

DESIGN SPRINT

SPRINT BRIEF

SPRINT CHALLENGE:

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What is the challenge that you want to solve in the sprint?

Here are 4 things that make a great challenge:

- The challenge is something real that the team needs to deliver
- It's stated in a way that sounds inspiring - something to solve for
- It's clear and concise
- It includes a time frame (next quarter? 3 years from now?)

Example: Redesign the future of self-driving cars as a service, focusing on two future milestones: 2014 and 2016.

DELIVERABLES:

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What do you want the team to create during the sprint? Example: user journey flows for X and Y. Vision video... Website prototype.

- Aim for the highest quality deliverables possible. Digital polished work, videos, interactive prototypes.. win over sketches.
- List all platforms that we need to design for (web, mobile, tablet) / (physical product + website) / (environment)

LOGISTICS:

Who:

When:

Where:

Sprint Master:

APPROVERS & RESOURCES:

Stakeholders:

Who needs to sign off on the project so it can launch? We want to include this person's view in the sprint so we can plan a path to launch that's fast and smooth.

WIP: Stakeholders

For short term sprints: Assignment development team, if any:

It's recommended that you start a design sprint by having assigned development resources to carry the work after the sprint. This is easier in the case of short-term focused sprints.

For long-term / vision sprints: Plan to secure resources:

Vision sprints take a long-term view of planning. In order to succeed, your team needs to have a plan of approvals for how to integrate the sprint within the organizational roadmap.

PROJECT TIMELINE:

1. Current state of the project

What's been created already? If this is a new project with no history, just say so. If this is a 4 year project with lots of history, summarize.

2. Roadblocks

What stands in your way?

3. Early wins, if any.

Has our team demonstrated any wins or learnings in your space already?

4. Estimated launch plan

When is the projected launch for the piece we are designing? What is this likely to be at launch - a website, campaign, service, physical product... Make sure to list that in the challenge statement as well.

SPRINT SCHEDULE - 3 Days

DAY 1

9:00	Arrival and registration
9:30	Welcome & Introductions
	Overview of Sprint and rules - (5 min)
	Ice Breaker/Meet the team (15 min)
	Introduce the Challenge - (3 min)
	Directions for HMW's - (2 min)
10:00	Understand: Lightning Talks
	Business Perspective -
	Voice of the User -
	User Journeys and Pain Points
	Design Evolution/Product Audit
	Competitive Landscape
	Technological Opportunities
11:30	HMW's and Affinity Mapping

12:30	Lunch
13:30	Review existing User Journey Map out an improved journey Success Metrics
14:30	Comparable Problem in Parallel Space
15:00	Boot up Crazy 8's Sketching
16:00	Solution Sketch
17:00	End of day Team check-in

DAY 2

9:30	Open with a Daily Inspiration & Recap of Day 1 Present Solution Sketches Assumptions & Sprint Questions Vote and decide on what to Prototype
11:00	Begin Storyboarding
12:30	Lunch
13:30	Finish Storyboard
14:00	Assign tasks & Start Prototyping
17:00	End of Day Check in

DAY 3

9:30	Opening with Recap of Day 2 Finish Prototype Prepare script for user sessions
12:15	Lunch
13:00	User testing session 1/2
13:45	Debrief
14:00	User testing session 3/4
14:45	Debrief
15:00	User testing session 4/5
16:00	Debrief & Share back to the team
17:00	End of Sprint!