

**NOTE:**

**Give this presentation SUPER FAST.**

**(Like, 5-10 minutes for the whole thing.)**

# SPRINT

how to  
SOLVE BIG PROBLEMS  
AND TEST NEW IDEAS  
IN JUST FIVE DAYS

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WITH JOHN ZERATSKY & BRADEN KOWITZ  
from GOOGLE VENTURES

Welcome to  
the sprint!

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

Also, do  
you know  
each other?

If not,  
**SUPER QUICK** intros:

Your name  
+  
2 words  
about what you do.

**Now, some  
quick ground  
rules:**

1.

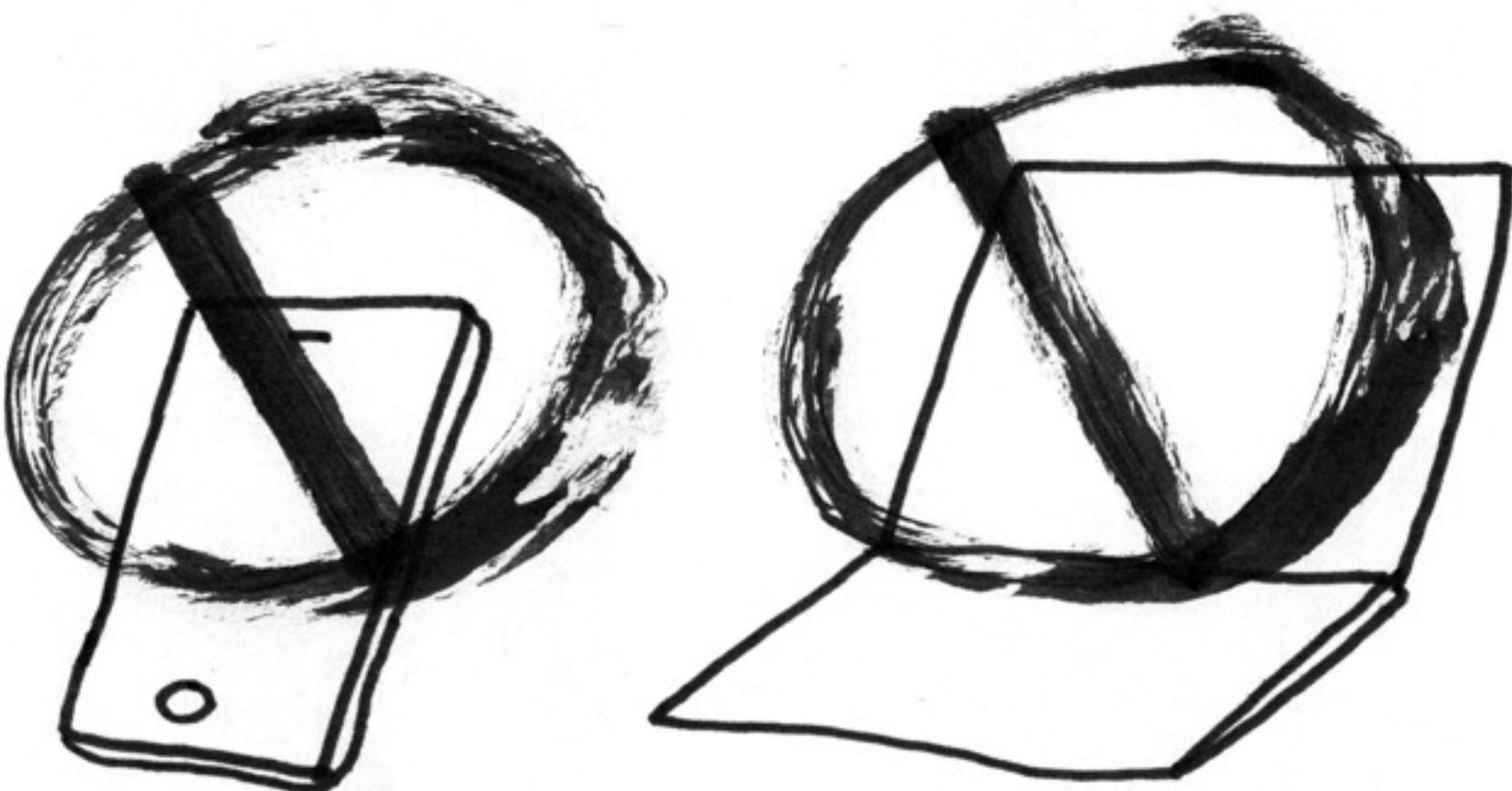
The Facilitator  
is in charge of  
the schedule.

2.

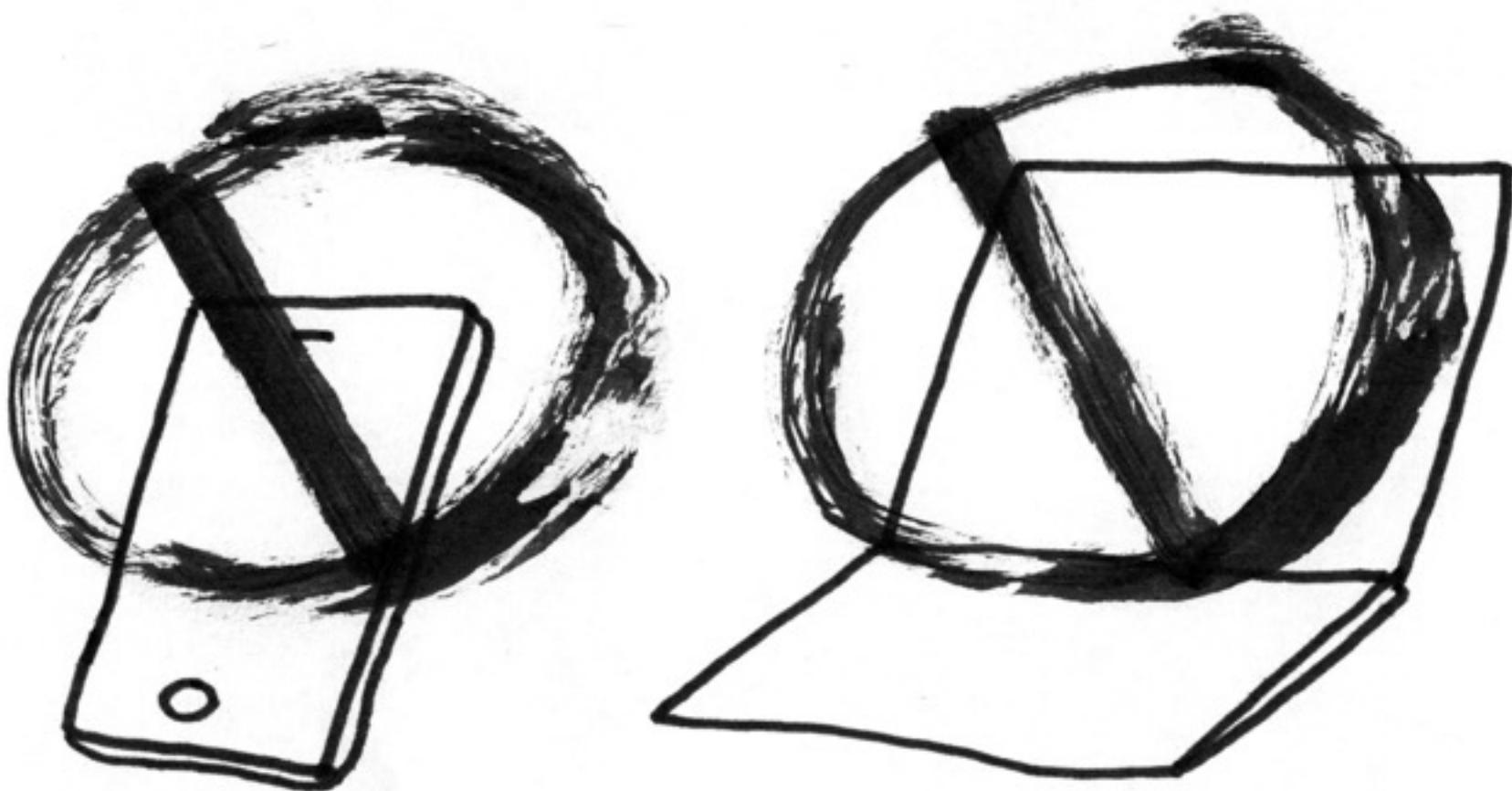
The Decider  
makes all  
tough decisions.

3.

No devices in the room.

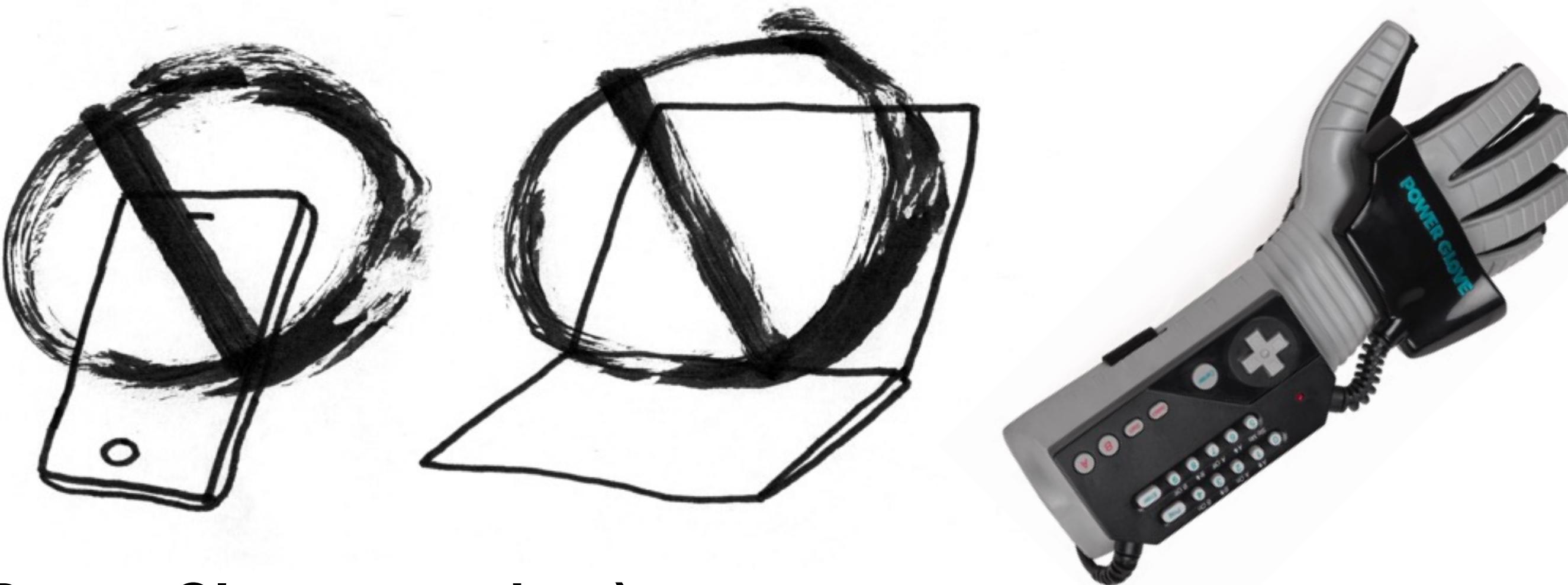


# 3. No devices in the room.



(You can use them at breaks. Or step out of the room any time.)

# 3. No devices in the room.

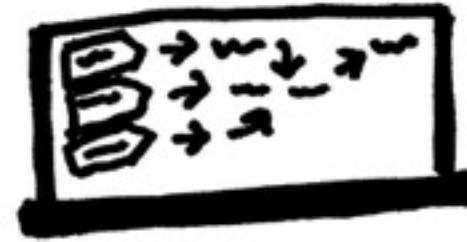


(Power Gloves are okay.)

**Preview of  
the sprint:**

**MONDAY**

• Map



**TUESDAY**

• Sketch



**WEDNESDAY**

• Decide



**THURSDAY**

• Proto-type



**FRIDAY**

• Test

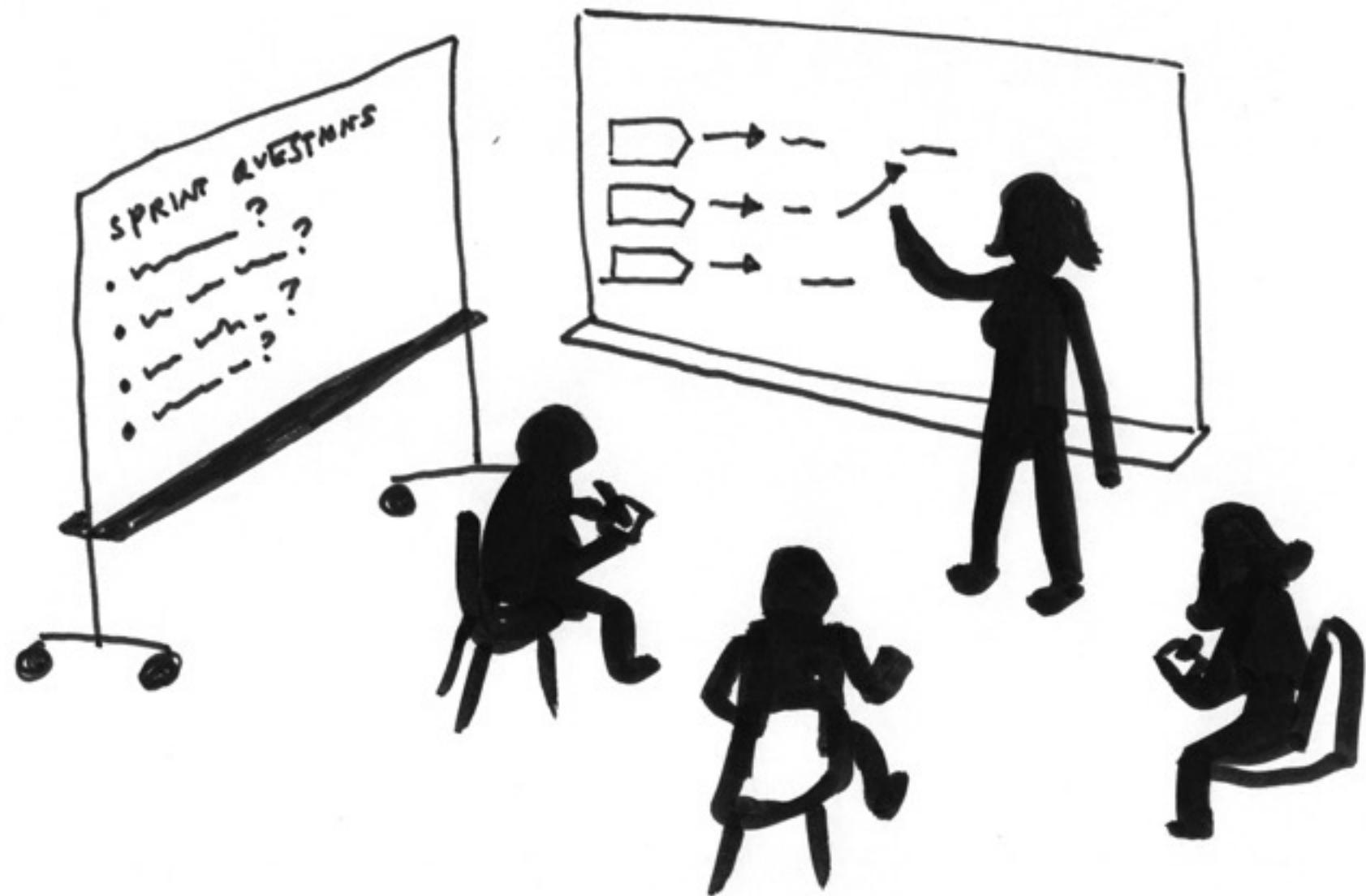


**MONDAY**



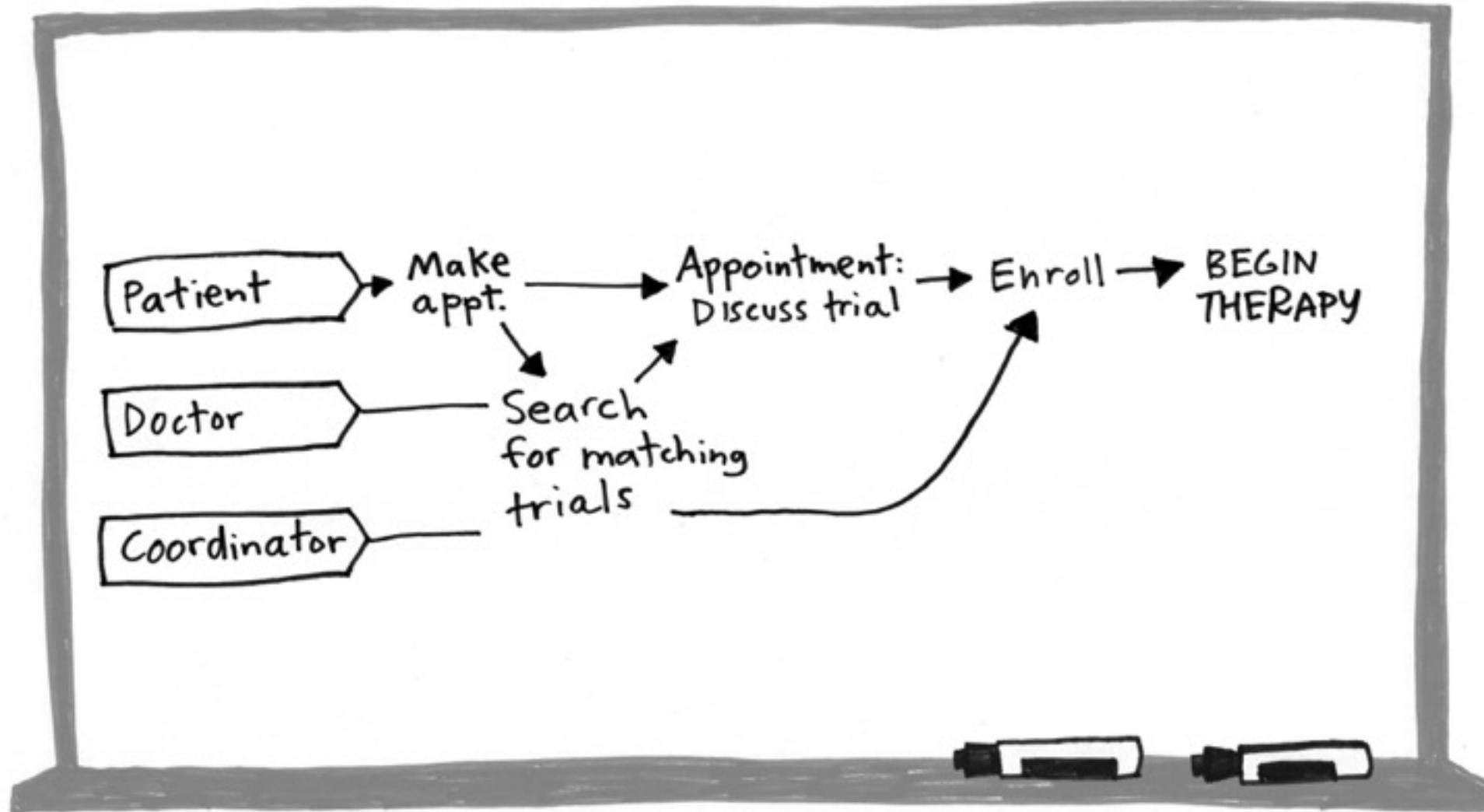
**Nobody knows  
everything, so  
you'll share info.**

# Ask the experts



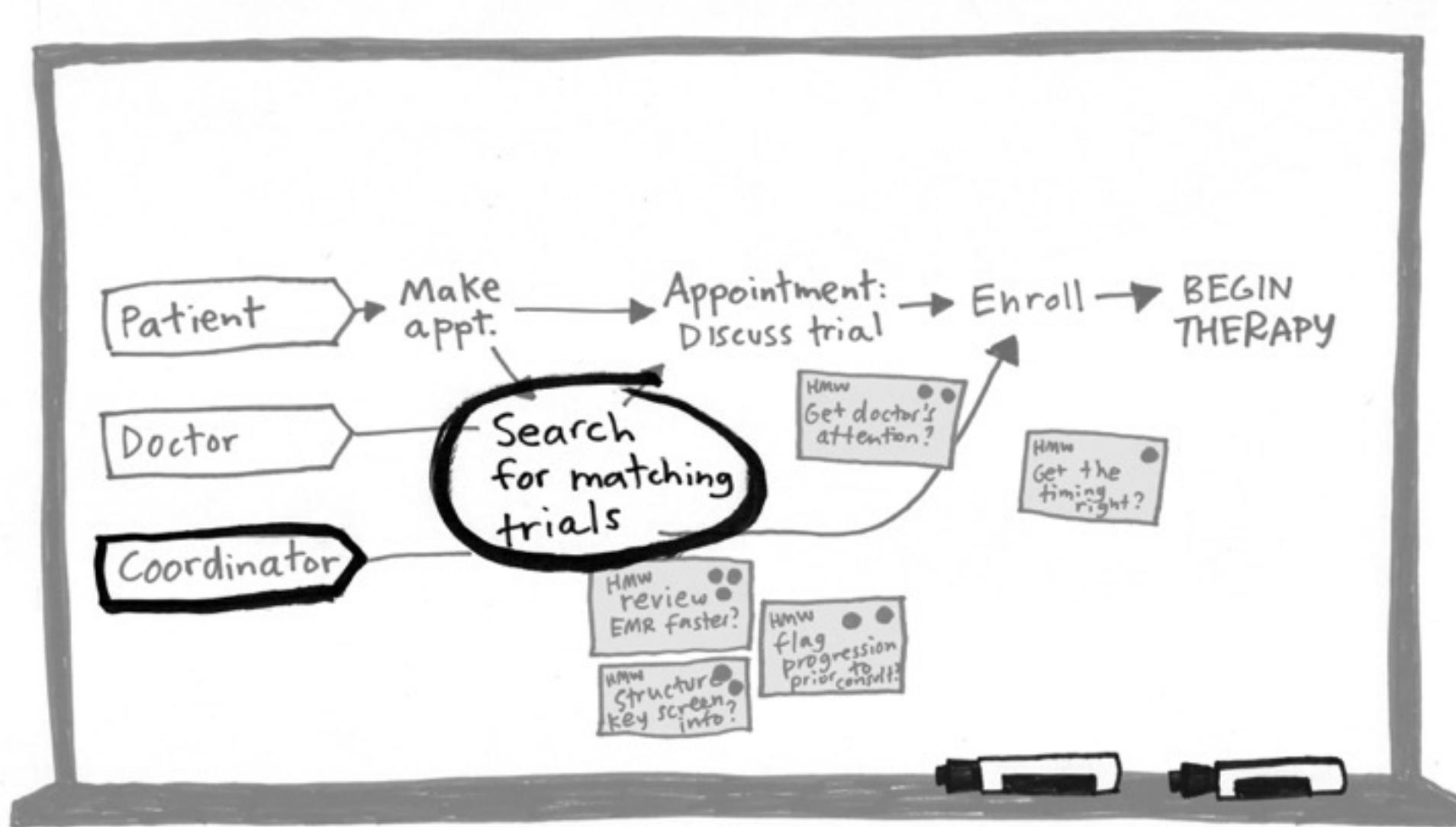
Talk to one person at a time and take notes.

# Make a map



This will be a simple diagram with around 5-15 steps.

# Pick a target



Choose a customer type and a focus on the map.

**MONDAY**

**.Map**



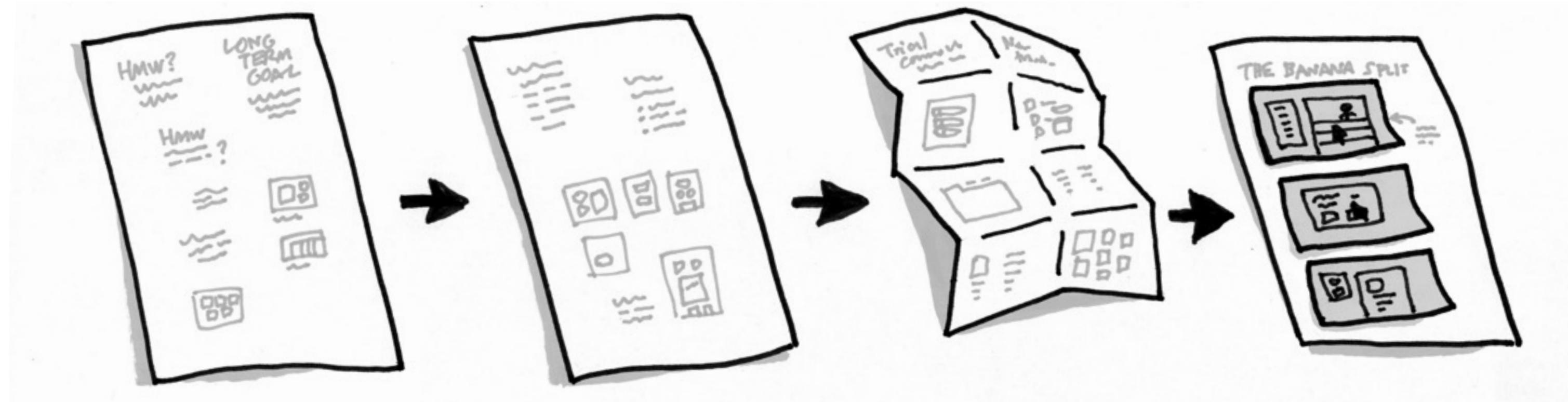
**TUESDAY**

**.Sketch**



**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 REORDER w 3 clicks**

**QUICK ORDER**

- GIANT STEPS 1 BAG
- BLUEBON
- DECAF BLEND

**ADD TO CART OR CHECKOUT**

**CONFIRM ORDER**

- GIANT STEPS - SAME DAY, FRESHLY ROASTED

**ADD ITEMS**

DRIPPER	SHAKER	TOTAL
		\$—
CHANGE	CHANGE	

**PURCHASE**

**1<sup>st</sup> CLICK**  
Tell us what you want

**2<sup>nd</sup> CLICK**  
Quantity, keep shaker?

**3<sup>rd</sup> 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!

Byron Paul You Sarah Brian  
Lifes Kimbir

You can click here to chat online

Can I help next in line?

**Choose your LEVEL Just like skis**

Easy → - Filter  
- Drip  
- Espresso

Advanced looking for something → smooth → bold  
distractive → bold  
finely → earthy

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

**or**

Go deeper into • Single origin  
• Small lots  
• What's Hot

This week's Diversions → Guest choice

**The "CART CONVERTER"**

**HTTP://BBC.COM/CART**

**Shopping Cart**

2 bags × \$18 = \$36

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

**Cart**

**HTTP://BBC.COM/CONFIRM**

OK Byron, we got your pounds for 2 lbs of beans very early 4 wks. We'll ship your first order today; your next Friday Nov 10. Repeat 4 wks from now. **Adjust** **I confirm**

**HTTP://BBC.COM/SUCCESS**

Success! You're done — signed up for the ultimate in fresh coffee experience.

**Click here** to adjust  
**Click here** to cancel anything  
**Click here** to tell a friend about our subscriptions & cart click

**MONDAY**

•Map



**TUESDAY**

•Sketch



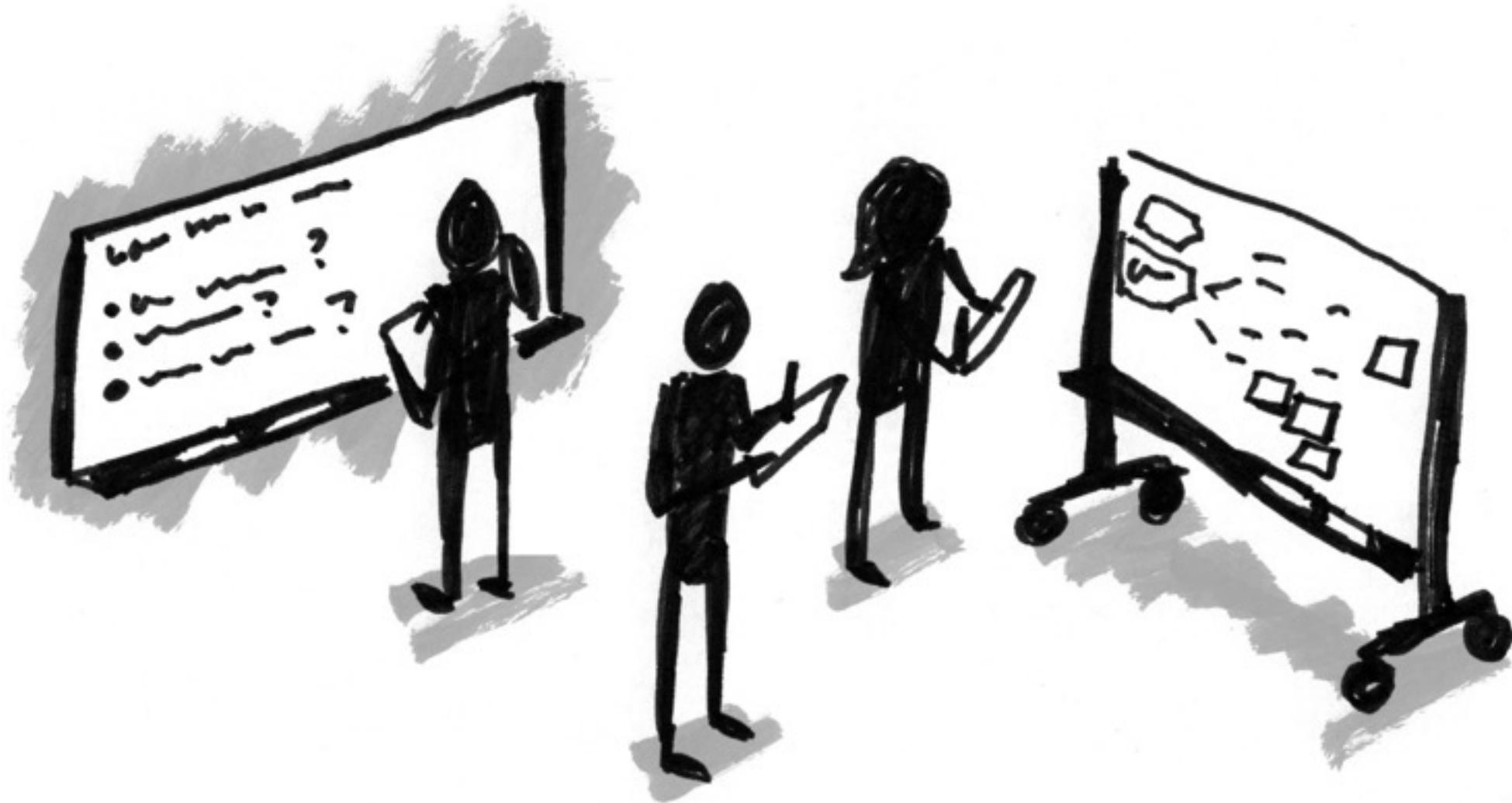
**WEDNESDAY**

•Decide



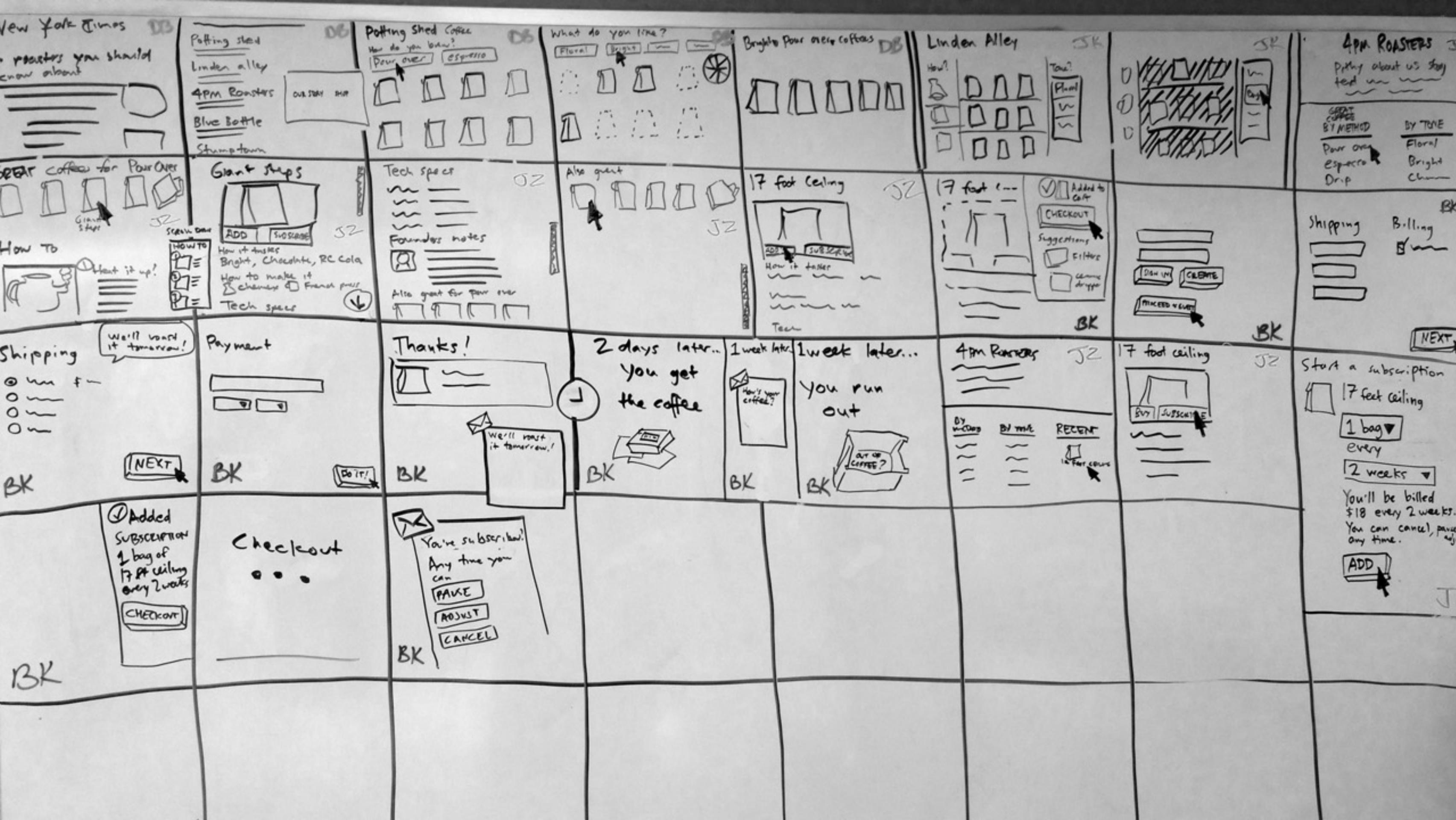
You'll make fast  
decisions without  
groupthink or  
sales pitches.

# Sticky decision



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

**Turn the winning  
sketches into a  
Storyboard:**



**MONDAY**

•Map



**TUESDAY**

•Sketch



**WEDNESDAY**

•Decide



**THURSDAY**

•Proto-type



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

If your product is on a screen,  
try tools like Keynote or PowerPoint  
and InVision or Marvel.

If it's on  
paper,  
design it with  
**Keynote, PowerPoint,**  
**or Word.**

If it's a  
service,  
use your sprint team as  
actors.

If it's a  
physical space,  
modify an  
existing space.

If it's an  
object,  
modify an  
existing object,  
3D print a prototype,  
or prototype the marketing.

**MONDAY**

**.Map**



**TUESDAY**

**.Sketch**



**WEDNESDAY**

**• Decide**



**THURSDAY**

**• Proto-type**



**FRIDAY**

**• Test**



**5 customer  
interviews are  
enough to reveal  
big patterns.**



# Interview 5 customers, 1:1.

# The team watches over video from another room.



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

Often, it's helpful  
to fix the  
prototype and  
test it again.

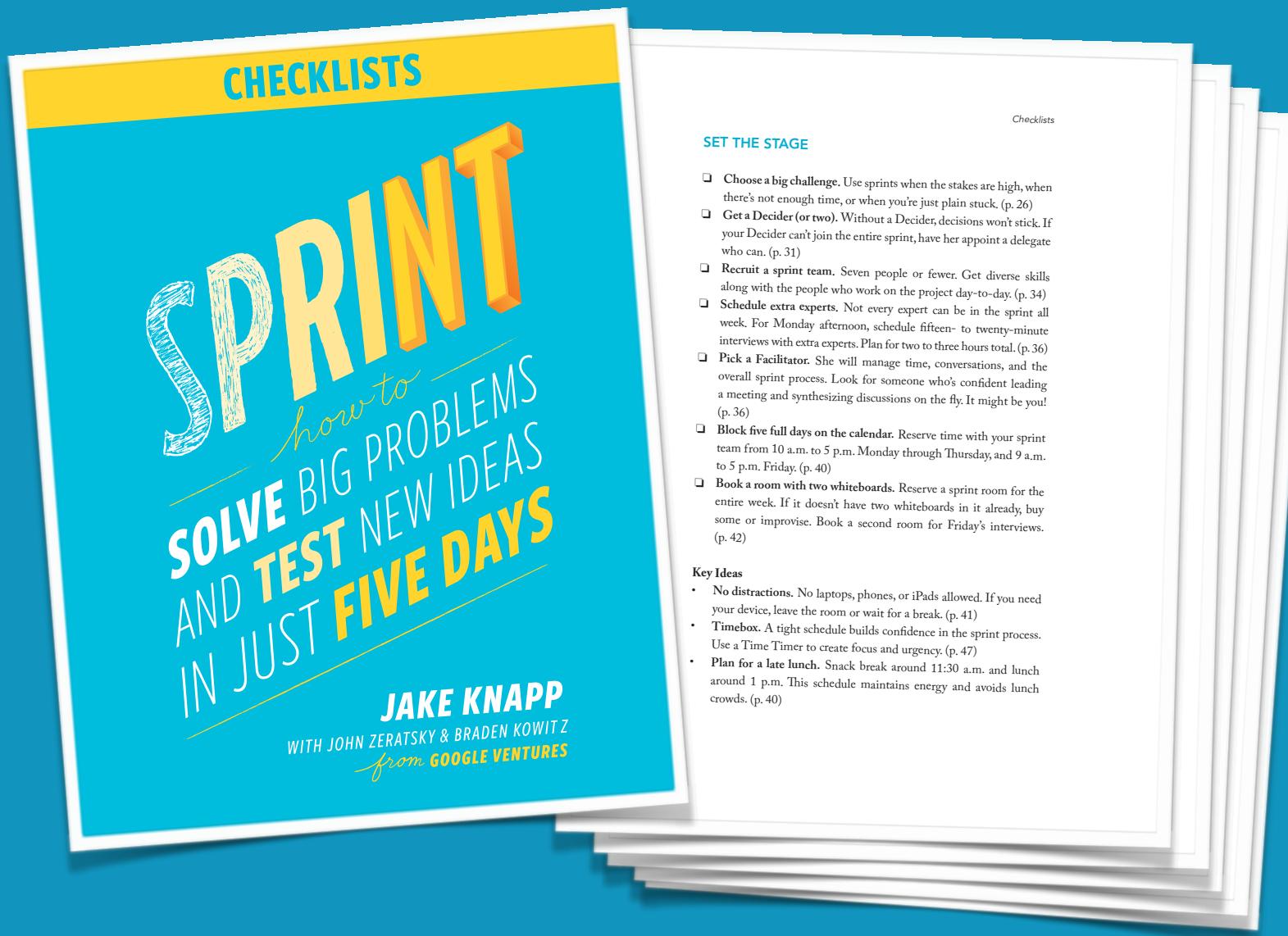
**If you do 3 sprints in a row...**



**...they won't all take 5 days.**

Okay,  
let's do it!

# Psst! Check out the checklist PDF.



- Choose a big challenge. Use sprints when the stakes are high, when there's not enough time, or when you're just plain stuck. (p. 26)
- Get a Decider (or two). Without a Decider, decisions won't stick. If your Decider can't join the entire sprint, have her appoint a delegate who can. (p. 31)
- Recruit a sprint team. Seven people or fewer. Get diverse skills along with the people who work on the project day-to-day. (p. 34)
- Schedule extra experts. Not every expert can be in the sprint all week. For Monday afternoon, schedule fifteen- to twenty-minute interviews with extra experts. Plan for two to three hours total. (p. 36)
- Pick a Facilitator. She will manage time, conversations, and the overall sprint process. Look for someone who's confident leading a meeting and synthesizing discussions on the fly. It might be you! (p. 36)
- Block five full days on the calendar. Reserve time with your sprint team from 10 a.m. to 5 p.m. Monday through Thursday, and 9 a.m. to 5 p.m. Friday. (p. 40)
- Book a room with two whiteboards. Reserve a sprint room for the entire week. If it doesn't have two whiteboards in it already, buy some or improvise. Book a second room for Friday's interviews. (p. 42)

#### Key Ideas

- No distractions. No laptops, phones, or iPads allowed. If you need your device, leave the room or wait for a break. (p. 41)
- Timebox. A tight schedule builds confidence in the sprint process. Use a Time Timer to create focus and urgency. (p. 47)
- Plan for a late lunch. Snack break around 11:30 a.m. and lunch around 1 p.m. This schedule maintains energy and avoids lunch crowds. (p. 40)

[thesprintbook.com/tools](http://thesprintbook.com/tools)