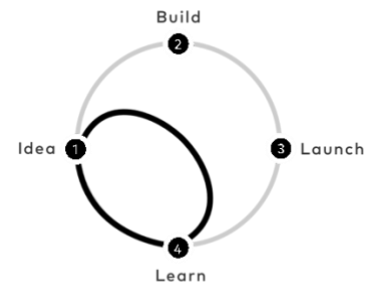


What the heck is a design sprint?

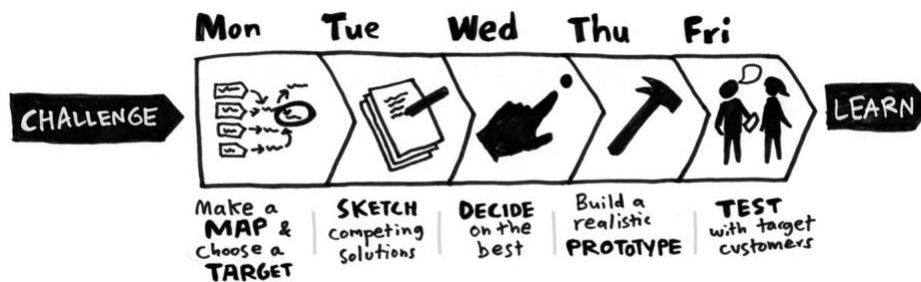
It's a 5-day design process that validates ideas and brings answers to critical business questions. Google Ventures developed it in 2010. See more [here](#).

What's the purpose?

Instead of spending months building and launching ideas, a sprint serves as a shortcut to learning. (Check out diagram on right!)



How does it work?



A schedule is attached on the following page.

What does this involve?

- 1 big challenge or critical problem that needs solving
- 1 team (ideally 7 or less) with diverse skills and areas of expertise – working together for 5 days to come up with a solution (prototype) + guided by a facilitator
- 5 users to test the prototype

How can you prep for a design sprint?

Be comfy! Bring snacks. I would provide snacks, but we're all hundreds to thousands of miles away. ☹️

Day 1 // Understanding the Problem

1. Map out user journey flow **1.5 hrs**

- Introduction *5 min*
- Explain the sprint *10 min*
- Set a long-term goal (changeable) *20 min*
- List sprint questions (appendable) *5 min*
- User journey mapping *45 min*

2. Understanding + identify target moment of user experience **1.5hrs**

- Review user research *1 hr*
 - How Might We (HMW) exercise
- Organize HMW notes *5-10 min*
- Vote on HMWs *5 min*
- Vote on target moment in user flow *15 min*

Day 2 // Brainstorming & Ideating

3. Ideating solutions **3 hrs**

- Lightning demos *20 + 3 min/person*
- Divide or swarm
- 4 Step Sketch
 - 1. Note taking *20 min*
 - 2. Idea writing *20 min*
 - 3. Crazy 8's *8 min*
10 minute break!
 - 4. Solution Sketch *45 min*

Day 3 // Deciding on a Solution

4. Reviewing all the solution sketches and deciding on the key features to prototype 3 hrs

- Art museum & heat map *20 min*
- Speed critique *3 min/sketch*
- Straw poll *5 min*
- Supervote *5 min*
- Winners & Maybe Laterers *5 min*
- Rumble or All in One / Fake Brand Names *10min if needed*
10 minute break!
- Individual Storyboarding *15 min*
- Group Storyboarding *1-1.5 hrs*

Day 4 // Prototyping

Free day! No meeting. Prototype of solution will be built.

Days 5 to X // User Testing

5. Observe user use prototype 1 hr x5

- 5 users across 2-3 days *1 hr each*
 - Notetaking

Day XX // Debrief

6. Debrief for learnings and constructive criticism, etc. 1 hr