Welcome to Design sprint

Team Check in

- Find your team canvas
- Put it on the wall

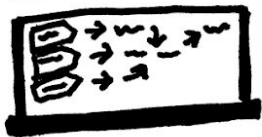# Today's focus

Day 3: Design Sprint_DECIDE

Welcome to the sprint!

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

Preview of the sprint:

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.

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

Okay,
let's do it!

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 #3

Map   Sketch   Decide
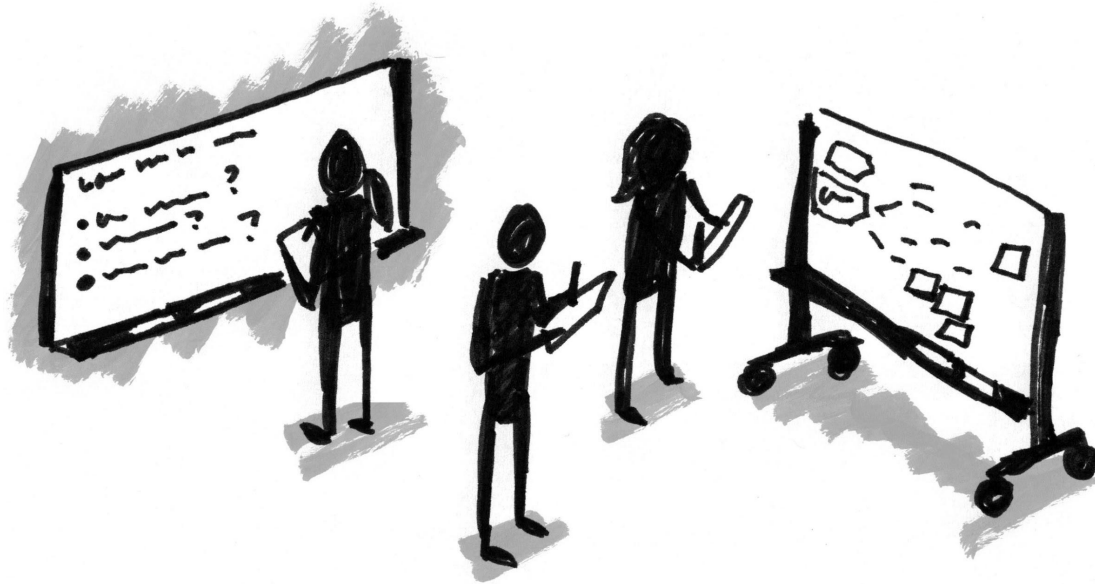
You'll make fast decisions without groupthink or sales pitches.

Sticky decision

**Choose the best sketches
with silent review and structured critique.**

Turn the winning sketches into a storyboard:

SPRINT: WEDNESDAY

Sticky decision

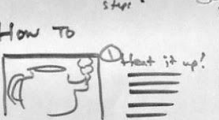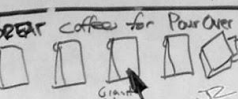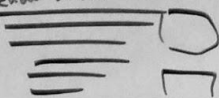Follow these five steps to choose the strongest solutions:

1. **Art museum**. Tape the solution sketches to the wall in one long row. (Read more on page 132 in Sprint.)

2. **Heat map**. Have each person review the sketches silently and put one to three small dot stickers beside every part he or she likes. (p. 132)

3. **Speed critique**. Three minutes per sketch. As a group, discuss the highlights of each solution. Capture standout ideas and important objections. At the end, ask the sketcher if the group missed anything. (p. 135)

4. **Straw poll**. Each person silently chooses a favorite idea. All at once, each person places one large dot sticker to register his or her (nonbinding) vote. (p. 138)

5. **Supervote**. Give the Decider three large dot stickers and write her initials on the sticker. Explain that you'll prototype and test the solutions the Decider chooses. (p. 140)

Make a storyboard. Use a storyboard to plan your prototype.

1. **Draw a grid**. About fifteen squares on a whiteboard. (p. 152)

2. **Choose an opening scene**. Think of how customers normally encounter your product or service. Keep your opening scene simple: web search, magazine article, store shelf, etc. (p. 153)

3. **Fill out the storyboard**. Move existing sketches to the storyboard when you can. Draw when you can't, but don't write together. Include just enough detail to help the team prototype on Thursday. When in doubt, take risks. The finished story should be five to fifteen steps. (p. 154)

New York Times DB

roasters you should
know about

GREAT COFFEE for Pour Over

Giant
steps

How To

About it up!

Shipping
◉
○
○
○

BK

NEXT

✓ Added
SUBSCRIPTION
1 bag of
17 ft ceiling
every 2 weeks

CHECKOUT

BK

Potting shed DB

Potting shed
Linden alley
4PM Roasters
Blue Bottle
Stumptown

OUR STORY   SHOP

Giant steps

ADD   SUBSCRIBE   JZ

HOW TO
☐ How it tastes
☐ Bright, Chocolate, RC Cola
☐ How to make it
☐ Chemex French press
Tech specs

Payment

NEXT   BK
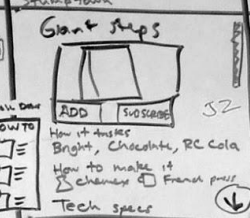
Checkout
• • •

Potting Shed Coffee DB
How do you brew?
Pour over   espresso

Tech specs

Founders notes

Also great for Pour over

Thanks!

We'll roast
it tomorrow!

DO IT!   BK

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

BK

What do you like?
Floral   Bright

Also great

JZ

2 days later...
You get
the coffee

We'll roast
it tomorrow!

BK

Bright Pour over coffees DB

17 foot ceiling   JZ

ADD   SUBSCRIBE
How it tastes

Tech

1 week later
How's your
coffee?

BK

Linden Alley   JK
How?

Tone?
Floral

17 foot ceiling   JZ

✓ Added to
CART
CHECKOUT
Suggestions
☐ Filters
☐ Chemex
   dripper

SIGN IN   CREATE

PROCEED w CART

BK

1 week later...
You run
out

OUT OF
COFFEE

BK

JK

SIGN IN   CREATE

BK

4PM Roasters   JZ

BY METHOD   BY TONE   RECENT

17 FOOT CEILING

4PM ROASTERS

Pretty about us story
text

GREAT
COFFEE
BY METHOD   BY TONE
Pour over   Floral
espresso   Bright
Drip   Chi—

Shipping   Billing

17 foot ceiling   JZ

BUY   SUBSCRIBE

Start a subscription
17 feet ceiling

1 bag ▼
every
2 weeks ▼

You'll be billed
$18 every 2 weeks.
You can cancel, pause
any time.

ADD

STORYBOARDING + Lunch until 12.00.

At 12.00:
Intro to Design Sprint #4: **Prototyping**