

Product sprint

From idea to prototype



@bpapillard

Outline

1. Your app in 2 words
2. Your core user journey
3. Build a prototype with Figma

1. Your app in 2 words?

Keep it simple

It's an app to **do + this**



book a flat



write a story



order a cab



manage a project

Your value proposition?

how you differ from competitors

What's their **value proposition**?



Rent a local's place



Write posts with great design



Order in one click



Use the simplest tool: lists & cards

Same use case, different value propositions



vs



Local's flat

Good deals



Can you see the value proposition in their UI?

Top 20 Paris Vacation Rentals, x Boris

Paris, France

Host 1 Trips 1 Messages 7 Help Boris

Filters

Only 1% of listings are left for these dates.
We recommend booking a place soon. [Learn more](#)

€29

Charmant appartement parisien
Shared room · 2 guests · ★★★★☆ · 17 reviews

€30

Jolie petite chambre
Private room · 1 guest · ★★★★☆ · 37 reviews

€26 ⚡

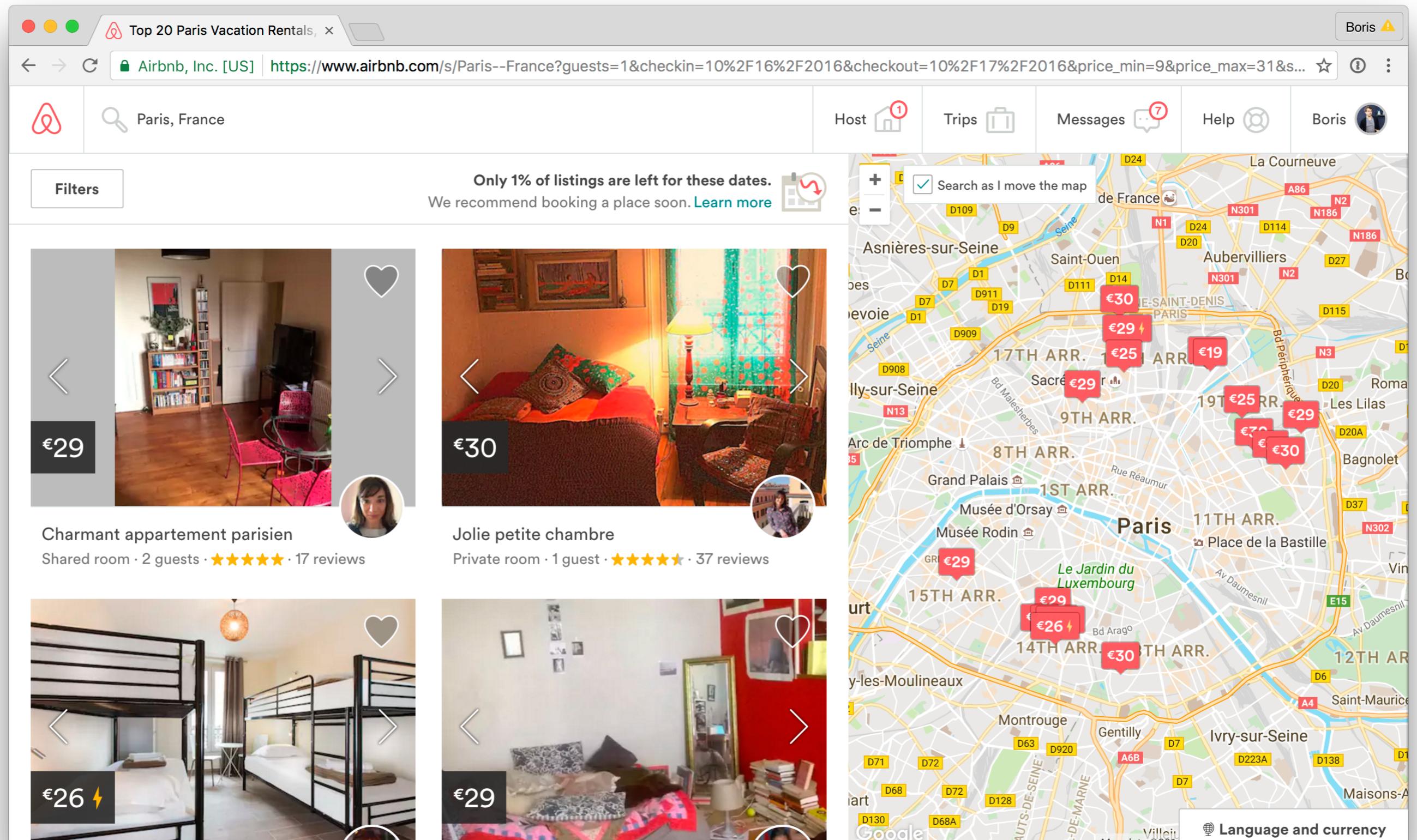
€29

Search as I move the map

Map of Paris showing vacation rental prices by location:

- 17TH ARR.: €30, €29, €25, €19
- 9TH ARR.: €29
- 8TH ARR.: €29
- 1ST ARR.: €29
- 15TH ARR.: €29, €26 ⚡
- 14TH ARR.: €30
- 13TH ARR.: €30
- 11TH ARR.: €30
- 12TH ARR.: €30
- 10TH ARR.: €29
- 6TH ARR.: €29
- 7TH ARR.: €29
- 16TH ARR.: €29
- 18TH ARR.: €29
- 19TH ARR.: €25, €29
- 20TH ARR.: €29

Language and currency



B.

Can you see the value proposition in their UI?

booking.com

Booking.com

Home → France → Ile de France → Paris
 57,719 properties 5,783 properties 4,253 properties
 Paris, 1 adult, 1 Night (Oct 15 - Oct 16) [Change dates](#)

Search

Destination/Hotel Name:

Work Leisure [?](#)

Check-in

Check-out

1-night stay

Rooms: 1
 Adults: 1
 Children: 0

Search

69% reserved

Paris is a top choice on our site with travelers for your selected dates (69% reserved).
 Tip: Prices might be higher than normal, so try searching with different dates if possible.

Paris: 4,253 properties found

3 reasons to visit: **Eiffel Tower** Sightseeing | **Musee D'orsay** Fine Art Museums | **Notre Dame** Churches

[Map View](#)

Our Recommendations First | Lowest Price First | Distance From Downtown | Review Score ▾ | Stars ▾

Deal of the Day

34% LESS THAN NORMAL

Hotel Devillas  
 5th arr., Paris – Subway Access Good 7.5
1326 reviews



 € 161   € 106 [Reserve](#)

Give Us Your Must-Haves

Filters help our customers find the perfect place to stay. Click the things that are most important to you, and we'll show you what we've got.

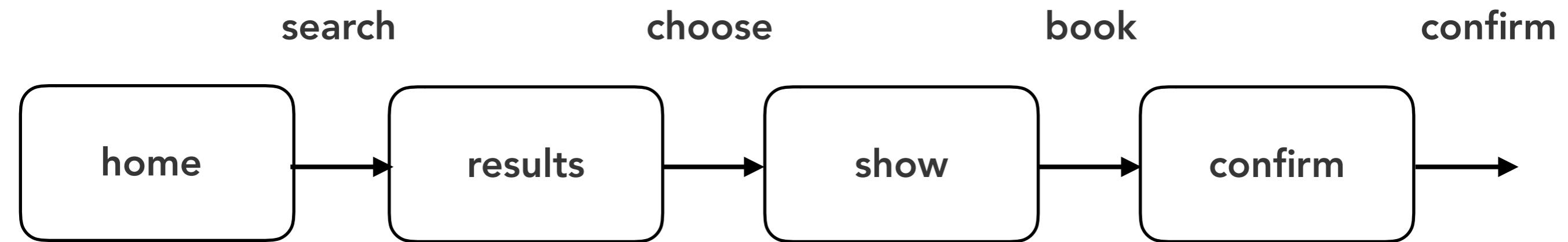
California Champs Elysées  
 (3.8 km from center) Very good 8.1
1,421 reviews

 Twin/Double Room In high demand! € 305 [Select your room >](#)

2. Core user journey?

It will drive your design and dev

Airbnb core journey: as a user, I can book a flat



3. Prototype with Figma



When use Figma?

- 1. Rapid prototyping to test a new UX**
- 2. Limited for rich projects (prefer Sketch + Invision)**

1. Start with a simple UI-kit

Components for headers, text, link, input, button, avatar, card

The screenshot shows the Figma interface with a UI Kit for an Airbnb project. The left sidebar lists components under 'Desktop HD': h1, h2, h3, body, link, input, button, avatar, and card. The main canvas displays a 'Desktop HD' component containing:

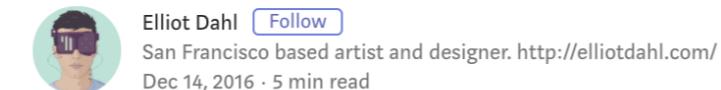
- This is the main title**
- This is the second title of main section**
- This is the title of sub-section**
- A paragraph of Lorem Ipsum text.
- A 'A link' button with a circular icon.
- An 'input' field and a 'submit' button.
- A large gray rectangular placeholder.

The right sidebar shows design settings: background color #E5E5E5 at 100%, checked 'Show in exports', and checked 'Pixel Grid'. The export section is empty with a note to add settings.

Pro tip: 8-point grid

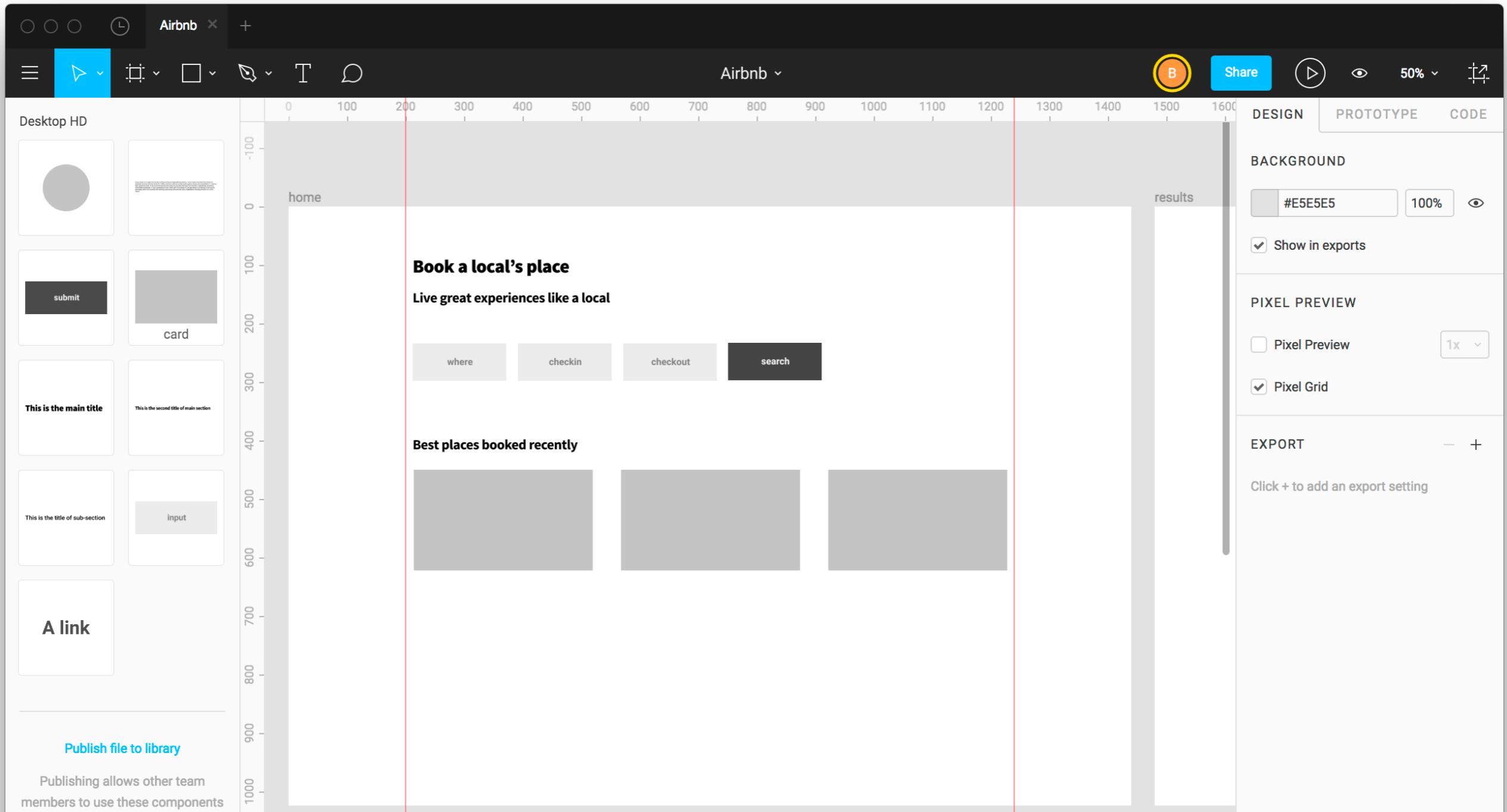
Use multiples of 8 pixels for your font sizes

The screenshot shows a web browser window with the title bar "Intro to The 8-Point Grid System". The page content includes the "Built to Adapt" logo, a navigation bar with links like HOME, THAT MOMENT, FEATURES, DESIGN, DEVS, PRODUCT, VOICES, FUN, and PIVOTAL. Below this is a profile section for "Elliot Dahl" with a small photo, a "Follow" button, and some bio text. The main article title is "Intro to The 8-Point Grid System". The text discusses the benefits of using an 8-point grid system in design.



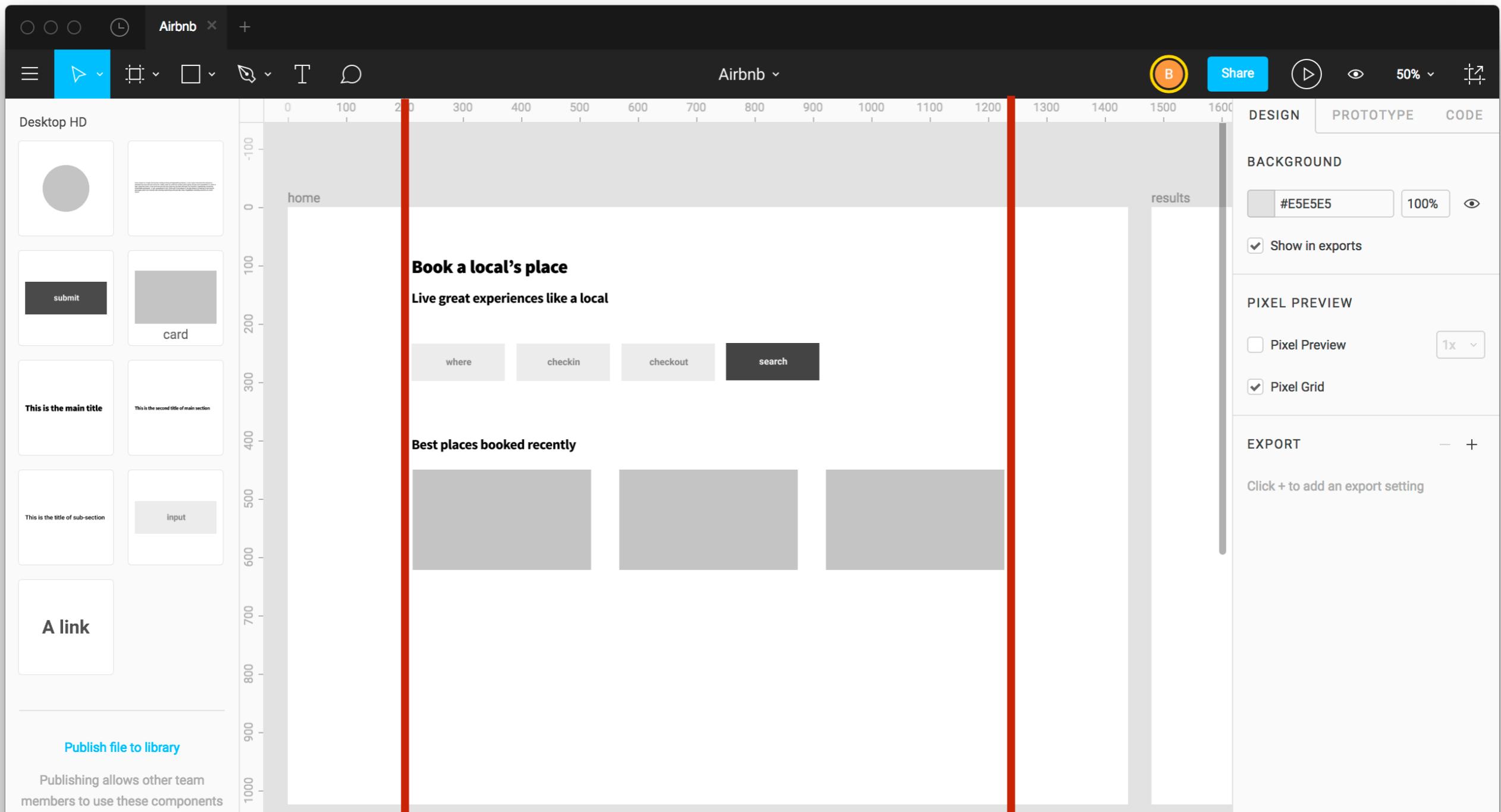
2. Build a wireframe

Drag & Drop your components



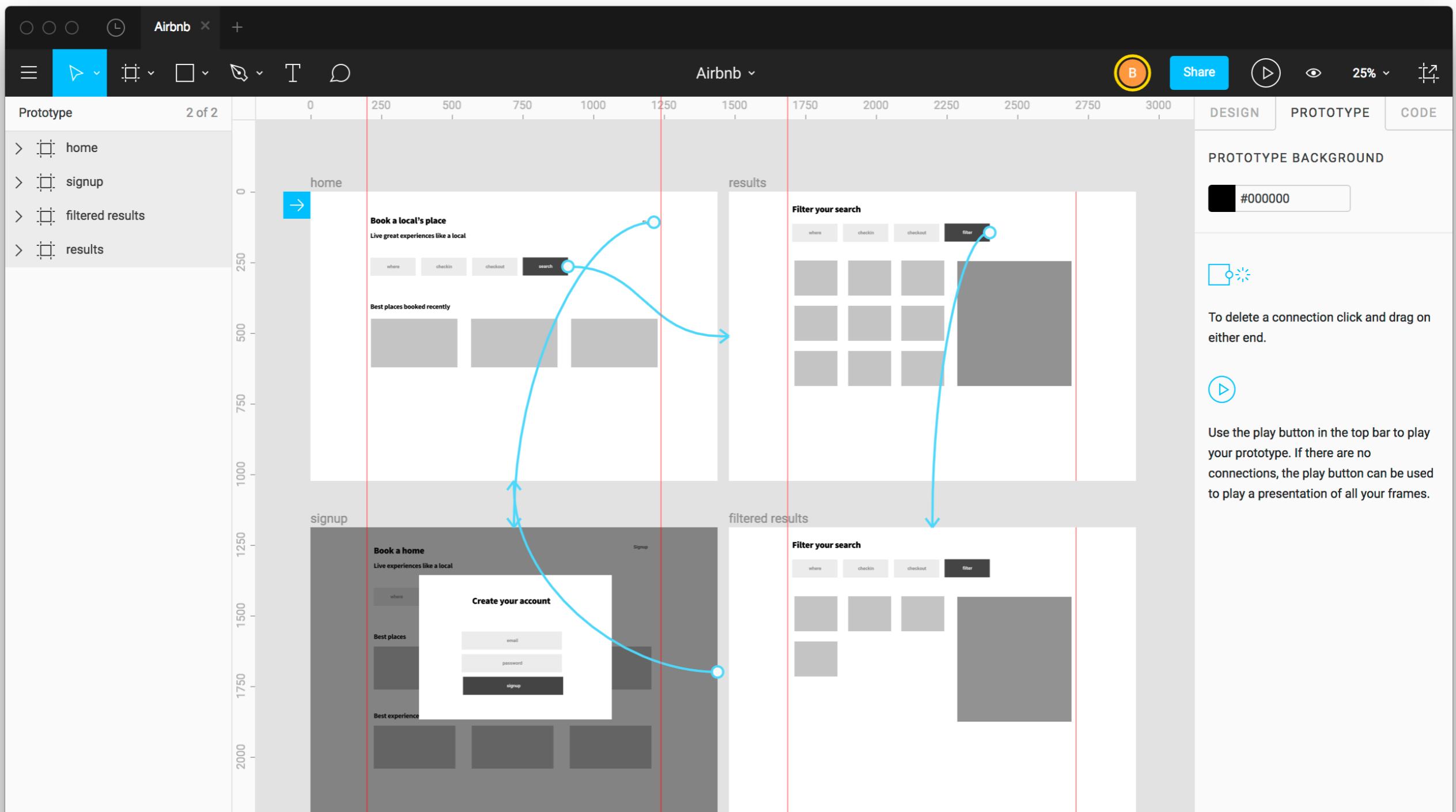
Pro tip: draw vertical rulers

Keep content aligned on all frames



3. Test your UX with a prototype

Connect the frames, play your prototype



4. Apply a visual identity

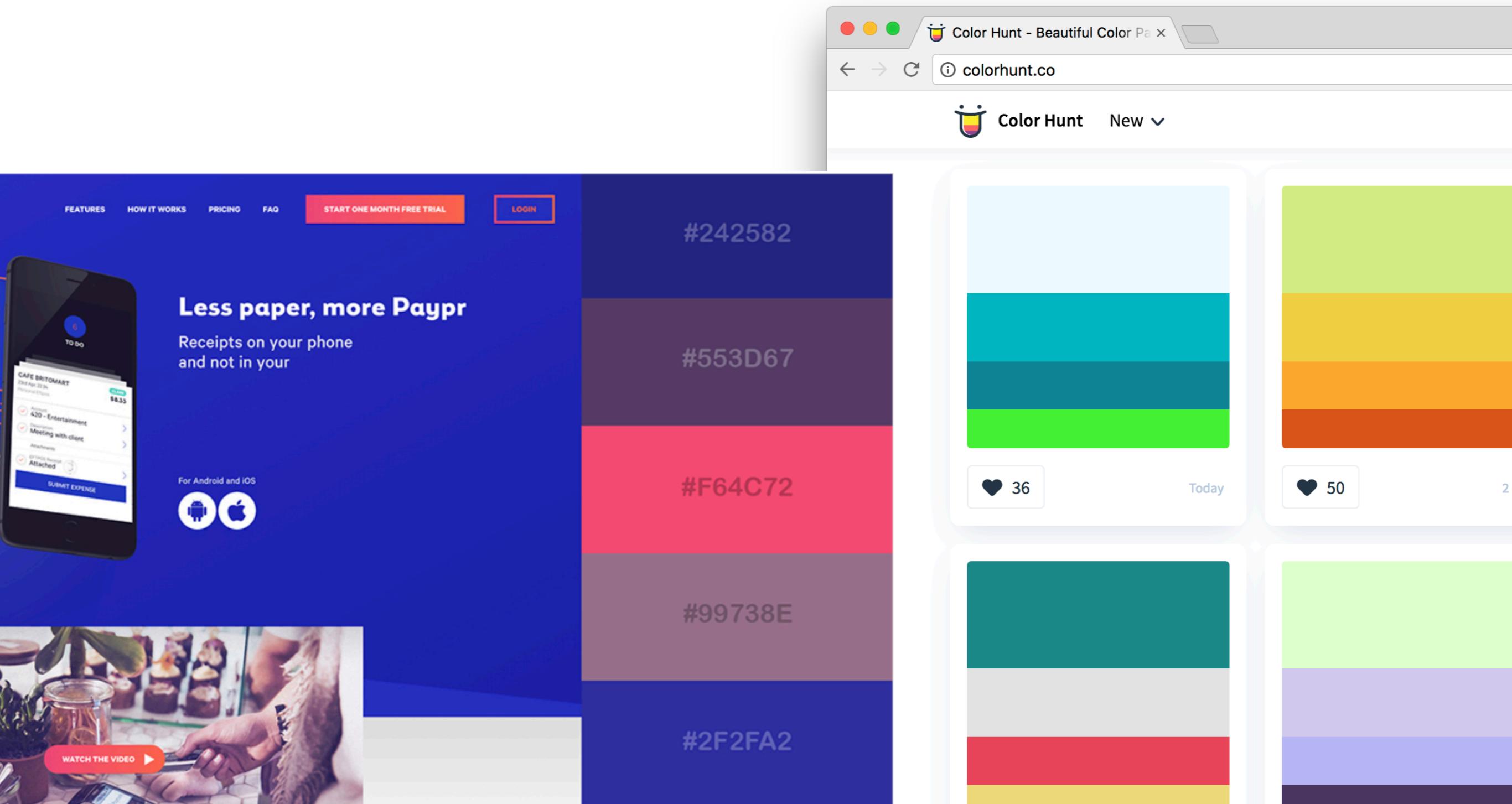
Enhance your UI kit with fonts, colors, icons, pictures

The screenshot shows the Figma interface with the following details:

- Header:** Airbnb (with a dropdown arrow), Share, 50% zoom.
- Left Sidebar:** UI Kit, Desktop HD selected. A tree view shows components: primary, secondary, h1, h2, h3, body, link, input, button, avatar, card.
- Design View:** A white canvas with a coordinate system from -800 to 800 on both axes. It contains:
 - Text: "This is the main title", "This is the second title of main section", "This is the title of sub-section".
 - A paragraph of Lorem Ipsum text.
 - UI elements: "A link" (green text), a small profile picture, an "input" button (grey), and a "submit" button (red).
 - Two solid colored squares: one red and one green.
 - A small image of a room interior at the bottom left.
- Right Sidebar:**
 - DESIGN** tab is active.
 - BACKGROUND:** #E5E5E5, 100%.
 - Show in exports.
 - PIXEL PREVIEW:** Pixel Preview (unchecked), 1x.
 - Pixel Grid.
 - EXPORT:** Click + to add an export setting.

Where to find colors?

Get inspiration from ColorHunt or other websites



Where to find fonts?

Get .ttf files from Google Fonts or getthefont

Standard

Paid

The screenshot shows a web browser window titled "Get the Font". In the search bar, the word "kievit" is typed. Below the search bar, there are five download options: ".OTF", ".TTF" (which is checked), ".WOFF", ".WOFF2", and ".EOT". A button labeled "GET THE FONT" is visible. A message at the bottom of the page reads "Please only download font files for which you have the rights." with an "OK" button.

kievit

.OTF .TTF .WOFF .WOFF2 .EOT

Please only download font files for which you have the rights. **OK**

kievit.ttf
github.com/koshalgarg/Innovision

kievit-light.ttf
github.com/Sitecore-Community/docs

KievitPro-Black.ttf
github.com/felixsusanto/storefront-potato

KievitWeb.ttf
github.com/sridhar47/buslocator

The screenshot shows a web browser window titled "Google Fonts". The address bar indicates a secure connection to "https://fonts.google.com". The main content area displays the "Google Fonts" logo and the text "Viewing 848 of 848 font families". On the right side, a font family named "Boris" is shown with its preview text: "A red flare silhouetted jagged edge wing.". Below the preview, it says "Sent... Regular 400 40p". Further down, another font family "Supermercado One" is listed with its preview text: "ent and ents are". A note says "Try typing directly into the text fields." At the bottom, "Roboto Condensed" is listed with its preview text: "before it, we be".

Boris

Viewing 848 of 848 font families

Supermercado One
James Grieshaber (1 style)
Sent... Regular 400 40p

A red flare silhouetted jagged edge wing.

Try typing directly into the text fields.

Roboto Condensed
Christian Robertson (6 styles)

before it, we be

Where to find icons?

Download & install Nucleo app

The screenshot shows the Nucleo app interface. At the top, there's a search bar with the text "chat". Below it, a sidebar titled "MY SETS" shows categories like "All Icons", "Google Material Icons", and "Nucleo". The main area displays a grid of icons related to communication, such as messages, notifications, and video calls. On the right, there's a sidebar with sections for "INFO" (which says "No icon selected"), "CUSTOMIZE" (with color and background options), and "FRAME" (with a plus sign). Above the app window, a browser tab shows the URL "https://nucleoapp.com/free-icons". To the right of the app window, there's a promotional section for "NUCLEO SAMPLE" featuring a "Free Icon Pack". It includes a "DOWNLOAD 60 ICONS" button and some descriptive text about the pack.

chat

All Styles Glyph Outline Colored

INFO

No icon selected

CUSTOMIZE

Color Background

FRAME

NUCLEO SAMPLE

Free Icon Pack

Our free test pack includes 60 icons. All icons are available as vector files and icon font. If you like this test pack, you'll love our library.

DOWNLOAD 60 ICONS

01

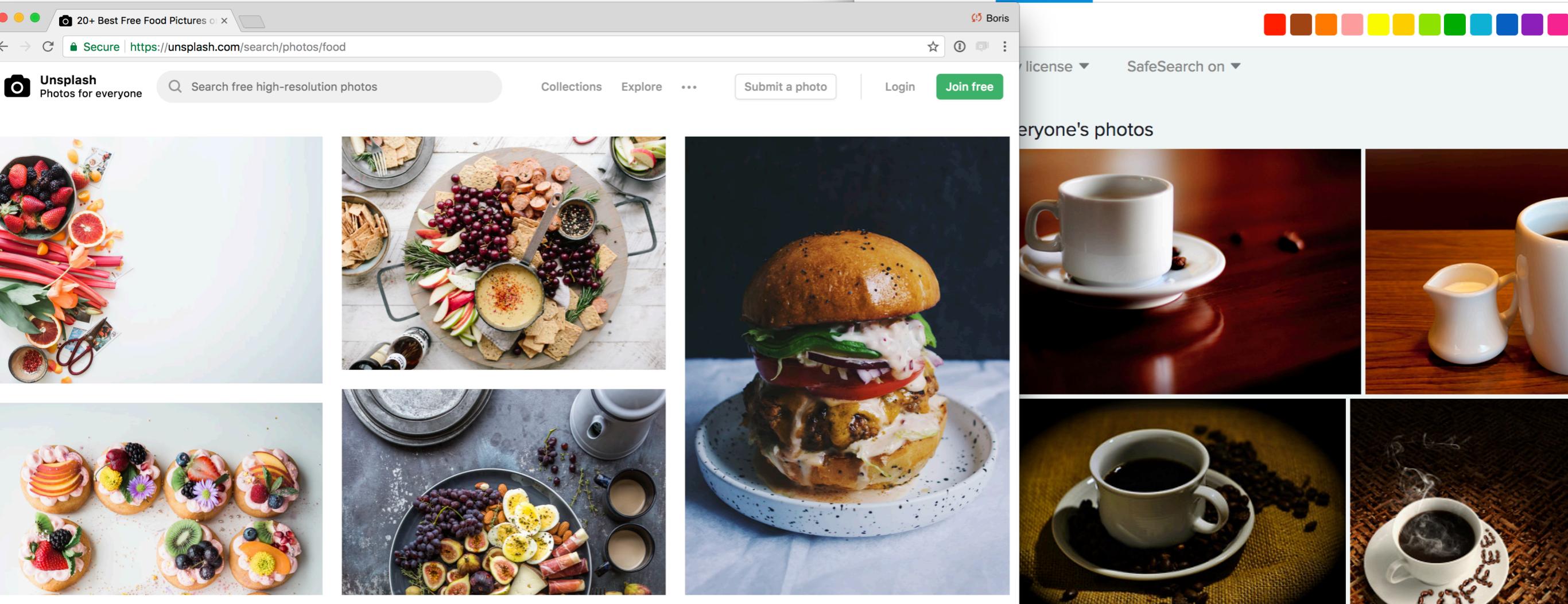
OUTLINE ICONS

Where to find pictures?

Unsplash or Flickr

Specific

General



Your turn!

Let's build cool prototypes