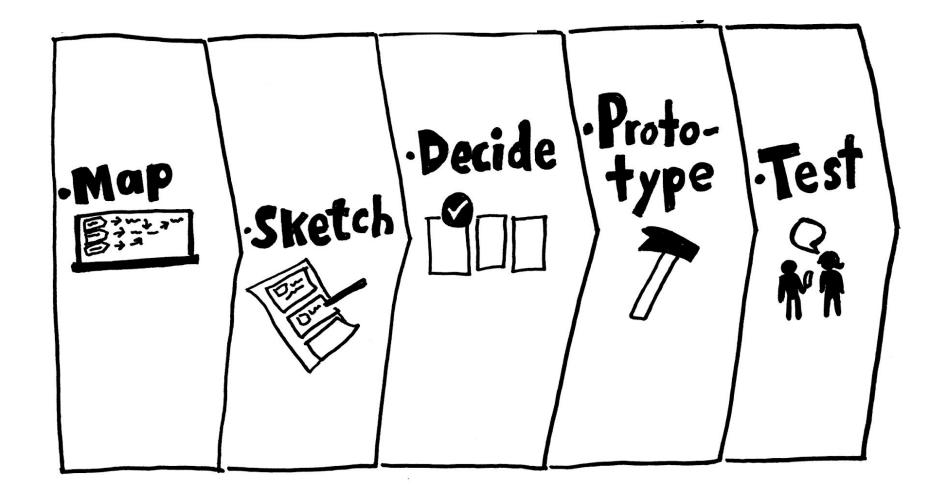# Welcome to Design sprint

Welcome to sprint day #5

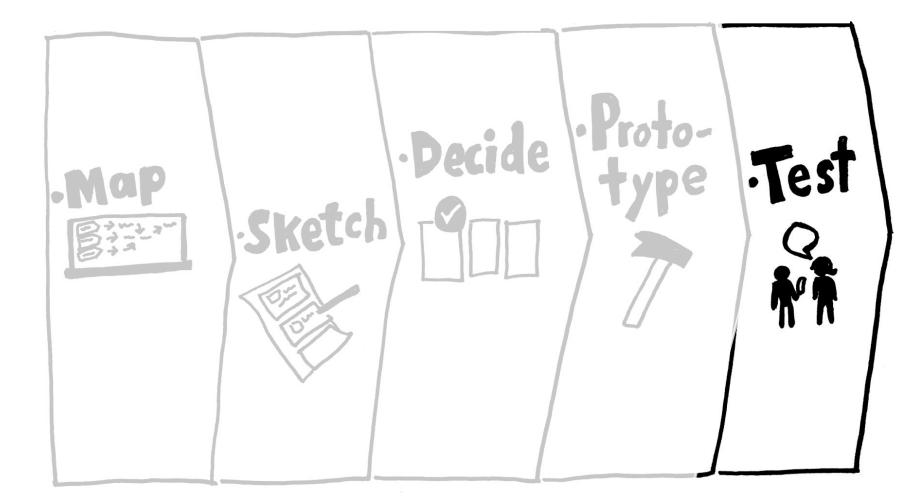# Preview of the sprint:

Overview of the week

- On <u>Day #1</u>:, you'll map out the problem and pick an important place to focus.

- On <u>Day #2</u>: you'll sketch competing solutions on paper.

- On <u>Day #3</u>, you'll make difficult decisions and turn your ideas into a testable hypothesis.

- On <u>Day #4</u>, you'll hammer out a high-fidelity prototype.

- And on <u>Day #5</u>, you'll test it with real live humans.

Today's focus

Day 5: Design Sprint_Test

Now, some quick ground rules:

1.
The Facilitator is in charge of the schedule.

2.
The Decider makes all tough decisions.

Remember to keep up your energy

Eat healthy snacks. Good snacks will help keep your team's energy up throughout the day. Eat real food like apples, bananas, yogurt, cheese, and nuts. For a boost, have dark chocolate, coffee, and tea. Get more than enough for everybody

Okay, let's start!

Welcome to sprint day #5

SPRINT:
FRIDAY

Okay, let's do it!

Testing

- It's time to put that prototype to the test!

- Today you'll show and test your prototype in five separate, 1:1 interviews.

- Instead of waiting for a launch to get perfect data, you'll quick-and-dirty answers to your most pressing questions right away.

Interview - preparation

- Go together in groups

- Create the questions for the interviews

  - Focus on: Long Term Goal, Usability and Design

- Find 2-5 users (within the target group)

  - Go to the canteen, to 2nd or 3rd semester MMD or others

Doing Interview

- Intro
  - Product, purpose and focus for the test.
- Ask the questions to the user (1 person interviews)
  - Initial questions about test person
  - Focus on: Long Term Goal, Usability and Design
- Find a quiet place and create a comfortable atmosphere
  - One person ask questions and another one takes note
- Exit
  - Final things
  - Final suggestions
- Thanks!

Start testing

Learn – Conclude on interviews

- Watch together (or talk, if not recorded), learn together
- Take interview notes as a group
  - Notes on post-its (positives and negatives)
  - Organised on wall (pages or flow categories)
  - Look for patterns (gather around the notes and for 5 minutes look for patterns silently)
- Insights
  - Share thoughts and conclusions
  - Prioritise insights
- Improvements to prototype
  - Write down list of suggested improvements for next iteration(s)
  - Remember, prioritise after urgency and focus on relevance for long-term goal

Thank you for today!