Design Sprint One-Pager

This one-pager outlines the structure and purpose of a 5-day Design Sprint—a focused, time-boxed process to solve critical business problems through design, prototyping, and testing.

Overview

A Design Sprint compresses months of work into a single week, helping teams move quickly from idea to tested prototype. It emphasizes collaboration, fast decision-making, and rapid iteration.

Sprint Structure (5 Days)

Use the following structure as a guide for each sprint day:

- **Day 1 – Understand:** Map the problem and agree on a focus area.
- **Day 2 – Sketch:** Explore solutions individually and collaboratively.
- **Day 3 – Decide:** Select the strongest ideas and storyboard the prototype.
- **Day 4 – Prototype:** Build a realistic, testable version of the solution.
- **Day 5 – Test:** Validate the prototype with real users and gather feedback.

Tips for Success

- Set clear sprint goals and align stakeholders in advance.
- Keep the team small (5–7 people max) with defined roles.
- Use timeboxing to stay on track and avoid overthinking.
- Document decisions, sketches, and user feedback thoroughly.
- Follow up with a debrief session and next-step planning.

Designed for cross-functional teams tackling high-stakes challenges.