with your completed goal, on the right. Finally, make a flowchart in between showing how customers interact with your product. Keep it simple: five to fifteen steps. | 40 min |
| <input type="checkbox"/> | Add selected HMW to the map | 2 min |
| <input type="checkbox"/> | Pick a target Circle your most important customer and one target moment on the map. The team can weigh in, but the Decider makes the call. | 5 min |

13:00 - Lunch

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Lunch Eat together if you can (it's fun). Remind your team to choose a light lunch to maintain energy in the afternoon. There are snacks if you get hungry later. | 30 min |
|--------------------------|---|--------|

13:30 - Lighting demo's

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Lightning demos Look at great solutions from a range of companies, including yours. Explicitly allow them to use their devices for this. Max. 3 per person. Three minutes per demo. | 10 min |
| <input type="checkbox"/> | Demo presentations Ask one person to capture good ideas with notes or a quick drawing on a rectangular post-it and stick them up the wall. | 50 min |

14:30 - Come up with solutions

| | | |
|--------------------------|--|-------|
| <input type="checkbox"/> | Remind and compliment Remind the team of everything they came up with this morning, and compliment them on the hard work. Acknowledge it might feel uncomfortable and rushed, but it will be fine because you can always change during the week, or learn it doesn't work and change after the week. | 5 min |
|--------------------------|--|-------|

| | | |
|--------------------------|---|-------------|
| <input type="checkbox"/> | Optional: Divide or swarm Decide who will sketch which part of the map. If you're targeting a big chunk of the map in your sprint, divide it up and assign someone to each section. Ask for volunteers and assign them to the parts on the map. Try to get 2/3 persons per section. | 5 min |
| <input type="checkbox"/> | Explain The Four-Step sketch Briefly explain the four steps. Show examples in slides. Everyone sketches. When you're done, give your sketch a catchy title and place the sketches in a pile and save them for tomorrow. <ul style="list-style-type: none"> - Create a three-panel storyboard - Make the sketch self-explanatory - Keep it anonymous - Ugly is ok. - Words matter | 2 min |
| <input type="checkbox"/> | Note-taking Silently walk around the room and gather notes. Reassure them that they don't need creativity and can just start by copying the artefacts that already exist. Remind them of the goal, target and sprint questions. | 15 min |
| <input type="checkbox"/> | Ideas Privately jot down some rough ideas. Circle the most promising ones. Be aware of the mood of the participants. If you notice somebody struggling or being stuck, reassure them that even drawing boxes is fine for now. | 20 min |
| <input type="checkbox"/> | Crazy 8s Fold a sheet of paper to create eight frames. Sketch a variation of one of your best ideas in each frame. Spend one minute per sketch. Helps to draw out different idea. Warms you up for the final exercise. | 10 min |
| <input type="checkbox"/> | Coffee Break And some fresh air. | 10 min |
| <input type="checkbox"/> | Solution sketch. Create a three- panel storyboard by sketching in three sticky notes on a sheet of paper. Make it self-explanatory. Keep it anonymous. Ugly is okay. Words matter. Give it a catchy title. | 60 - 90 min |
| <input type="checkbox"/> | Wrap-up After 60 min of solution sketching. Tell people that they can leave the sketches on the pile when they are done. Remind them that the sprint continues next day at 10.00 am. | 5 min |

Wrap-up

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Prepare the Art Museum After everybody is gone. Tape the solution sketches to the wall in one long row. Spread the concepts out nicely and make sure there is room for comments below the sketches. | 15 min |
| <input type="checkbox"/> | Optional: quick catch-up with the decider Congratulate them with the first day! What will happen tomorrow? What will happen in the rest of the week? Anything we need to address? | 15 min |

Day 2: Tuesday

09:30 - Pregame

| | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | Prepare the room Clean up. Write down the agenda for the day. Put stacks of post-its in place and setup the kick-off presentation. | 15 min |
| <input type="checkbox"/> | Greet participants When the participants arrive, make them feel comfortable. Offer them coffee and snacks. | 15 min |
| <input type="checkbox"/> | Guide participants to the sprint room | 5 min |

10:00 - Decide on a solution

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Welcome back! Explain agenda for today. Reveal the art museum. Explain the 4 steps of the sticky decision. | 10 min |
| <input type="checkbox"/> | Remind and compliment Remind the team of everything they came up with yesterday and to keep it in mind when assessing the sketches | 5 min |
| <input type="checkbox"/> | Art gallery and heatmap Have each person review the sketches silently and put one to three small dot stickers beside every part he or she likes. Ask people to right down questions and comments on post-its and put them below the sketches. | 20 min |
| <input type="checkbox"/> | Speed critique 3 minutes per sketch. As a group, discuss the highlights of each solution. Capture standout ideas and important objections. (assign a notetaker) At the end, ask the sketcher if the group missed anything. | 20 min |
| <input type="checkbox"/> | Remind and compliment This is a great time to thank the team for the great sketches, and also to remind the team of the sprint questions specifically, because they should choose the sketch that can answer them | 5 min |

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Straw poll Ask everyone, expect the decider, to pick a winner sketch (the one they will <i>place their bet on</i>), based on the sprint questions and LTG, and to write the reasons down on a single post-it note. Keep the note to yourself for now, so that you don't influence anyone | 10 min |
| <input type="checkbox"/> | Synchronised voting Everyone places their one dot on the winner sketch and the posit next to it, and read out loud the reasons. | 5 min |
| <input type="checkbox"/> | Supervote Give the decider 1 or 3 large dot stickers and write her initials on the sticker. Explain that you'll prototype and test the solutions the Decider chooses. | 10 min |
| <input type="checkbox"/> | Coffee Break And some fresh air. | 10 min |

11:30 - User test flow

| | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | User Test Flow We will now prepare the flow of the prototype. Let everybody write down 6 action steps. The first one should be a realistic entry point (how does a user find out about the product?). The last one should be an ideal ending. <ul style="list-style-type: none"> - Write a short sentence on each note, start with a verb - A small drawing can help - Look at the winning sketch to make sure you cover everything | 10 min |
| <input type="checkbox"/> | User Test Flow presentations Participants go to the wall and present their flow quickly. Just read out the post-its, no additional explanation. | 15 min |
| <input type="checkbox"/> | User Test Flow voting 1 dot per person, goes on a single flow | 5 min |
| <input type="checkbox"/> | Decider vote Decider picks the winning flow by placing another coloured dot. It is allowed to improve the flow by using post-its of other flows, aim for a flow of maximum 8 post-its | 10 min |

12:15 - Lunch

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Lunch Eat together if you can (it's fun). Remind your team to choose a light lunch to maintain energy in the afternoon. There are snacks if you get hungry later. | 30 min |
|--------------------------|---|--------|

12:45 - Storyboard

| | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | Draw a grid create 10 Storyboard panels | 10 min |
| <input type="checkbox"/> | Storyboard 1st pass Align the chosen User Test Flow post-its into the panels. Walkthrough rough story again. | 15 min |
| <input type="checkbox"/> | Storyboard 2nd pass Ask someone from the group to hold the pen (somebody who can draw nicely). Also remember to reuse (parts of) sketches from concepts to fill in blanks. Say you will set a time for an hour, so we don't forget to have a coffee break. | 60 min |
| <input type="checkbox"/> | Coffee break And fresh air. | 15 min |
| <input type="checkbox"/> | Storyboard 3rd pass Fill in Details. Also be careful to fill in in-between states. | 60 min |
| <input type="checkbox"/> | Walkthrough of finished Storyboard Mark high priority screens ("If we can't finish everything, which screens HAVE to be in?") | 10 min |

15:45 - Wrap-up

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Check off sprint agreements "We set a goal, we set questions, we created a storyboard..." – make sure they know that from now on they won't be able to change directions. | 10 min |
| <input type="checkbox"/> | Prepare for tomorrow Tell the group what will happen tomorrow. If you have time, do a quick retro, or else just a checkout. | 15 min |

Day 3: Wednesday

10:00 - Prototyping: 1st pass

| | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | Remind and compliment Remind the team of everything they came up with this week, and compliment them on the hard work. | 5 min |
| <input type="checkbox"/> | Divide and conquer. Ask everyone what they think their contribution will be today. If they don't see any, that's okay too. Just be there during the checkin moments at 14:00 and 16:30. Answer the following questions: <ul style="list-style-type: none">- Which device will we test on?- Which tools will the prototype be build with?- Who will interview?- Where is the interview room? <i>Optional:</i> Assign the following roles: PO prototype, a PO test, and a PO interview script. | 10 min |

13:00 - Lunch

| | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | Lunch Sprint Host: Ask Prototypers if they want lunch from the outside, or order something for them. | 30 min |
|--------------------------|--|--------|

14:00 - Prototyping: 2d pass

| | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | Check-in What's the status. Any trouble? Anything unclear? What needs to change? | 10 min |
| <input type="checkbox"/> | Prototype | 60 min |
| <input type="checkbox"/> | Stitch it together With the work split into parts, it's easy to lose track of the whole. The Stitcher checks for quality and ensures all the pieces make sense together. | 20 min |

16:30 - Do a trial run

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Do a trial run Run through your prototype. Look for mistakes. Make sure the Interviewer and the Decider see it. | 30 min |
| <input type="checkbox"/> | Finish up the prototype! | 90 min |

User test prep

| | | |
|--------------------------|--|---------|
| <input type="checkbox"/> | Write interview script The Interviewer prepares for Thursday's test by writing a script. See the concept script in Dropbox: https://docs.google.com/document/d/1ppD6fViQghZYeVdLoRMmRy0WPFa-SeuiwrZS40biilQ/edit | All day |
| <input type="checkbox"/> | Remind customers to show up for Thursday's test Check with the recruitment agency. An Email is good, phone call is better. | 15 min |
| <input type="checkbox"/> | Set up test See the step-by-step guide in the test suitcase for all the steps, or the company playbook. | All day |
| <input type="checkbox"/> | Prepare observation room and testing Board Make a matrix with tape with the participants on the upper side (horizontally) and on the left side the clusters (e.g. steps in the prototype and a 'general' cluster). | 30 min |

Day 4: Thursday

9:00 - Pregame

| | | |
|--------------------------|--|--------|
| <input type="checkbox"/> | Remind and compliment Another good moment to remind everyone of the LTG, target and sprint questions. | 5 min |
| <input type="checkbox"/> | Briefing Brief team about note taking. Mention the following things: <ul style="list-style-type: none">• Pay attention to emotions, things you don't expect, things that went well• Different colour per participant• One person will write down details of participant like age, occupation etc. (Make sure you assign someone) | 5 min |
| <input type="checkbox"/> | Have another dry run with the group | 10 min |

9:45 - Participants 1-3

| | | |
|--------------------------|------------------------------|--------|
| <input type="checkbox"/> | 9:45 Participant 1 | 45 min |
| <input type="checkbox"/> | 10:30 Uitloop + Short coffee | 30 min |
| <input type="checkbox"/> | 11:00 Participant 2 | 45 min |
| <input type="checkbox"/> | 11:45 Participant 3 | 45 min |

12:30 - Lunch

13:30 - Participants 4 and 5

| | | |
|--------------------------|---------------------|--------|
| <input type="checkbox"/> | 13:30 Participant 4 | 45 min |
| <input type="checkbox"/> | 14:15 Participant 5 | 45 min |

15:00 - Coffee

15:30 - Wrap-up

| | | |
|--------------------------|---|--------|
| <input type="checkbox"/> | Observations - Individual <ul style="list-style-type: none">• Ask everyone to study the wall and write down observations that they see at 3 or more participants• Write on separate post-it notes, create your own stack• Try to use objective language, so 'participants could complete the flow without help' instead of 'the flow is awesome' | 15 min |
| <input type="checkbox"/> | Observations - Group <ul style="list-style-type: none">• Ask a team member (choose someone that is not that much on the foreground) to read their observation and place on the wall. Other team members can add their notes that describes a similar observation on top of it• When the first team member has all of their post-its on the wall, move on to the next, etc | 30 min |
| <input type="checkbox"/> | Answer sprint questions <p>Make sure you have the sprint questions somewhere written clearly for the next exercise</p> <ul style="list-style-type: none">• Reread the sprint questions and divide the team up in pairs• Ask each pair to answer one or two questions (this depends on number of questions and team size). Let them discuss among themselves and write the answer down on a post-it note. Instruction: it's okay to be nuanced, the answer probably is not a clear 'yes' or 'no'. So phrase your answer in a few sentences• Set timer for 5 minutes• <i>Pro tip: start an audio recording to make sure you fully capture the answers that will follow. This will help tremendously with creating the report. Of course, ask the team if its okay.</i>• Ask each team to read out their answer. Ask rest of group if they have anything to add• When all sprint questions are answered, ask the decider to reflect on the LTG• <i>Stop recording</i> | 30 min |

| | | |
|--------------------------|---|---------------|
| <input type="checkbox"/> | <p>Retro</p> <p>Find an empty peace of wall and create the following post-it notes:</p> <ul style="list-style-type: none"> • This DS I liked... • This DS I missed... • This DS I learned... • Next DS I hope... • ... (free format) <p>Ask all team member to finish the sentence on one note for each one (they can have multiple items per note if they insist). The free format one is for them to share anything else they want to share</p> <p>Ask each team member separately to read out loud their notes as they put it up the wall</p> <p>Go first as a facilitator and let the decider go last</p> | <p>30 min</p> |
| <input type="checkbox"/> | <p>Borrel</p> | |