

Welcome to Design sprint

Sum up - design sprint #1

- In groups discuss your reflections from yesterdays sprint
- What is your biggest challenge?
- How will you solve it?
- Are there team members missing? Contact them

**Welcome
to sprint
day #2**

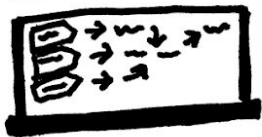
Today's focus

Intro to Day 2: Design Sprint_Sketch

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

**Preview of
the sprint:**

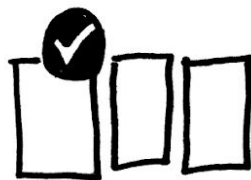
•Map



•Sketch



•Decide



•Proto-
type



•Test



Overview of the week

- On day #1 you'll map out the problem and pick an important place to focus.
- On [day #2](#), you'll sketch competing solutions on paper.
- On [day #3](#), you'll make difficult decisions and turn your ideas into a testable hypothesis.
- On [day #4](#), you'll hammer out a high-fidelity prototype.
- And on [day #5](#), you'll test it with real live humans.

**Now, some
quick ground
rules:**

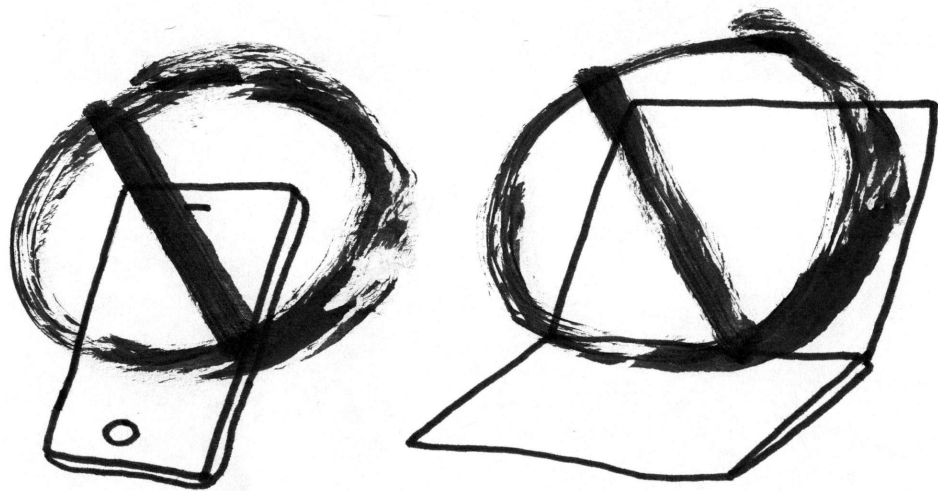
**1.
The Facilitator
is in charge of
the schedule.**

2.

**The Decider
makes all
tough decisions.**

3.

No devices in the room.



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 #2**

•Map



•Sketch

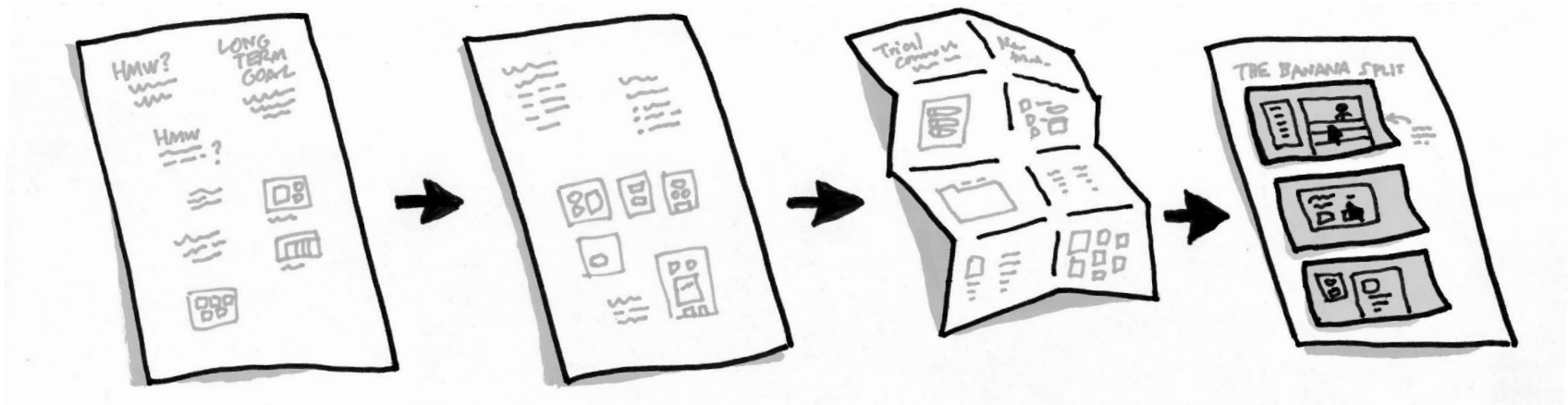


A man with glasses and a beard, wearing a light-colored shirt, is seen from the back, writing on a whiteboard. The whiteboard is filled with various diagrams and text, including sections like 'QUIZ TIPS', 'ASK ABOUT COMPETITION', 'DIAGNOSTIC', 'SALES PERSON', 'DELIVERY DAY', and 'WHILE HOLD INFO'. The entire image has a blue overlay.

SPRINT: TUESDAY

**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:**



Haha!
Just kidding.
More like this:

WELCOME BACK



QUICK ORDER
☐ GIANT STEPS
☐ BLUE BOY
☒ DECAF BLEND

QUICK REORDER
 W 3 CLICKS

SKED IN HOME

PRESENT
 RECIPES
 AND FRANK
 BLENDS

1st CLICK
 TELL US WHAT
 YOU WANT

QUICK ORDER

☒ GIANT STEPS 1 BAG
☐ BLUE BOY
☐ DECAF BLEND

ADD TO CART OR CHECKOUT

2nd CLICK

QUANTITY,
 KEEP SHIPPING?

CONFIRM ORDER

☒ GIANT STEPS 1 BAG
 - SAVE THRU, FRESH POLICY
 AND ITEMS

QUANTITY	SHIPPING	TOTAL
1	\$5.00	\$5.00

PURCHASE

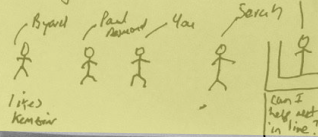
3rd CLICK

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!



Brush
 You
 can close
 to
 chat online

CHOOSE YOUR LEVEL Just like skiis

Easy → - Filter
 - Drip
 - Espresso

Advanced looking for something smooth → Bold
 Degrade → Bold
 Finest → Earthy

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

Go deeper into
 • Single origin
 • Small lots
 • What's Hot
 This week Diver's Brand → Trust choice

THE "CART CONVERTER"

HTTP://BCC.COM/CART

Shopping Cart

2 x 2 = \$25

Hey! Turn this order
 into a subscription. We'll
 send this to you every 4 wks

Shopping
 Cart
 Page
 → Interior
 selector

HTTP://BCC.COM/CONFIRM

OK Bryan, we got you
 down for 2 lbs of
 always very easy 4 wks.
 We'll ship your first order
 today; your next Friday. Ready?
 Breathe 4 wks from now
 [adjust] [confirm]

HTTP://BCC.COM/SUCCESS!!

Success! You've done
 signed up for the ultimate
 in fresh coffee experience
 Click here to adjust
 Click here to cancel at
 anytime
 Click here to tell a
 loved one about our
 subscription & earn cred.

Sketching guidelines

- **Remix and improve.** Every great invention is built on existing ideas.
- **Anyone can sketch.** Most solution sketches are just rectangles and words.
- **Concrete beats abstract.** Use sketches to turn abstract ideas into concrete solutions that can be assessed by others.
- **Work alone together.** Group brainstorming doesn't work. Instead, give each person time to develop solutions on his or her own.

The Four-Step Sketch

❑ **1. Notes (10 min). Silently take notes from your user flow.**

❑ 2. Ideas (10min). Privately jot down some rough ideas. Circle the most promising ones.

❑ 3. Crazy 8s (8 min.) Fold a sheet of paper to create eight frames. Sketch a variation of one of your best ideas in each frame. Spend one minute per sketch.

❑ 4. Solution sketch (30-90 min.). Create a threepanel storyboard by sketching in three sticky notes on a sheet of paper. Make it self-explanatory. Keep it anonymous. Ugly is okay. Words matter. Give it a catchy title.

The Four-Step Sketch

- ❑ 1. Notes (10 min). Silently take notes from your user flow.
- ❑ **2. Ideas (10min). Privately jot down some rough ideas. Circle the most promising ones.**
- ❑ 3. Crazy 8s (8 min.) Fold a sheet of paper to create eight frames. Sketch a variation of one of your best ideas in each frame. Spend one minute per sketch.
- ❑ **4. Solution sketch (40 min.).** Create a threepanel storyboard by sketching in three sticky notes on a sheet of paper. Make it self-explanatory. Keep it anonymous. Ugly is okay. Words matter. Give it a catchy title.

The Four-Step Sketch

- ❑ 1. Notes (10 min). Silently take notes from your user flow.
- ❑ 2. Ideas (20min). Privately jot down some rough ideas. Circle the most promising ones.
- ❑ **3. Crazy 8s (8 min.)** Fold a sheet of paper to create eight frames. Sketch a variation of one of your best ideas in each frame. Spend one minute per sketch.
- ❑ 4. **Solution sketch (40 min.)**. Create a threepanel storyboard by sketching in three sticky notes on a sheet of paper. Make it self-explanatory. Keep it anonymous. Ugly is okay. Words matter. Give it a catchy title.



Crazy 8's

Generate as many unique ideas as you can

What is Crazy 8's ?

- Crazy 8's is a core sprint method.
- It's a fast sketching exercise that challenges you to sketch 8 ideas in 8 minutes
- not 8 variations of one idea or 8 steps of one idea, but **8 distinct ideas**.

What is the goal?

The goal is to push beyond your first idea, which is frequently not the most innovative, and generate a wide variety of solutions to your challenge.



Crazy 8's

Generate as many unique ideas as you can

Idea Generation

- The ideas don't have to be great- the exercise is about quieting the inner critic and giving space to our more creative impulses.
- Weird, impossible, and impractical ideas often give way to truly inspired ones.
- It's called Crazy 8's for a reason-- go crazy!

Exercise: Idea Generation

Time: 8 min - Activity: Individual

1. Take your paper and fold it into 8 sections.
2. Each team member sketches one idea in each rectangle.
3. When the timer goes off, put your pens down.

Crazy 8's Sharing and Voting

Exercise: Sharing and voting

Time: 3 minutes per person to present, 10 min to vote. Activity: Group

- 1. Pin up each sprinter's sketches on a wall or whiteboard one at a time so everyone can see them clearly.**
2. Each person has 3 minutes to talk through the ideas they generated and answer any questions other teammates may have.
3. Give each team member 3 votes.
4. The team will have 10 minutes to indicate the 3 most compelling ideas by voting on the specific sketches (not the entire paper).
5. It is ok to vote for your own, it is also ok to put all 3 dots on one idea if you think that idea is truly the most valuable to pursue.

Exercise: Sharing and voting

Time: 3 minutes per person to present, 10 min to vote. Activity: Group

1. Pin up each sprinter's sketches on a wall or whiteboard one at a time so everyone can see them clearly.
2. **Each person has 3 minutes to talk through the ideas they generated and answer any questions other teammates may have.**
3. Give each team member 3 votes.
4. The team will have 10 minutes to indicate the 3 most compelling ideas by voting on the specific sketches (not the entire paper).
5. It is ok to vote for your own, it is also ok to put all 3 dots on one idea if you think that idea is truly the most valuable to pursue.

Exercise: Sharing and voting

Time: 3 minutes per person to present, 10 min to vote. Activity: Group

1. Pin up each sprinter's sketches on a wall or whiteboard one at a time so everyone can see them clearly.
2. Each person has 3 minutes to talk through the ideas they generated and answer any questions other teammates may have.
3. **Give each team member 3 votes.**
4. The team will have 10 minutes to indicate the 3 most compelling ideas by voting on the specific sketches (not the entire paper).
5. It is ok to vote for your own, it is also ok to put all 3 dots on one idea if you think that idea is truly the most valuable to pursue.

Exercise: Sharing and voting

Time: 3 minutes per person to present, 10 min to vote. Activity: Group

1. Pin up each sprinter's sketches on a wall or whiteboard one at a time so everyone can see them clearly.
2. Each person has 3 minutes to talk through the ideas they generated and answer any questions other teammates may have.
3. Give each team member 3 votes.
4. **The team will have 10 minutes to indicate the 3 most compelling ideas by voting on the specific sketches (not the entire paper).**
5. It is ok to vote for your own, it is also ok to put all 3 dots on one idea if you think that idea is truly the most valuable to pursue.

Exercise: Sharing and voting

Time: 3 minutes per person to present, 10 min to vote. Activity: Group

1. Pin up each sprinter's sketches on a wall or whiteboard one at a time so everyone can see them clearly.
2. Each person has 3 minutes to talk through the ideas they generated and answer any questions other teammates may have.
3. Give each team member 3 votes.
4. The team will have 10 minutes to indicate the 3 most compelling ideas by voting on the specific sketches (not the entire paper).
5. **It is ok to vote for your own, it is also ok to put all 3 dots on one idea if you think that idea is truly the most valuable to pursue.**

The Four-Step Sketch

- ❑ 1. Notes (10 min). Silently take notes from your user flow.
- ❑ 2. Ideas (20min). Privately jot down some rough ideas. Circle the most promising ones.
- ❑ 3. Crazy 8s (8 min.) Fold a sheet of paper to create eight frames. Sketch a variation of one of your best ideas in each frame. Spend one minute per sketch.
- ❑ 4. **Solution sketch.** Create a three panel storyboard by sketching in three sticky notes on a sheet of paper. Make it self-explanatory. Keep it anonymous. Ugly is okay. Words matter. Give it a catchy title.

**Finish crazy 8 and have a
break**

We will continue at 10.30

4. Solution sketch

TASK: Create a three panel storyboard by sketching in three sticky notes on a sheet of paper. Make it self-explanatory. Keep it anonymous. Ugly is okay. Words matter. Give it a catchy title.

Directions:

- Select the idea from your own or others you think is the best
- Flesh out the idea in a detailed sketch
- Use multiple frames, pictures, and words in your sketch. This will help you communicate your thoughts to the team

**Remember your Basadur
profile.**

**Stand up and find your
fellow type.**

Based on the last 1,5 days:

- What excited you the most?
- Where were you most challenged?
- What is your biggest Challenge right now?
- And how will you solve it?

4. Solution sketch

TASK: Create a three panel storyboard by sketching in three sticky notes on a sheet of paper. Make it self-explanatory. Keep it anonymous. Ugly is okay. Words matter. Give it a catchy title.

Directions:

- Select the idea from your own or others you think is the best
- Flesh out the idea in a detailed sketch
- Use multiple frames, pictures, and words in your sketch. This will help you communicate your thoughts to the team

WELCOME BACK



QUICK ORDER
☐ GIANT STEPS
☐ BLUE BOY
☒ DECAF BLEND

QUICK REORDER
 W 3 CLICKS

SKED IN HOME

PRESENT
 RECIPES
 AND FRANK
 BLENDS

1st CLICK
 TELL US WHAT
 YOU WANT

QUICK ORDER

☒ GIANT STEPS 1 BAG
☐ BLUE BOY
☐ DECAF BLEND

ADD TO CART OR CHECKOUT

2nd CLICK

QUANTITY,
 KEEP SHIPPING?

CONFIRM ORDER

☒ GIANT STEPS 1 BAG
 - SAVE TIME, FRESH POLICY
 AND ITEMS

QUANTITY	SHIPPING	TOTAL
1	\$5.00	\$5.00
2	\$10.00	\$10.00

PURCHASE

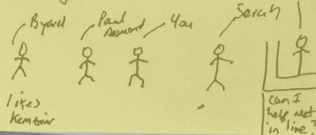
3rd CLICK

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!



Barista
 You
 can close
 to
 chat online

CHOOSE YOUR LEVEL Just like ski's

0 Easy → - Filter
 - Drip
 - Espresso

1 Advanced looking for something smooth → Bold
 Degrade → Bold
 Finest → Earl Grey

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

Go deeper into
 • Single origin
 • Small lots
 • What's Hot
 This week Diver's Brand → Trust choice

THE "CART CONVERTER"

HTTP://BEC.COM/CART

Shopping CART

1 x 2 = \$25

Hey! Turn this order
 into a subscription. We'll
 send this to you every 4 wks

Shopping
 Cart
 Page
 → Interactive
 selector

HTTP://BEC.COM/CONFIRM

OK Byron, we got you
 down for 2 lbs of
 always very easy 4 wks.
 We'll ship your first order
 today; your next Friday morning
 around 4 wks from now
 [adjust] [confirm]

HTTP://BEC.COM/SUCCESS!!

Success! You've done
 signed up for the ultimate
 in fresh coffee experience
 Click here to adjust
 Click here to cancel at
 anytime
 Click here to tell a
 loved one about our
 subscription & earn cred.

X BERG MUSEUM OF ART

Exercise 1: 10 min
Exercise 2: 10 min
Exercise 3: 10 min
Exercise 4: 10 min
Exercise 5: 10 min
Exercise 6: 10 min
Exercise 7: 10 min
Exercise 8: 10 min
Exercise 9: 10 min
Exercise 10: 10 min

Check your
progress!
After 10 min work
and progress to
the next exercise
or
check your
progress!

After 10 min work
and progress to
the next exercise
or
check your
progress!

Showing up
your
Awards
How does
the exercise
effect the
downloaded!
or
check your
progress!

1



LET'S FACE IT: THE MODERN WORKPLACE ISN'T THE HEALTHIEST PLACE TO BE.

SITTING SITTING SITTING

NEXT →

2



WE, AT [COMPANY], GET IT: THIS IS WHY WE TEAMED UP WITH HUMANOOD TO HELP YOU IMPROVE YOUR PHYSICAL AND MENTAL HEALTH - AND GIVE YOU A DEVICE WHEN YOU NEED IT!

NEXT →

3

- ✓ EXERCISES
- ✓ RELAXATION TECHNIQUES
- ✓ PERSONAL ADVICE

YOUR DATA IS SAFE!
YOUR ACCOUNT IS 100% ANONYMOUS AND ALL YOUR DATA IS ENCRYPTED!

NEXT! →

4

LET'S START BY WORKING ON SOMETHING THAT HAS BEEN BUGGING YOU. - RAGE

— SELECT UP TO 3 —

I DON'T HAVE A LOT OF ENERGY	MY BACK HURTS	I FIND IT HARD TO FOCUS
I AM OFTEN TIRED	I DON'T FEEL GOOD ABOUT MY DIET	I DON'T FEEL CONFIDENT
I FEEL ANXIOUS	NOT HAPPY ABOUT MY BODY	Ugh

GET STARTED →

(LIKE HUMANOOD EXERCISES THAT ARE FUN)

7

1) HOW DO YOU FEEL ABOUT YOUR CONFIDENCE?

WORSE SAME BETTER

2) HOW DO YOU FEEL ABOUT YOUR ENERGY LEVEL?

WORSE SAME BETTER

15 0 70

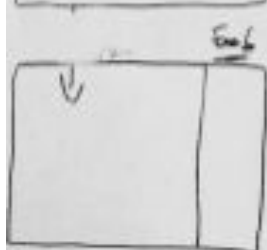
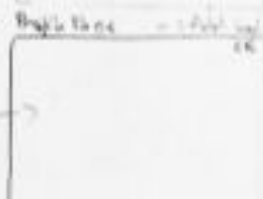
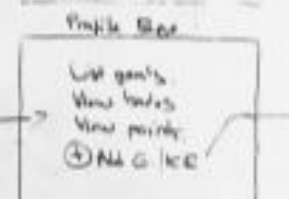
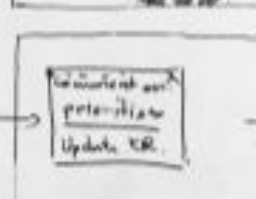
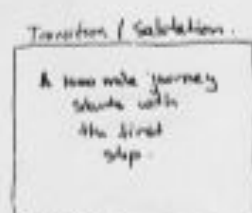


YOUR WELL-BEING REPORT →

11 YOU EARNED:

7 DAY AT THE SPA (+1)

STORY BOARD



Thank you for today

Tomorrow's focus

Intro to Day 3: Design Sprint_Decide

•Map



•Sketch



•Decide

