

# Welcome to Design sprint

**Welcome  
to sprint  
day #4**

# Modules

## Module 1

Sprint from problem insights to proof-of-concept prototype solution.

Research  
& Design Sprint

Web Prototype

## Module 2

Produce a mobile-first coded prototype of solution.

## Module 3

Sprint from UX problem insights to native app prototype solution.

Design Sprint:  
Native App (XD)

Next up:  
1st semester exam

**7 June**

Exam Info  
and Q&A

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# Module focuses

<b>Module 1</b>	Design sprint: Mobile-only prototype
<b>Module 2</b>	User-interface development: Web prototype
<b>Module 3</b>	Design Sprint: Native app

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# Tasks

04.01.01. **Design sprint** (21 May, 22:00 on Fronter): Approved/Not Approved

04.02.01. **Web prototype** before (31 May, 22:00 on Fronter): A/NA

04.03.01. **Design sprint: Native app** (7 June, 22:00 on Fronter): A/NA

**Exam Project  
Presented!**

→ 7 June: **Pitch & Theme evaluation + 1st-Semester Exam Project Presented**

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# Case

<b>Client</b>	KEA (Head of MMD, Frederikke Bender)
<b>Platform</b>	KEA's intranet: Fronter (and related systems)
<b>Target audience</b>	KEA students (+ teachers, management etc.)
<b>Objective</b>	Improved solution(s) for KEA
<b>Problem</b>	Bad UX/UI in existing solution Lack of insight into target audience needs

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Rewatch the interview with Frederikke Bender here: [goo.gl/nBVNc6](https://goo.gl/nBVNc6)

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# Today's focus

Day #4: Design Sprint\_Prototype

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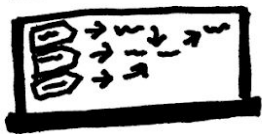


**Welcome to  
the sprint!**

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

**Preview of  
the sprint:**

•Map



•Sketch



•Decide



•Proto-  
type



•Test



# Overview of the week

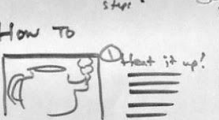
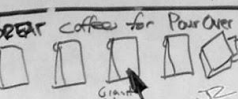
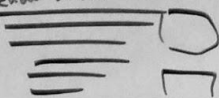
- On Monday, you'll map out the problem and pick an important place to focus.
- On Tuesday, you'll sketch competing solutions on paper.
- On Wednesday, you'll make difficult decisions and turn your ideas into a testable hypothesis.
- **On Thursday, you'll hammer out a high-fidelity prototype.**
- And on Friday, you'll test it with real live humans.

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

Okay,  
let's do it!

New York Times

roasters you should know about



Shipping

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○ ~ ~ ~  
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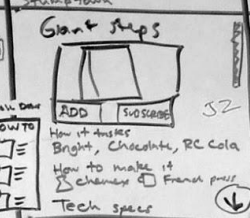
BN

Added SUBSCRIPTION 1 bag of 17 ft ceiling every 2 weeks

CHECKOUT

BN

Potting shed  
Linden alley  
4pm Roasters  
Blue Bottle  
Shampatun



Payment

BN

BN

Checkout

...

BN

Potting Shed Coffee  
How do you brew?  
Pour over Espresso

Tech spec

Founders notes

Also great for pour over

Thanks!

BN

BN

You're subscribed! Any time you can PAUSE ADJUST CANCEL

BN

BN

What do you like?  
Floral Bright

Also great

2 days later... You get the coffee

BN

BN

BN

BN

Bright Pour over coffees

17 foot ceiling

Tech

1 week later... You run out

BN

BN

BN

BN

Linden Alley

17 foot ceiling

Added to cart

CHECKOUT

Suggestions

Filters

Coffee dripper

4pm Roasters

BN

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BN

17 foot ceiling

BN

BN

BN

BN

4pm Roasters

Picking about us story

test

Shipping

Billing

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

BN

BN

BN



# Adjust your storyboard

- Describe it more detailed
- Improve areas that are unclear

*Imagine that you just received it and had to start prototype it*

**Welcome  
to sprint  
day #4**

•Map



•Sketch



•Decide



•Proto-  
type



Now it's **day 4** and the clock is ticking. You're going to **create a real-looking version** of your **storyboard** and show it to users tomorrow.

# Storyboard

Thanks to the storyboard, **you know exactly what to do**, and you also have a crazy deadline to get it done.

It's finally **time to to open your laptop**.



# SPRINT: THURSDAY

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

**Prototype  
mindset....**



- **You can prototype anything.**
- **Prototypes are disposable.**
- **Build just enough to learn, but not more.**
- **The prototype must appear real.**

**Design Sprint prototyping** is all about a **"fake it till you make it"** philosophy: With a realistic-looking prototype, you'll **get the best possible data from Friday's test**, and you'll learn whether you're on the right track.

# What your prototype should look like:

- A prototype is anything a person can look at and respond to.
- A prototype doesn't usually have to be very complex in order to learn what you need to know.

# That means:

- Build prototypes that are just enough to learn, but not more.
- The prototype must appear real.
- Create a prototype with just enough quality to get honest reactions from the target group.

# **It's OK if you're not satisfied**

It's better to be done with something good  
enough than to be half-finished with a  
masterpiece.

Remember that **the goal is to learn from the user** study tomorrow, not to have everything perfectly figured out and finished.

**Get overview and divide (10 min.)**

You can **break the storyboard into smaller scenes** and assign each to different team members.

# Remember KEAs Design Guide:

*[https://fronter.com/kea/links/files.phtml/1181064098\\$1023269116\\$/Organisation/KEA+Kommunikation/Designlinje+NY/KEA+Katalog/KEA\\_katalog\\_DK\\_2018-19.pdf](https://fronter.com/kea/links/files.phtml/1181064098$1023269116$/Organisation/KEA+Kommunikation/Designlinje+NY/KEA+Katalog/KEA_katalog_DK_2018-19.pdf)*



Okay,  
let's start  
Prototyping!

# Prototype!

# Prototype!

# Quality Check

- It's easy to loose track of the whole.
- Check for quality and ensures all the pieces make sense together.

# Do a trial run

- Run through your prototype.
- Look for mistakes.

**Finish up the  
prototype.**

**Next tuesday is  
the last day of 5  
days sprint**

# Don't loose track of your end goal

*Do this early enough, so you will have plenty of time to respond to the feedback afterward!*

*The outside eyes will help prevent you from going too far down any groupthink rabbit holes.*

***Remember that feedback is a gift, not a direction or order for you to change direction.***



# Get feedback from group members - to not lose track

*Do this early enough in the day that you have plenty of time to respond to the feedback afterward!*

- Schedule 6 minutes pr. person.
- Group member 1 shows their current prototypes.
- The rest of the group are taking notes. Focus on the end goal of your project.
- Give 1 min. feedback (including design, user flow and your end goal)

--Continue rotation--

*The outside eyes will help prevent you from going too far down any groupthink rabbit holes.*

***Remember that feedback is a gift, not a direction or order for you to change direction.***

**Thank you  
for today!**