

**Welcome to
the sprint!**

**You're gonna
build & test a
realistic prototype
in 5 days.**

**Also, do
you know
each other?**

**If not,
SUPER QUICK intros:**

Your name

+

2 words

about what you do.

Now, some
quick ground
rules:

1.

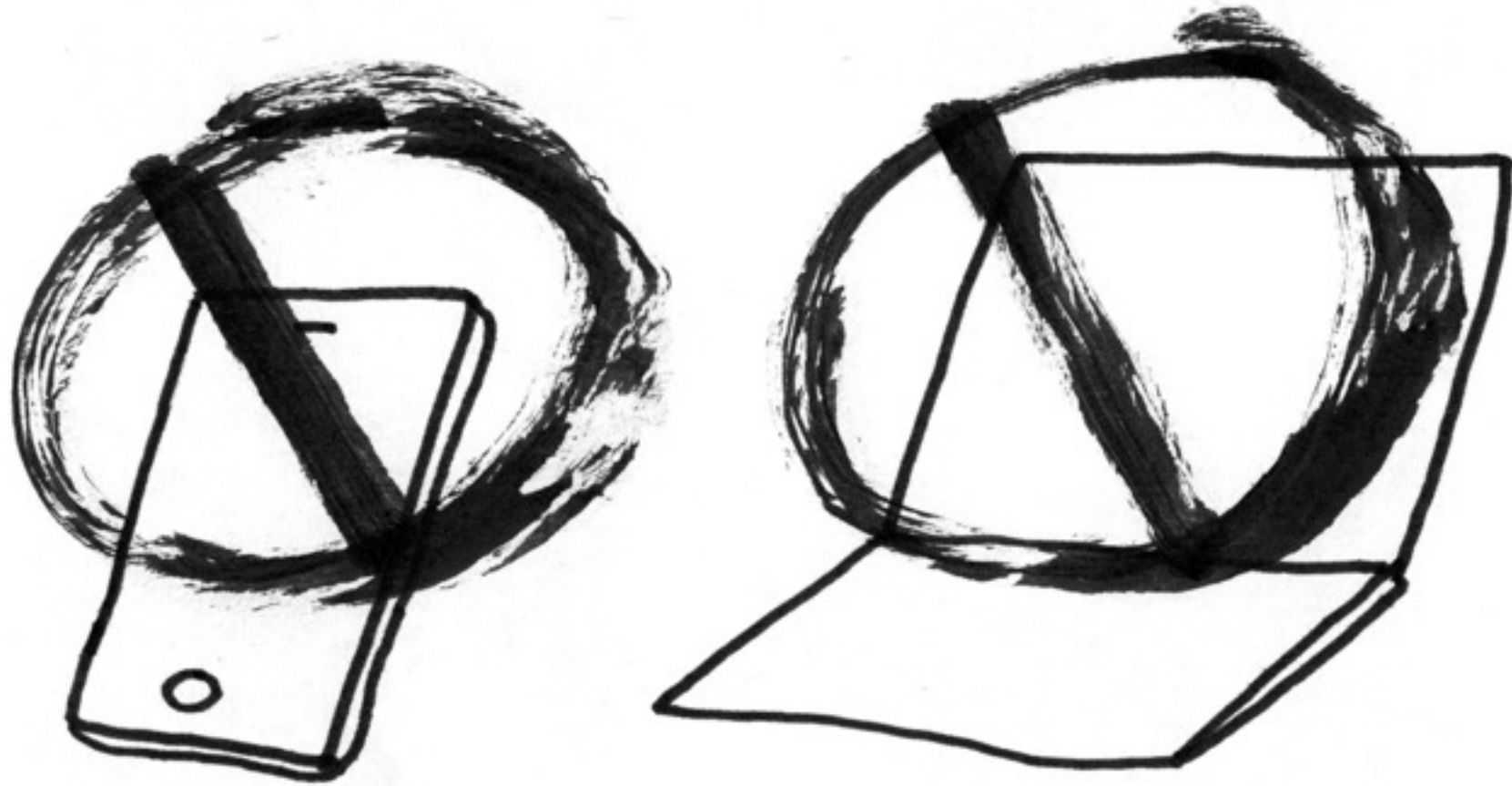
**The Facilitator
is in charge of
the schedule.**

2.

**The Decider
makes all
tough decisions.**

3.

No devices in the room.

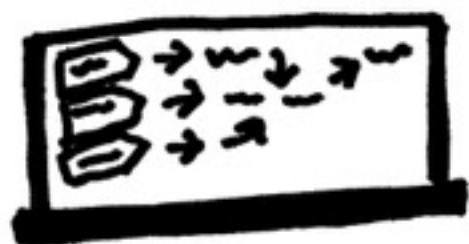


(You can use them at breaks. Or step out of the room any time.)

**Preview of
the sprint:**

MONDAY

•Map



TUESDAY

•Sketch



WEDNESDAY

•Decide



THURSDAY

•Proto-
type



FRIDAY

•Test

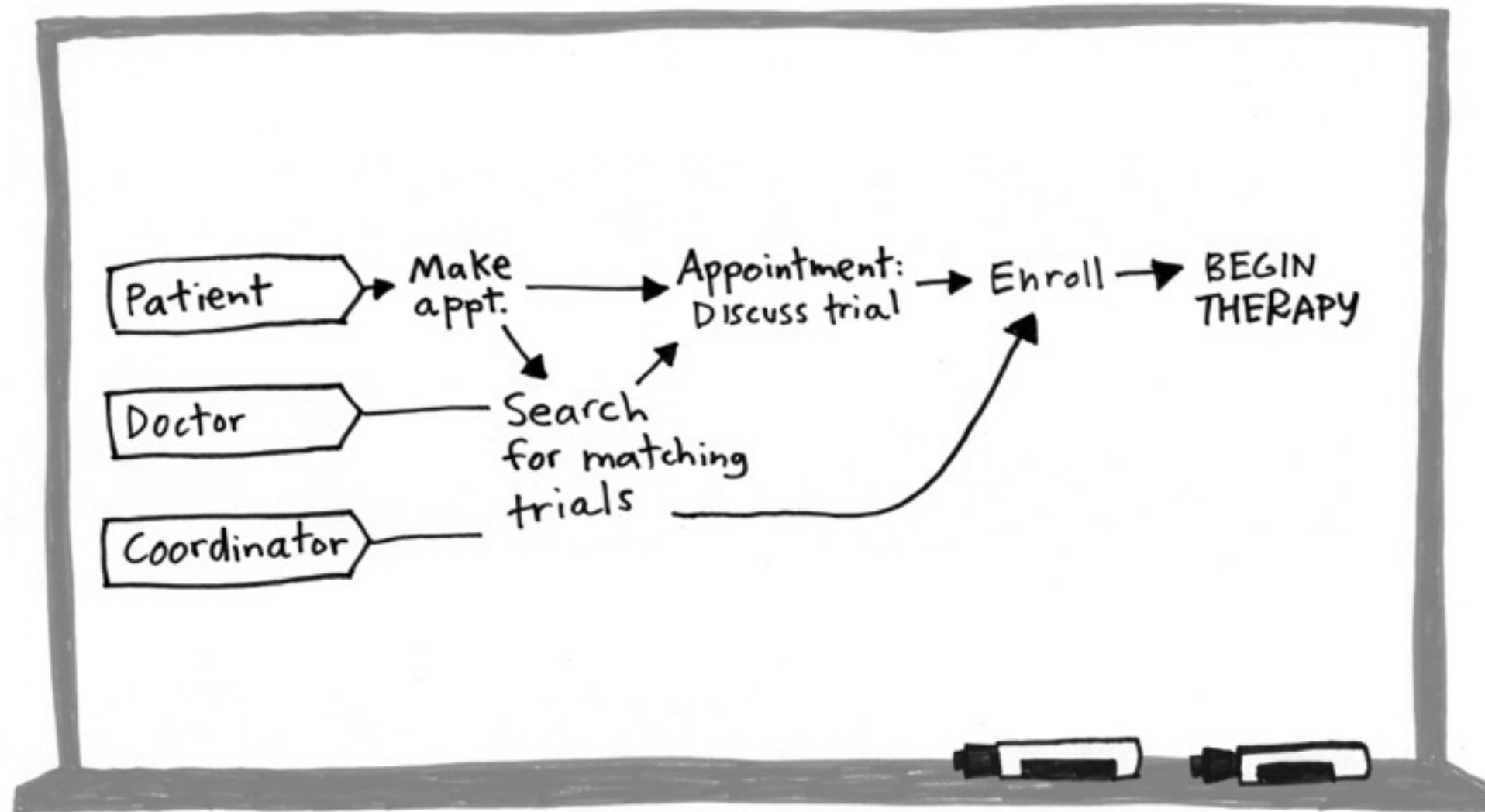


MONDAY

•Map



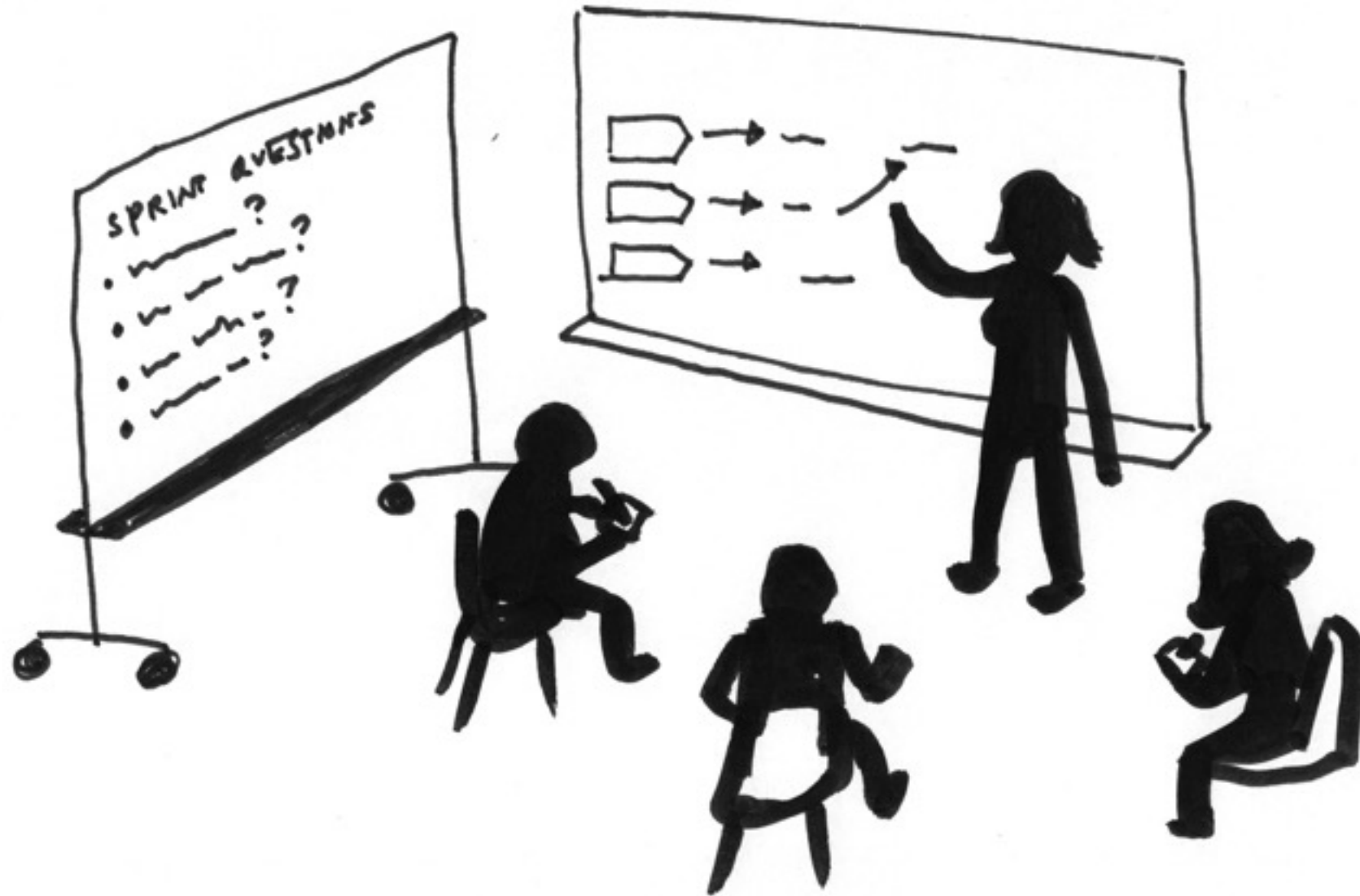
Make a map



This will be a simple diagram with around 5-15 steps.

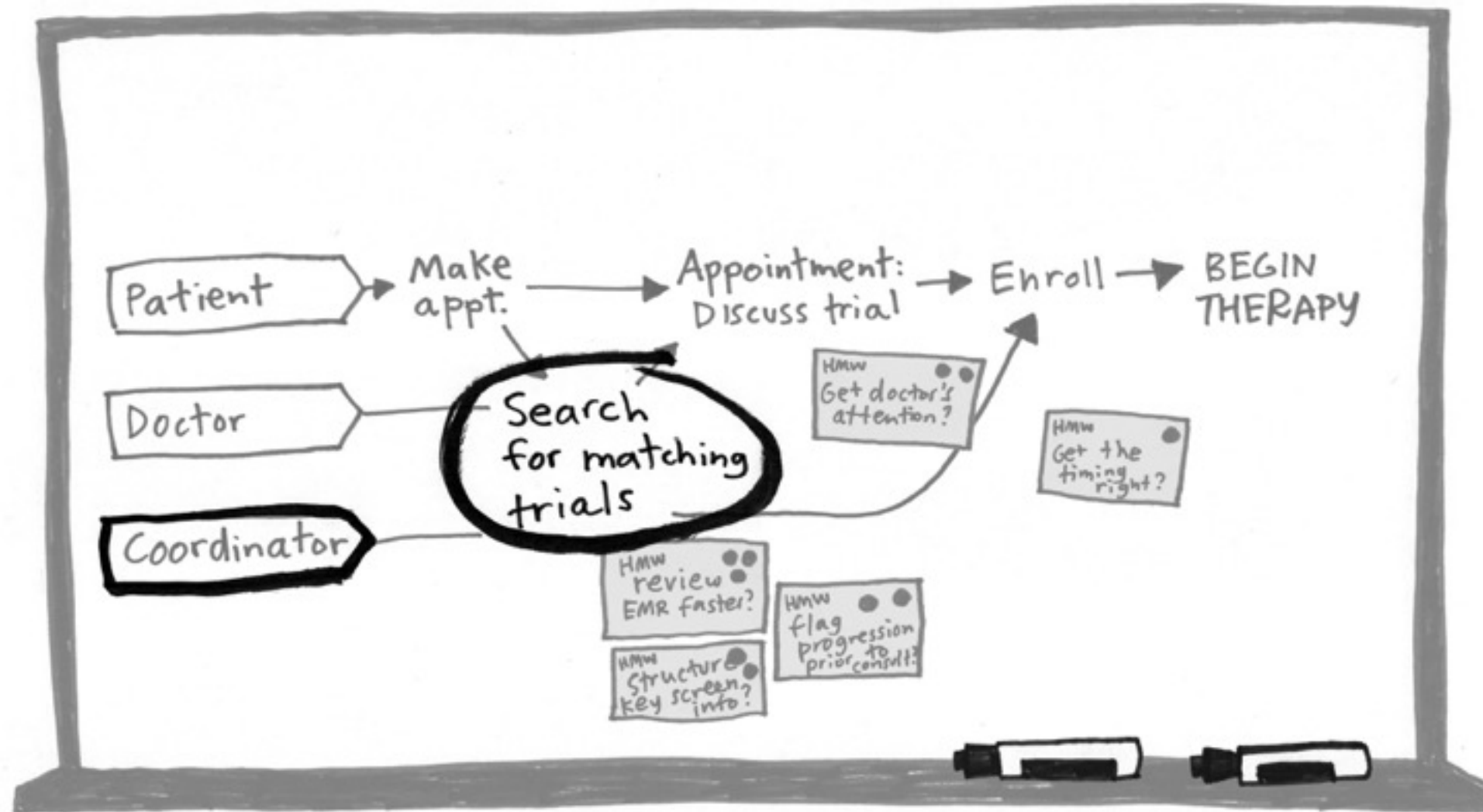
**Nobody knows
everything, so
you'll share info.**

Ask the experts



Talk to one person at a time and take notes.

Pick a target



Choose a customer type and a focus on the map.

MONDAY

TUESDAY

•Map

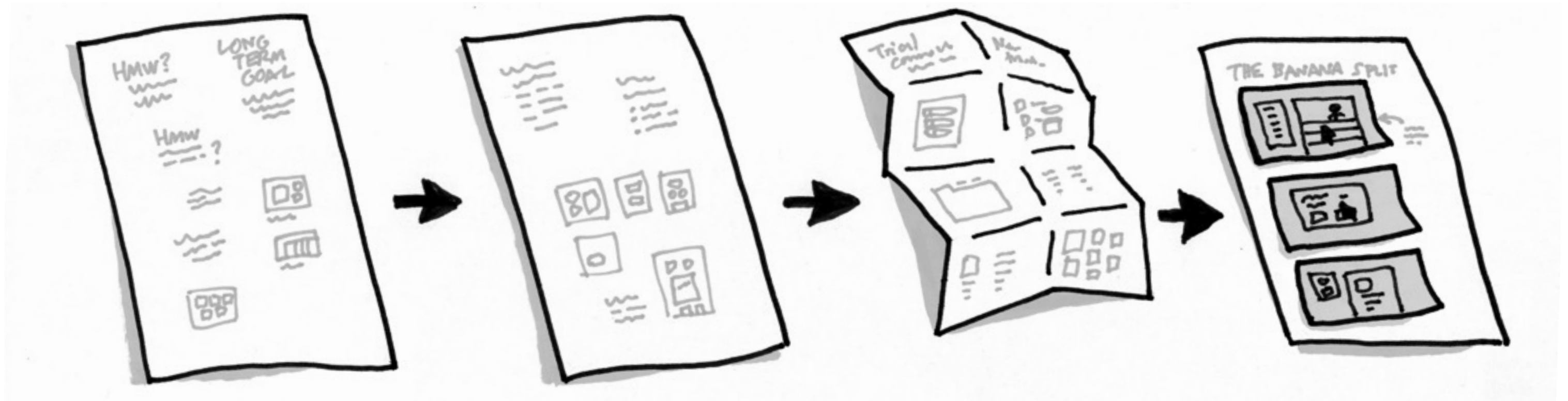


•Sketch



**Group
brainstorms don't
work, so you'll
sketch alone.**

Sketch



The process goes step-by-step to make it easy.

**Your sketches
will look like
this:**

WELCOME BACK



QUICK ORDER
☐ GIANT STEPS
☐ BLUEBON
☒ DECAF BLEND

QUICK REORDER
 W 3 CLICKS

SHOWN IN HOME

RECENT
 PURCHASES
 AND BLANK
 BLENDS

1st CLICK
 TELL US WHAT
 YOU WANT

QUICK ORDER

☒ GIANT STEPS 1 BAG
☐ BLUEBON
☐ DECAF BLEND

ADD TO CART or CHECKOUT

2nd CLICK
 QUANTITY,
 KEEP SHIPPING?

CONFIRM ORDER

☒ GIANT STEPS
 -SAYS THIN, FRESH, POLICY
 ADD ITEMS

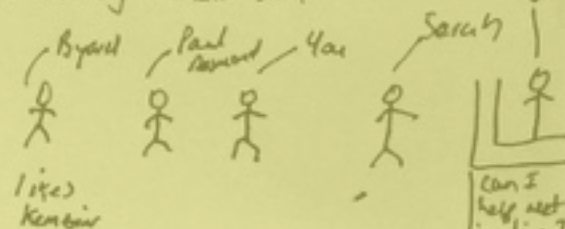
QUANTITY	SHIPPING	TOTAL
1	---	\$---
CHANGE	ORDER	

PURCHASE

3rd CLICK
 CONFIRM,
 DONE!

SOCIAL SCENE

See the famous BB line on screen —
 Click on each person so you can see what they
 are ordering - what's hot!



CHOOSE YOUR LEVEL Just like Starbucks

0 Easy → - Filter
 - Drip
 - Espresso

1 Advanced
 looking for something → Smooth → Bold
 Destructive → Bold
 Finely → Earthy

List best sellers by use with ~~very~~
 images of use + product
 or

Go deeper into
 • Single origin
 • Small lots
 • What's hot
 This week Diver's stand → best choice

THE "CART CONVERTER"

HTTP://BBC.COM/CART

Shopping CART

2 x 2 = \$35

Hey! Turn this order
 into a subscription. we'll
 send this to you every 2 wks.

Shopping
 Cart
 Page
 Interactive
 Selector

HTTP://BBC.COM/CONFIRM

OK Byron. we got your
 points for 2 lbs of
 coffee every 4 wks.
 we'll ship your first order
 today; your next Friday morning
 direct 4 wks from now

Adjust 1 confirm

HTTP://BBC.COM/SUCCESS!!

Success! You're now
 signed up for the ultimate
 in fresh coffee experience

Click here to adjust

Click here to cancel
 anytime

Click here to tell a
 loved one about our
 subscription & how cool

MONDAY

• Map



TUESDAY

• Sketch



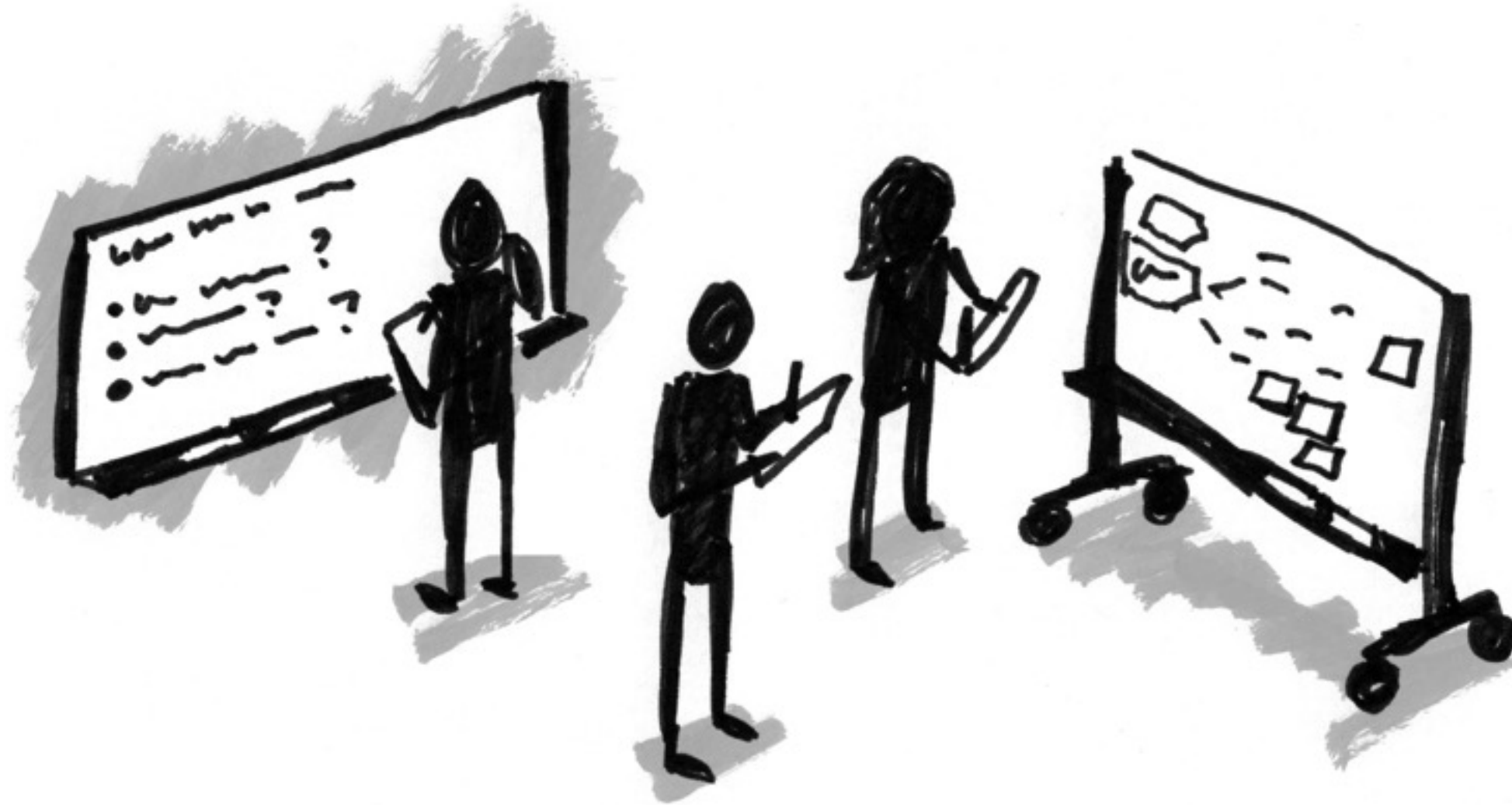
WEDNESDAY

• Decide



**You'll make fast
decisions without
groupthink or
sales pitches.**

Sticky decision



**Choose the best sketches
with silent review and structured critique.**

**Turn the winning
sketches into a
storyboard:**

New York Times

roasters you should know about

Potting shed

Linden alley

4pm Roasters

Blue Bottle

Stumptown

OUR STORY SHOP

Potting Shed Coffee

How do you brew?

Pour over

espresso

What do you like?

Floral

Bright

Bright Pour over coffees

Linden Alley

How?

Tone?

Floral

Bright

Churn

4pm Roasters

pry about us story

test us

BY METHOD

Pour over

espresso

Drip

BY TONE

Floral

Bright

Churn

Best coffee for Pour Over

How to

Heat it up!

Giant steps

ADD

SUBSCRIBE

How it tastes

Bright, Chocolate, RC Cola

How to make it

chance of French press

Tech spec

Tech spec

Founders notes

Also great for pour over

Also great

17 foot ceiling

ADD

SUBSCRIBE

How it tastes

Tech

17 foot ceiling

Added to cart

CHECKOUT

Suggestions

Filter

Learn more

Shipping

Billing

DISH UP

CREATE

PRINCE & EVAN

Shipping

Billing

DISH UP

CREATE

PRINCE & EVAN

Shipping

We'll want it tomorrow!

Next

Payment

Do it!

Thanks!

We'll want it tomorrow!

2 days later...

You get the coffee

1 week later...

You run out

4pm Roasters

By method

By tone

Recent

17 foot ceiling

17 foot ceiling

BUY

SUBSCRIBE

Start a subscription

17 foot ceiling

1 bag every 2 weeks

You'll be billed \$18 every 2 weeks. You can cancel, pause any time.

ADD

Added SUBSCRIPTION 1 bag of 17 ft ceiling every 2 weeks

CHECKOUT

Checkout

...

You're subscribed!

Any time you can

PAUSE

ADJUST

CANCEL

MONDAY

• Map



TUESDAY

• Sketch



WEDNESDAY

• Decide



THURSDAY

• Proto-
type



**A realistic
façade is all you
need to learn
from customers.**

MONDAY

•Map



TUESDAY

•Sketch



WEDNESDAY

•Decide



THURSDAY

•Proto-
type



FRIDAY

•Test



**5 customer
interviews are
enough to reveal
big patterns.**



Interview 5 customers, 1:1.

The team watches over video from another room.



**At the end of the
sprint, you'll
know what to do
next.**

Okay,
let's do it!