



Hike One

Amsterdam / Rotterdam / Eindhoven

www.hike.one

- Design Sprint
- Challenge
- Team + experts
- User test
- Practicalities
- Next steps

Introduction

Design Sprint

The **Design Sprint** is a process for solving problems and testing new ideas.

Invented at Google by Jake Knapp, perfected with more than 150 startups at GV, then shared with the world in the bestselling book *Sprint*.

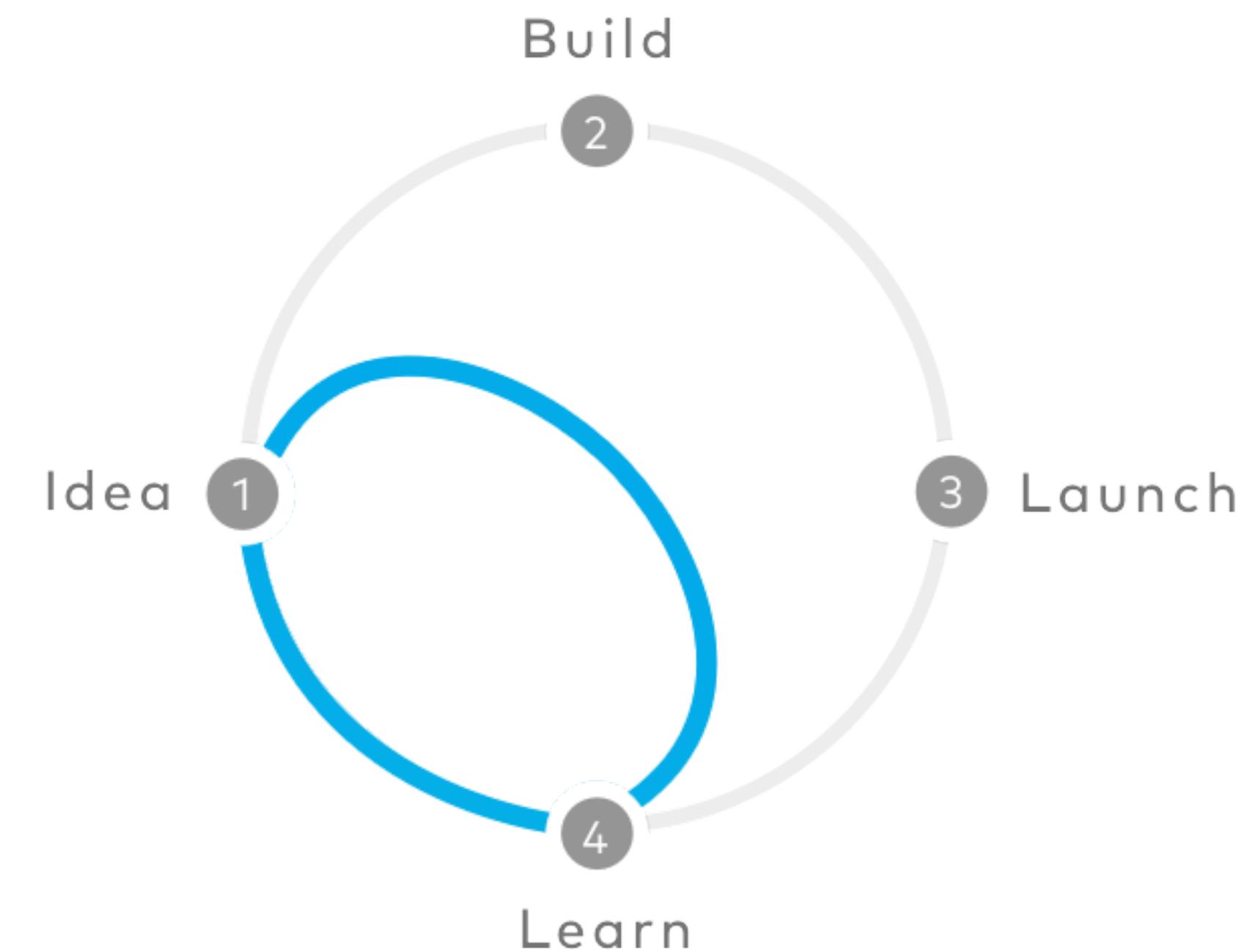
At Hike One, we have facilitated over 80 design sprints and it has become our go-to method of starting a project



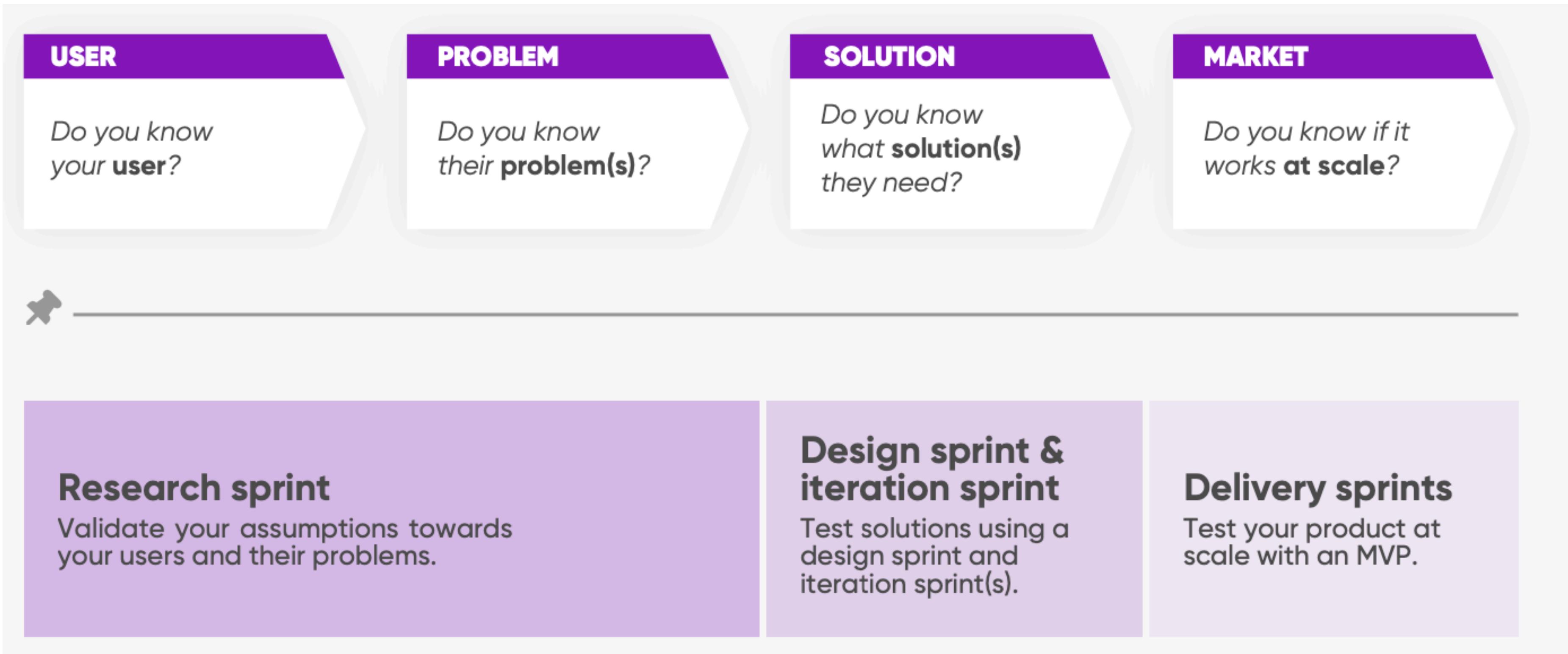
New product development **takes a lot of time** and **involves large risks**.

You don't have to build a product to start learning: you can **prototype it instead**.

The Design Sprint takes a shortcut by moving from idea to prototype within a week, striving for **learning as soon as possible**. The loop can be repeated multiple times.



When to start a Design Sprint?



What goes in? What comes out?



Design Sprint from day to day

You're invited!

MONDAY

**Define challenge
and produce lots
of solutions**

You're invited!

TUESDAY

**Vote on best
solutions and
define prototype
with storyboards**

WEDNESDAY

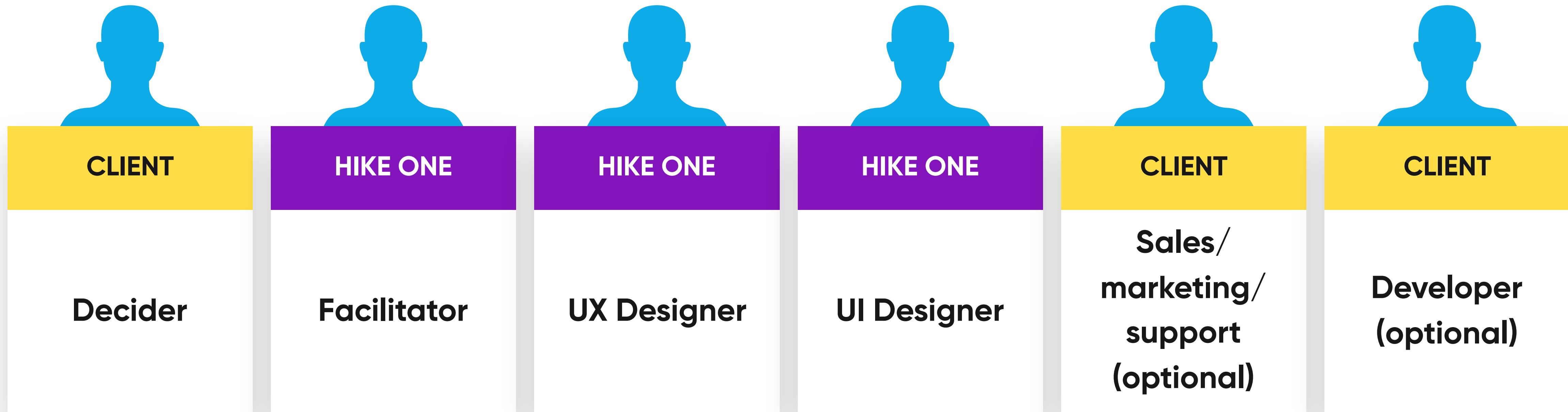
**Build prototype
and prepare user
test**

You're invited!

THURSDAY

**Test prototype
with real users
and wrap up test
results**

Who's involved?



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Finding the right fit

Challenge

Discussion prompt

**What are you trying
to achieve?**

Discussion prompt

**Who is your most
important user/
customer?**

Discussion prompt

**What are the biggest
risks?**

Discussion prompt

**What have you
done so far?**

Discussion prompt

**When will this project be
accepted as a success?**

Discussion prompt

Why did you hire us?

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Involving stakeholders

Team + experts

Team

You want to bring a team together that together can make a best guess at what the target user wants. **So think beyond product teams and also involve sales, marketing, customer support.**

The team should consist of **6-8 persons**.

Team members have to **clear their agenda** for at least Monday and Tuesday. Wednesday is optional if they can/want to contribute to the prototype.

Questions:

- ▼ Who is the decider?
- ▼ Who will be in the team?



Experts

Are there stakeholders who can give the team valuable insights that help decision making? E.g. insights on vision, customer research, how things work, previous efforts.

There is room in the agenda on Monday from 10:30 - 11-30. The facilitator will interview the experts shortly. This can be via phone or in person. Multiple experts can be interviewed at the same time as well.

Questions:

- ▼ Who are the experts?
- ▼ Who will invite them? If they have valuable information they can also send it up front to the team



Stakeholders can also be invited to observe one of the user tests on Thursday

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Learning from your target group

Concept test

Concept test

On Thursday we will test the prototype with 5 users, 45–60 minutes each.

Questions:

- ▼ Who are the target users?
- ▼ What device will we build the prototype for?
- ▼ What language?
- ▼ Will we test remotely or on location?
- ▼ If remotely: which tool will we use?



Recruiting participants

Questions:

► Who will recruit test participants?

► Time slots:

9:45 - 10:30 Participant 1

11:00 - 11:45 Participant 2

11:45 - 12:30 Participant 3

13:30 - 14:15 Participant 4

14:15 - 15:00 Participant 5



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Set up for success

Practicalities

Sprint room

We need a big room where the whole team can sit at the table and comfortably walk around.

Whiteboards are a plus, empty walls are fine as well.

We also need a separate test room for the test on Thursday.



Supplies & snacks

We'll bring a Sprint suitcase that contains all supplies used during the design sprint, such as post-its, a timer, markers, tape, stickers etc.

Questions:

- ▼ Where can we have coffee?
- ▼ Where will we have lunch?



Communication & tools

Questions:

- ▼ How will we store and share files?
- ▼ Do you have a style or copy guide?
- ▼ Which assets can we use (photos, information, data)?
- ▼ Do you have a design system/library?
- ▼ Do you have preference for a prototype tools?
- ▼ Do you have an NDA we can use for the concept test?



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Next steps

Discussion prompt

**How to prepare the
team best?**

Reporting

You'll receive a report of the Design Sprint a week after the sprint has ended

Together we can present the results to stakeholders as well. Let's pick a date!

