

*"A body at rest tends to stay at rest.
A body in motion tends to stay in motion."*

– Isaac Newton

DESIGN THINKING ACTIVITIES BREAKDOWN

A Design Sprint is a process for rapidly solving big challenges, creating new products, or improving existing ones. **It compresses potentially months of work into a few days.**

[Problem]

Teams often **work towards unclear goals** as project scope changes repeatedly.

[Problem]

Teams have pressure to be '**innovative**' but
don't know how to start.

**What does the
Design Sprint week
look like?**

WORKSHOP

MONDAY

Define the challenge

Produce a mass of solutions

WORKSHOP

TUESDAY

Curate and vote on best solutions

Define the prototype with a storyboard

WEDNESDAY

Design and build the Prototype

Recruit and schedule user tests

THURSDAY

Test the prototype with 5 real users

Use feedback from testing to create clear next steps

MONDAY

Define the Challenge

- 1. Expert Interviews + HMWs**
- 2. Long-Term Goal + Sprint Questions**
- 3. Map**

Produce Solutions

- 1. Lightning Demos**
- 2. 4-Part Sketching**
 - Note taking
 - Doodling
 - Crazy 8's
 - Concept

TUESDAY

Vote on Solutions

- 1. Heat Map Vote**
- 2. Solution Presentation**
- 3. Straw Poll Vote**
- 4. Decider Vote**

Create Storyboard

- 1. User Test Flow**
- 2. Storyboarding**

Part 1 of 4

Defining the Challenge

Exercises

- 1. Expert Interview**
- 2. Long Term Goal and Sprint Questions**
- 3. Map**

Expert Interview

HMW

Motivate the user
to give us more \$

HMW

Engage more
people?

We will try to get a deeper understanding of the **challenges and problems**.

This is a **structured discussion** where we **listen to our Experts (the CEO or a leadership member of the company)** and collect all the challenges that come up during the presentation.

Example of scenario:

THE DESIGN SPRINT SCENARIO

Company: The Lion & Fish Travel Agency

Product offerings: Wildlife tours such as 4x4 safaris, canoe safaris, marine life watching, diving, hiking tours, etc

Problem: Starting to lose market share over competitors since the pandemic. Our website is a bit old school so we cannot attract new consumers neither make them book again with us.

Brief: We need to look for new ways to innovate and have our business back on track.

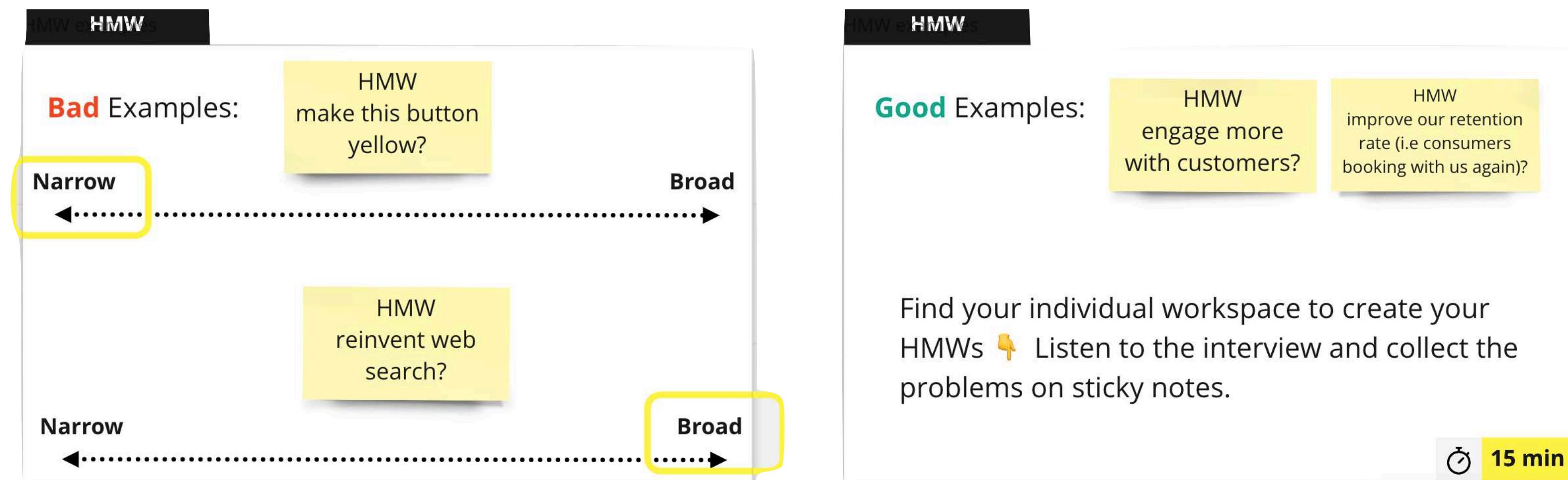
Additional information: Consumers prefer flexibility in their booking and love authentic experience.

The **HMW format** helps us define our biggest challenge **without prescribing a solution**.

- '**How**' assumes that there are solutions out there, so it provides confidence.
- '**Might**' suggests that the group can put ideas out there that might work or might not - either way it is ok.
- '**We**' suggests the group is going to do it together and build on each other's ideas.

How to do this exercise:

1. Write "HMW" on the top left of the sticky note
2. Write the HMW challenge (*i.e. HMW attract new consumers / HMW be more responsive to consumer requests, etc.*)
3. Participants can write as many HMW as they want!
4. Allow around 10-15 min for this exercise



Get users to engage with our service more regularly

HMW...

HMW...

Increase revenue using current product

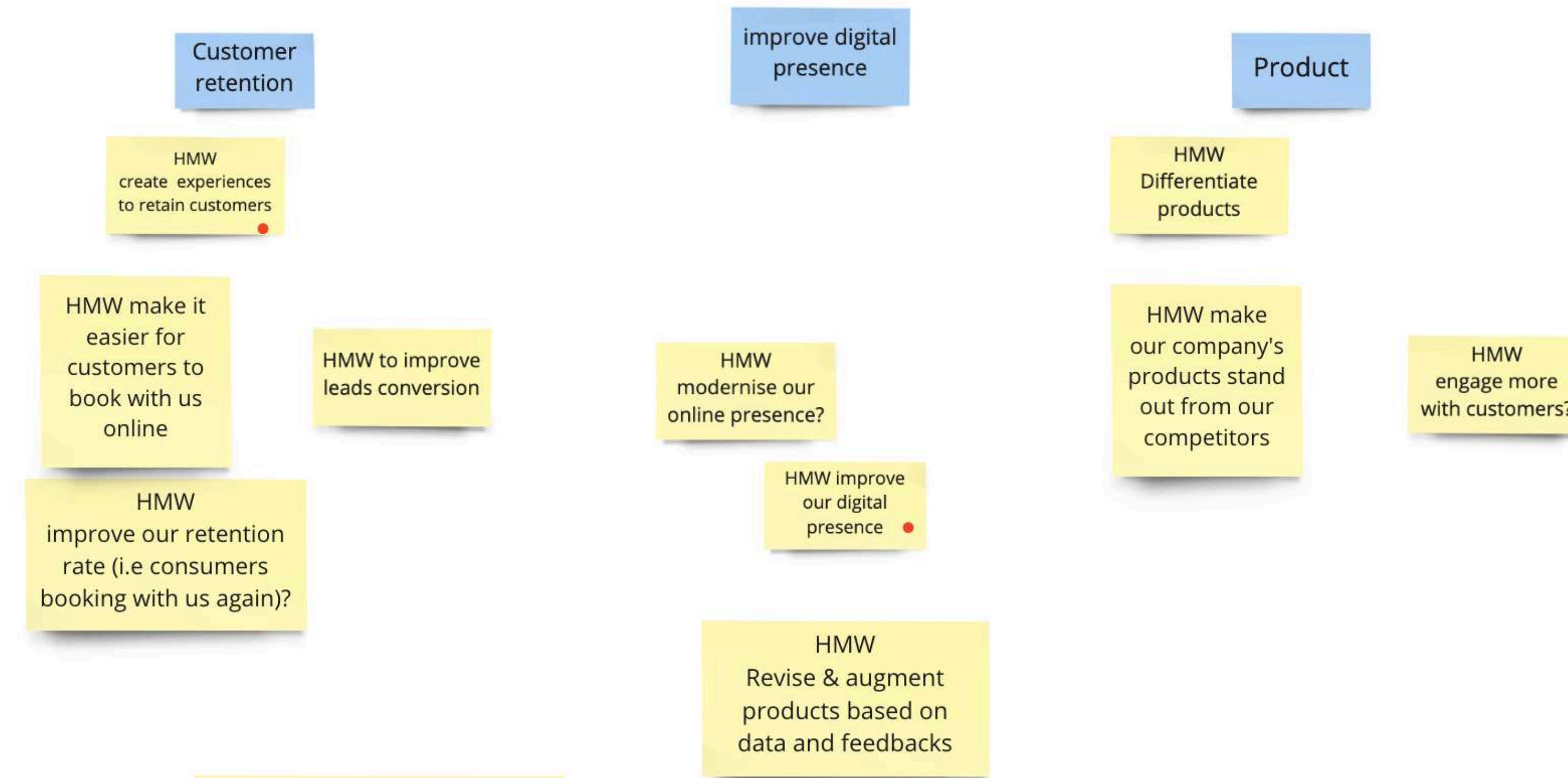
...ce to more users?

HMW...

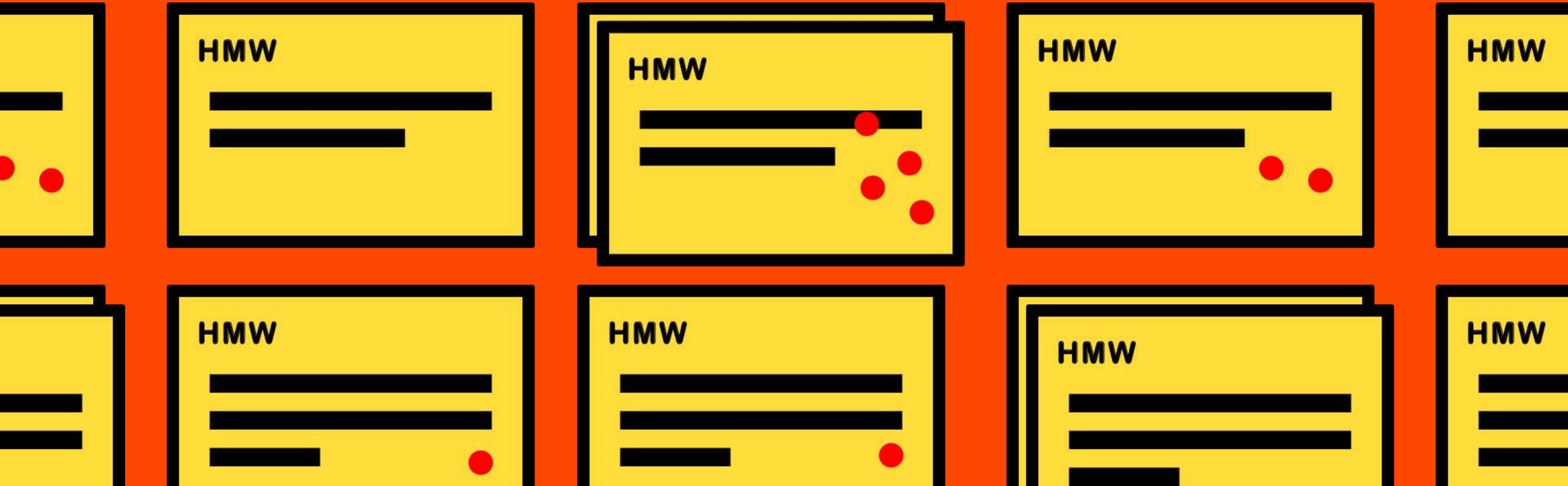
Great job on collecting so many HMWs! 🙌

Put the HMW's **under the right category**, this helps getting an overview more easily.
Allow 5 min for this task.

Example:



HMW Voting

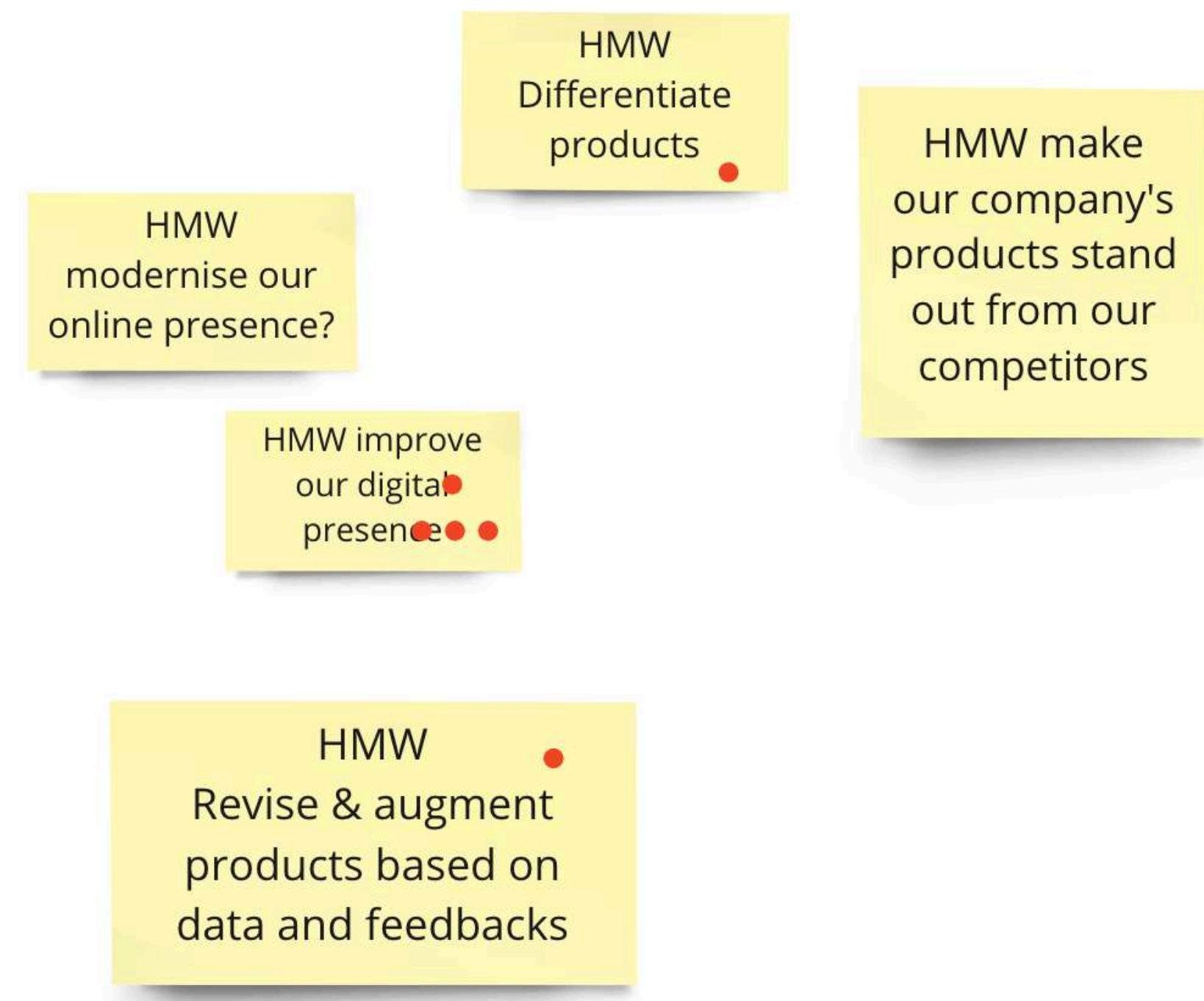


It's time to vote!

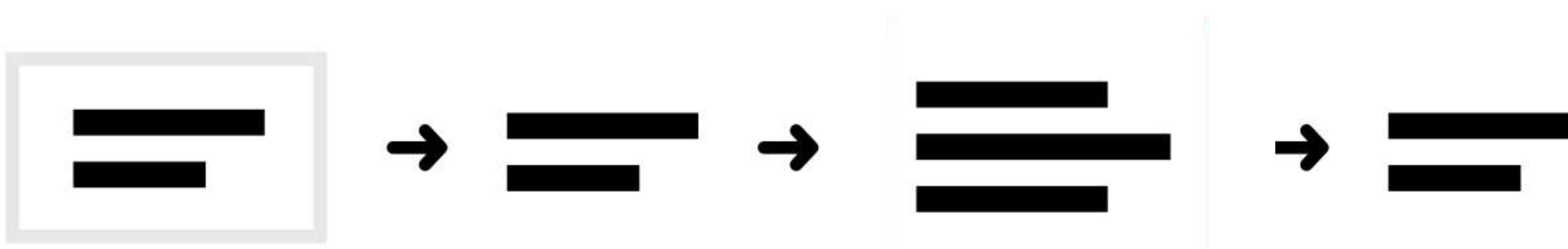
"Which challenges are the most important ones to tackle in our Sprint?"

How to do this exercise:

1. Everyone will take “2 voting dots” except the Decider (i.e. 1 leadership member) that can take 4
2. Vote on the HMW challenges that seems to be more important
3. Allow around 5 min for this exercise
4. Collect the most voted HMW challenges and place them to the Map (see next slide)
5. Allow 5 min for this ask



Map

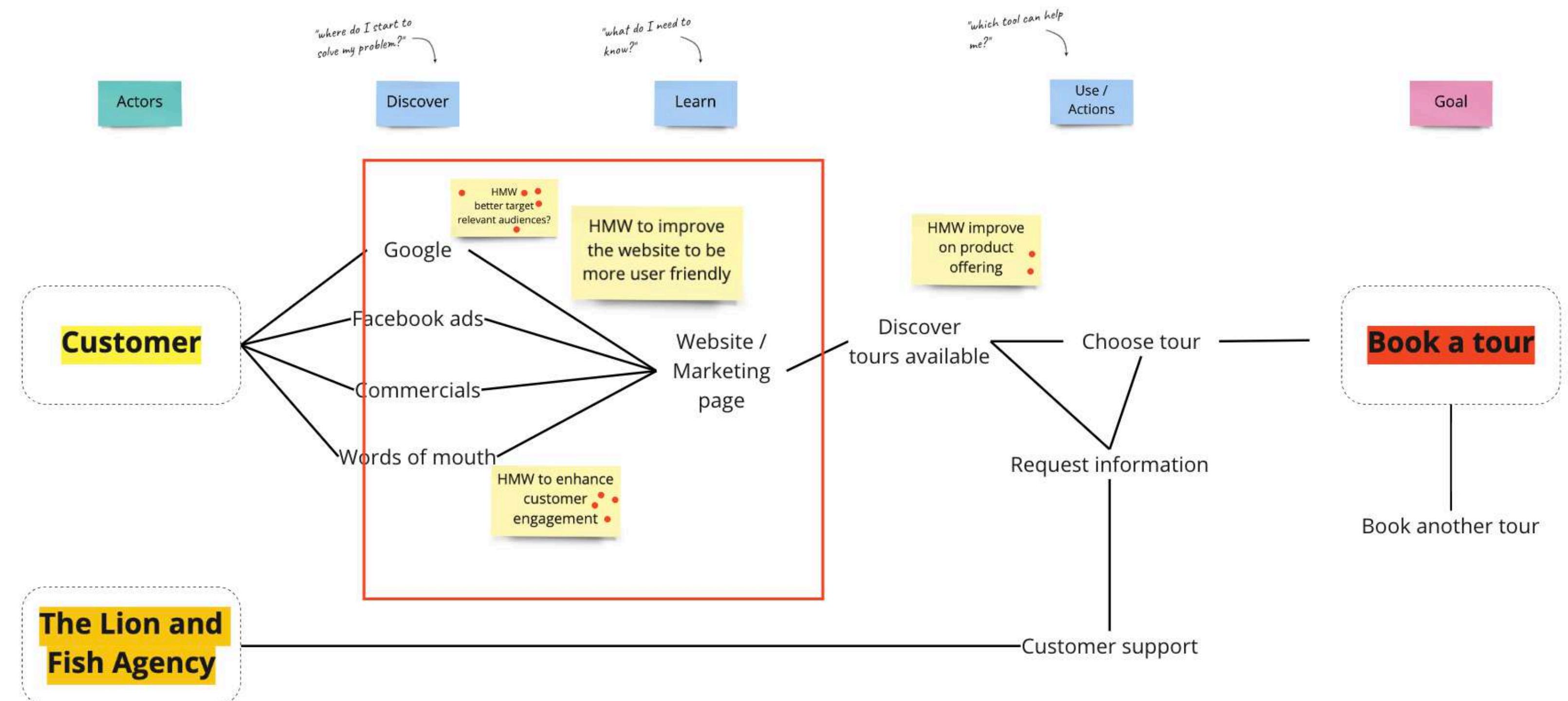


The purpose is to get a **high-level** overview of the current system as a user/consumer interacts with it.

You can create this map before the meeting. If not, it's ok to do it as a team!

How to do this exercise:

1. Place the most voted HMW to the relevant part of the map
2. Highlight the zone to focus on (where there are multiple HMW)

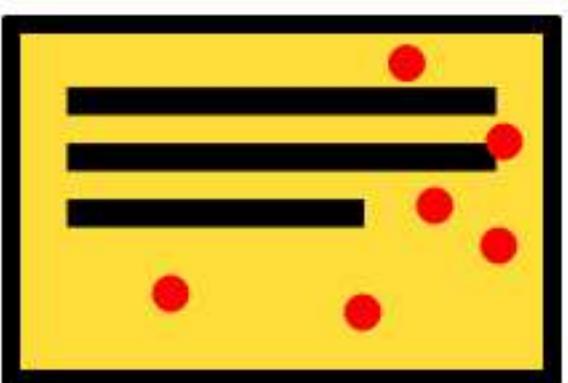




Place your most voted HMW on the map !

Long Term Goal

2 Year Goal



In 2 years from now, in an ideal world, what will this product look like?

(be super optimistic)

How to do this exercise:

1. Start with "In 2 years..." and write a sentence about what the future might look like.
2. Participant can create **only one** note
3. Allow 5 min for this activity

Examples:

In 2 years... we will be the number 1 wildlife agency tour in Asia

In 2 years... we will pride ourself to only sell tours that respect animals wellbeing and health

In 2 years.. we will organise our tours in 10 different languages

We'll now vote for one goal that will be the optimistic north star for this Sprint:

"Which goal do you think is the most inspiring one for our product?"

How to do this exercise:

1. Read all the “2 years...” statement
2. Everyone except the Decider will place his/her vote
3. The Decider will make the final call with his “special vote” (i.e. the green/black button on the right)
4. Allow 7 min for this activity

NB: The Decider can vote for any goals (a popular one with plenty of votes or one without any vote)

In 2 years.. we will be the number 1 wildlife agency tour in Asia

In 2 years...We aim to have online bookable products offerings so that mass market can be captured.

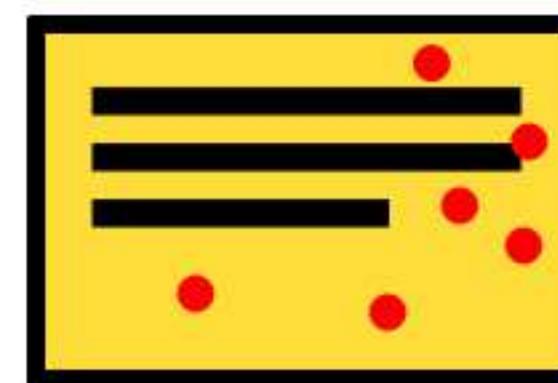
IN 2 years time be our agency will known for our unique wildlife experiences

- In 2 years... We will secure existence on major online distribution channels e.g. OTAs

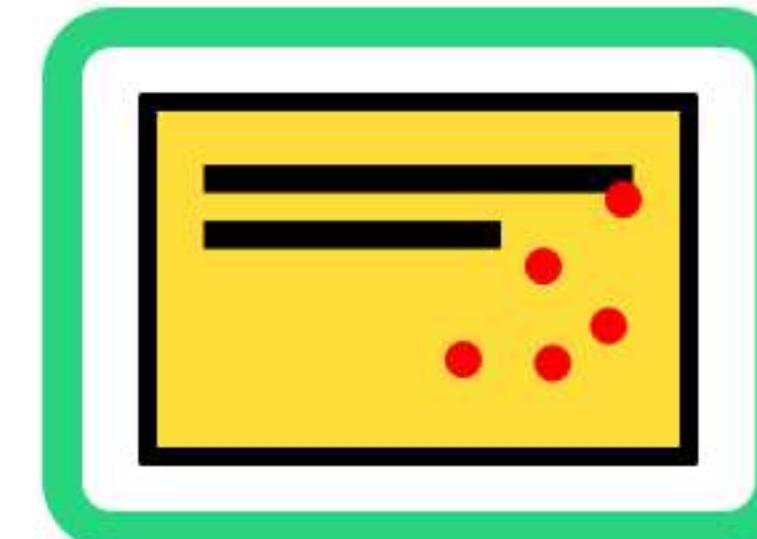
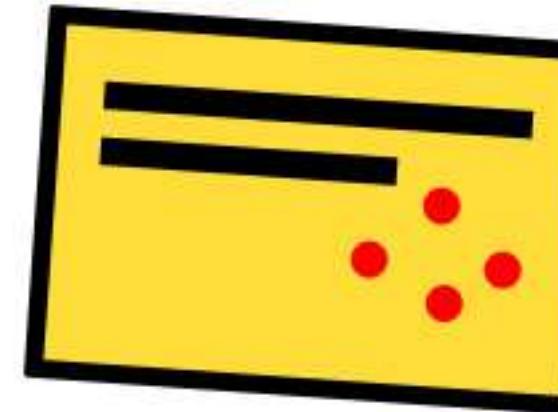
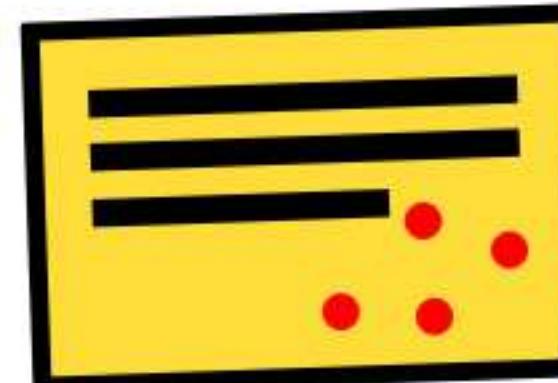
In 2 years... We will be prepping for IPO

Sprint Questions

2 Year Goal



Sprint Questions



The purpose of a Design Sprint is to get answers. **"If we build this thing, will it work?"**

The **Sprint Questions** provide the focus for the Sprint.

The Can We's questions (=Sprint Questions) represent the hurdles which might prevent us achieving success!

(super pessimistic)

How to do this exercise:

1. Start with "Can We..." and write a sentence about what the future might look like.
2. Participants can write 3-5 questions
3. Allow 5 min for this task

Examples:

Can We...
engage more with our
existing consumers?

Can We...
have a better visibility
through social media?

Can We...
sell more tours at
the same time?

It's time to vote again!

"Which questions do you think are the most important to get answers to if we want to achieve our 2 year goal?"

How to do this exercise:

1. Read all the sprint questions from your peers
2. Everyone will take “2 voting dots” except the Decider
3. Vote on the sprint challenges that seems to be more important
4. The Decider will vote for 3 sprint questions with his “special vote power”
5. Allow around 7 min for this activity

Can We....
sell more than one tour at the time?

Can we get sufficient funds to market the products ?

Can We.. make our offers unique so consumers won't find similar tours somewhere else

Can we breach the markets for certain age groups e.g. young children or teenagers

Can We.... enhance our booking site have the dynamite to cater different client profile and support various language

Can we get precise products ?

Can we set aside the funding to find or hire the relevant talents

Can we make customized tour for different ages target on their needs

Can We.... improve in conversion rate?



LONGTERM GOAL:

IN 2 YEARS, SMAVA WILL BE THE
#1 P.O.S. SOLUTION FOR
LOANS, STARTING WITH MOBILE.DE,
AND CAPTURED 60% OF CAR LOAN MARKET
IN GERMANY!

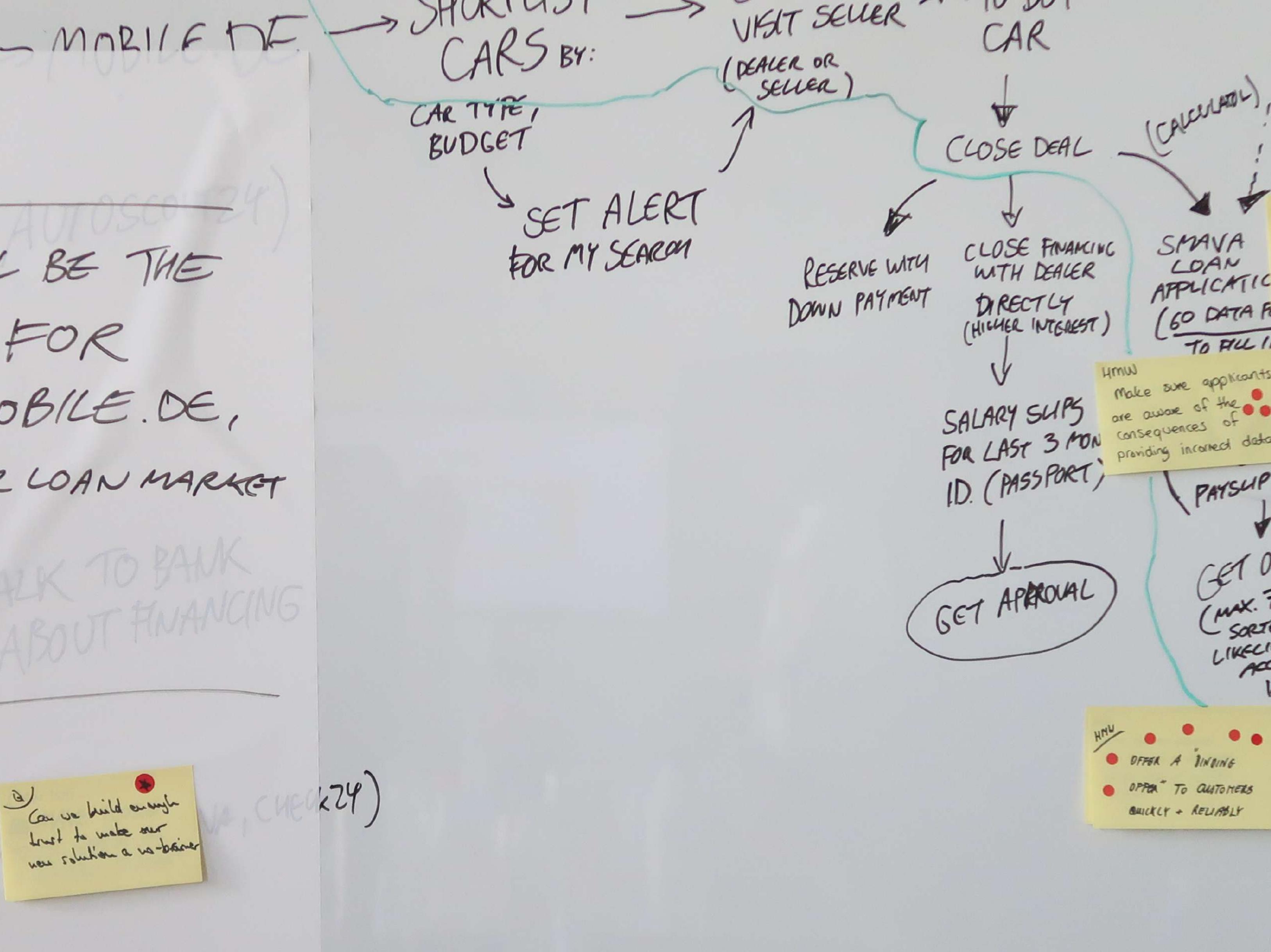
SPRINT QUESTIONS

CAN WE CONVINCE
THE CUSTOMER TO FINANCE
WITH SMAVA RATHER
THAN THE TRADITIONAL
APPROACH WITH THE CAR
DEALER?

Can we provide realistic
binding offers?
- with accuracy of c90%
(or standardize the bank's process)

② Can we build enough
trust to make our
new solution a no-brainer

CAR DEALER



FINANCING
OPTIONS
FROM DEALER

- HNU
- OFFER A BUNDLING
 - OFFER TO CUSTOMERS QUICKELY + RELIABLY

Part 2 of 4

Producing Solutions

Exercises

1. Lightning Demos

**2. 4-Part-Sketching (Note, Doodle, Crazy 8s,
Concept)**

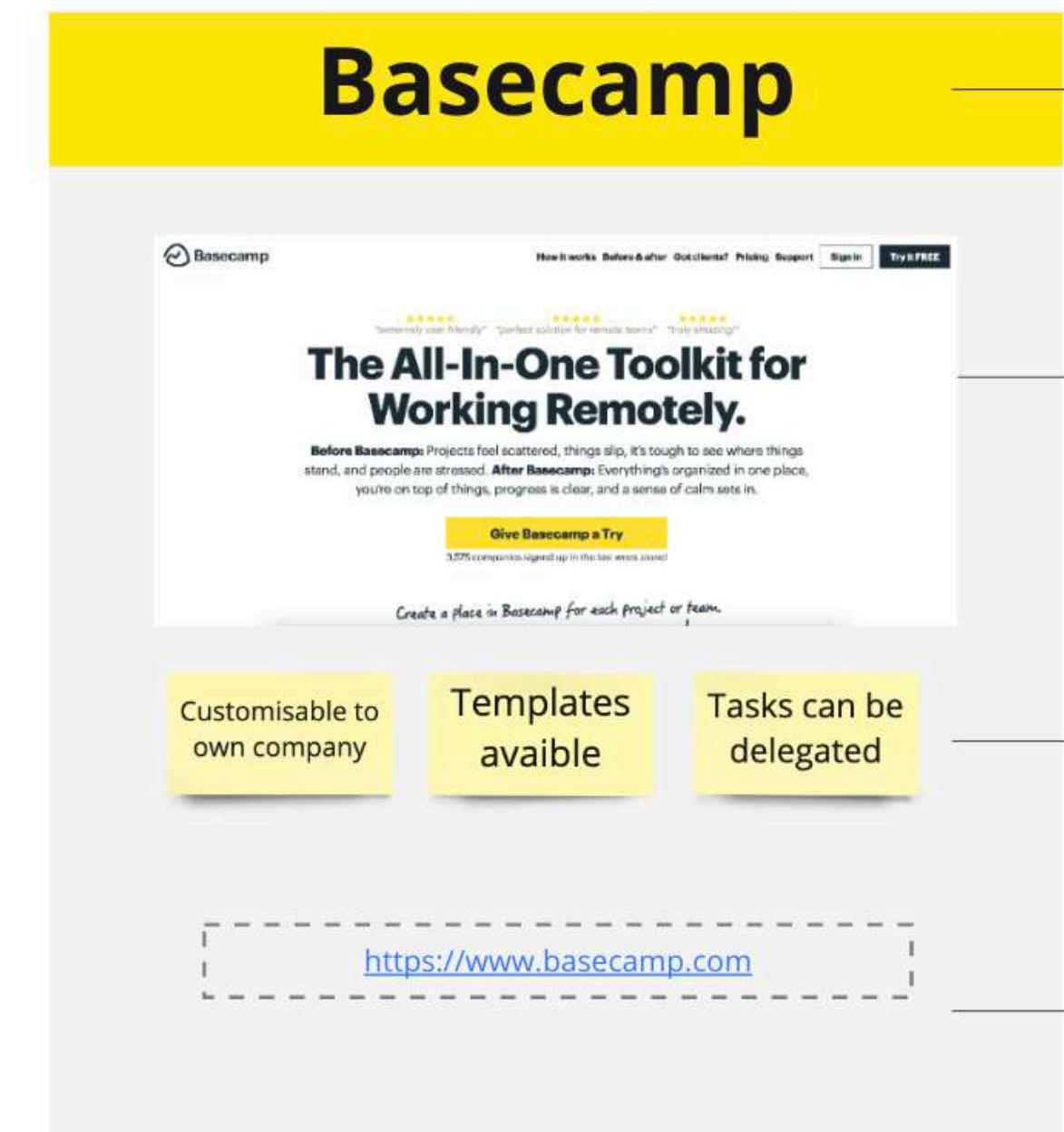
Lightning Demos

To find inspiration before we create our own solutions, we will take some time to find inspiring examples of products that solved the same or similar challenges, so called "**Lightning Demos**".

Have a look back at our 3 Sprint Questions to recap which challenges we want to solve.

How to do this exercise:

1. Take 10 minutes to find a product that you think **solved** similar or the same challenges in an **inspiring way**.
These products can also be from a different industry.
2. Fill out the template with the product name, a screenshot (if online) and **3 reasons why you find this product inspiring**
3. Present your lighting product in 1 min



Name of Lightning Demo

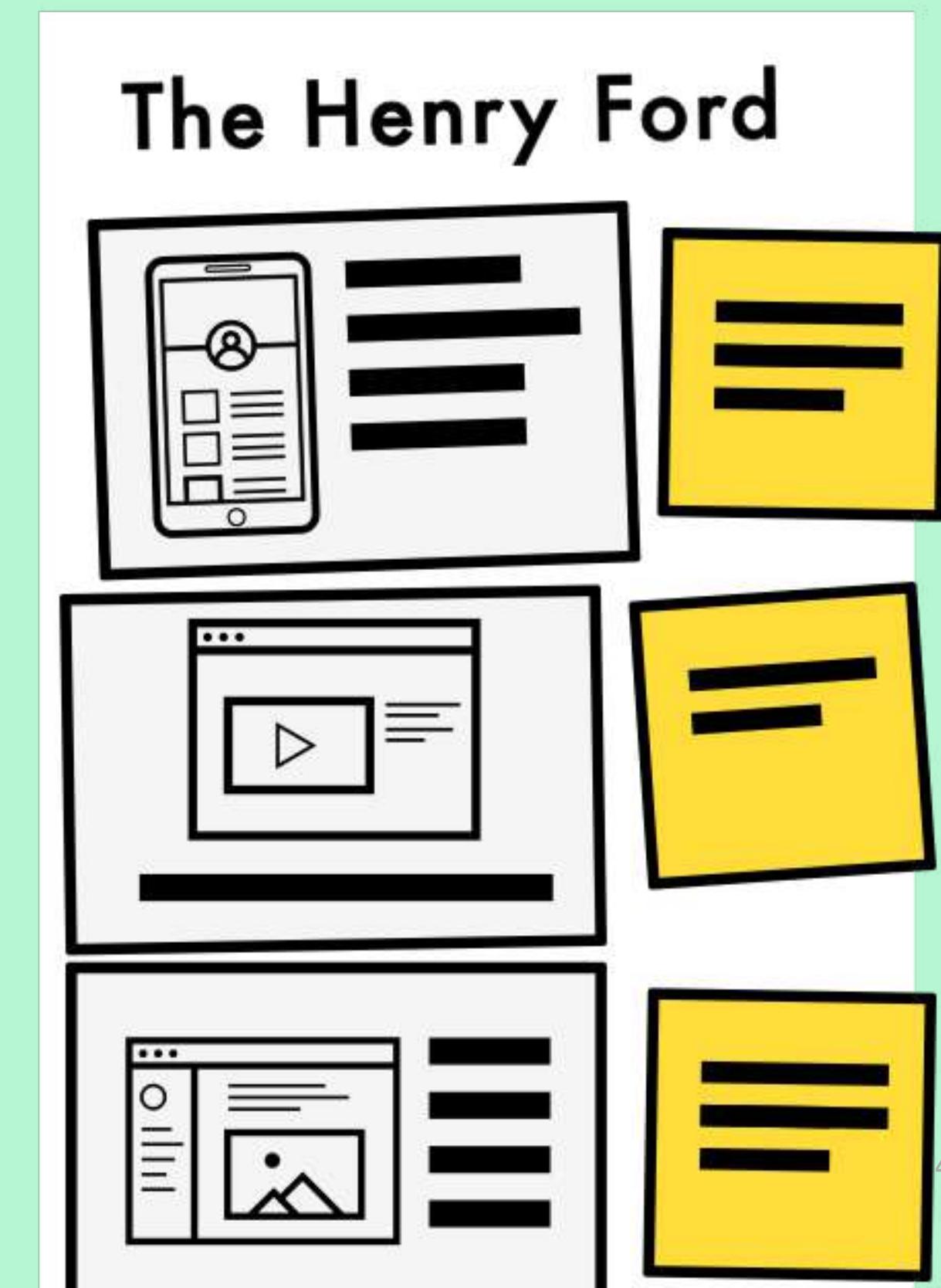
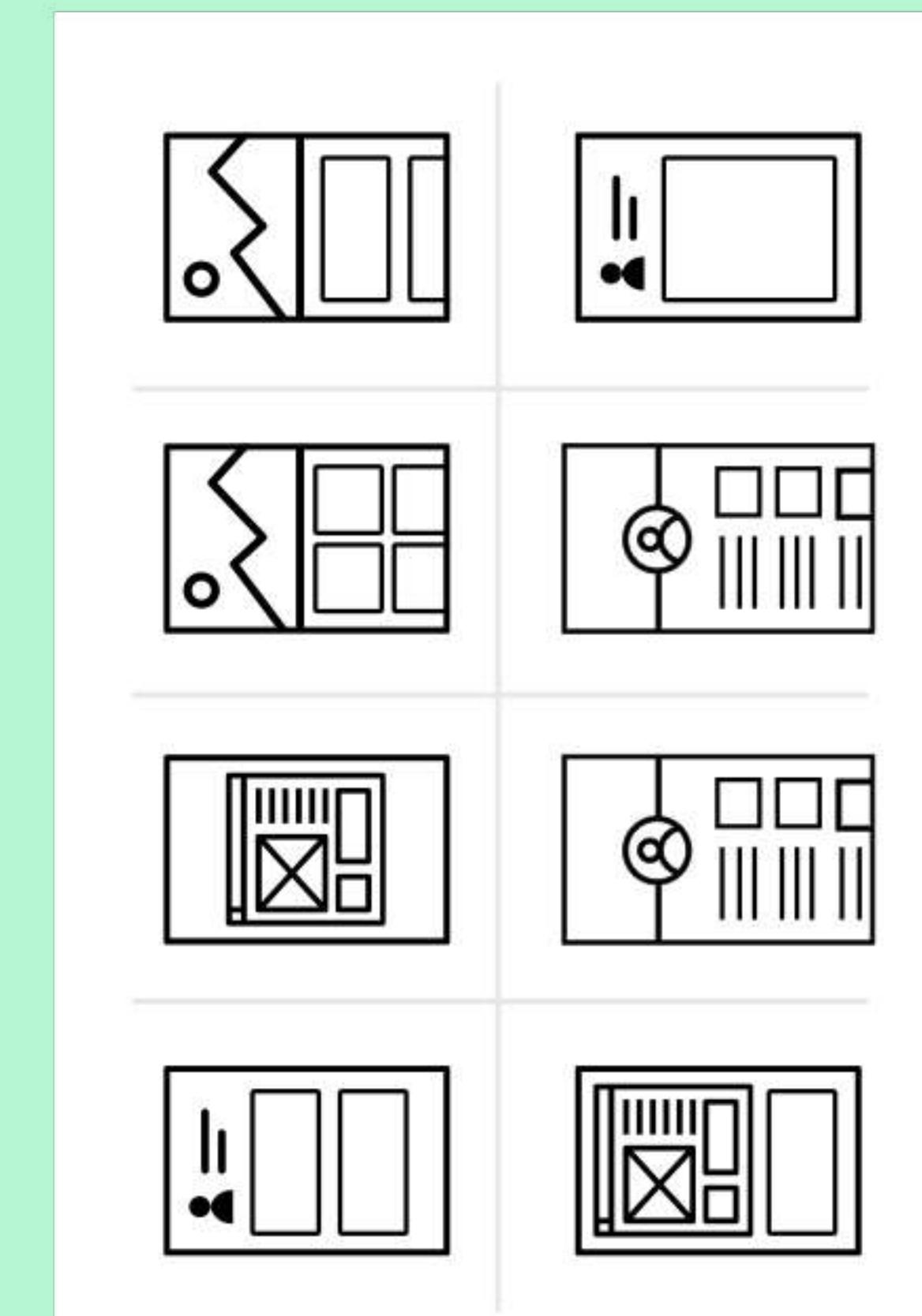
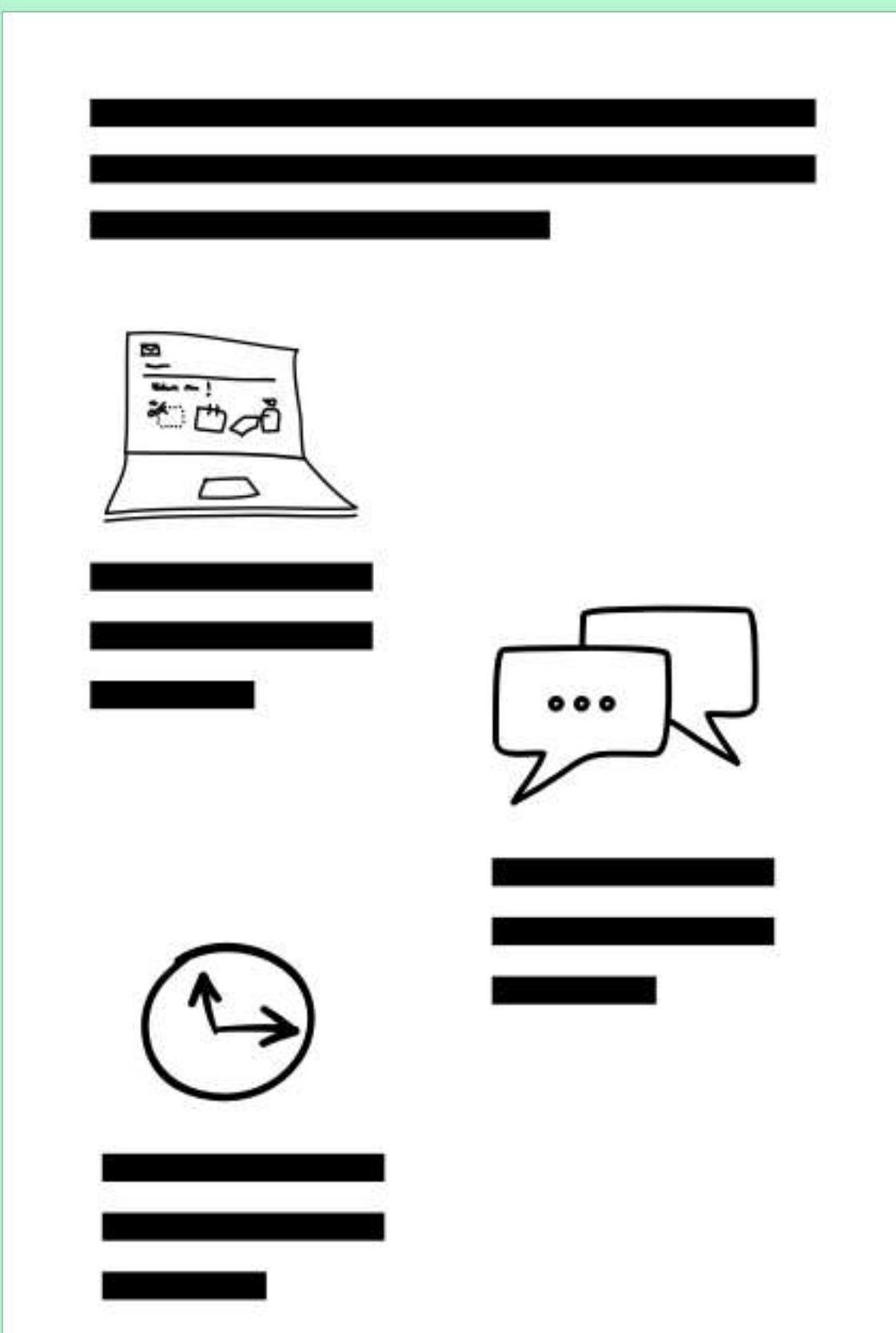
Your screenshot

Why you find this product inspiring

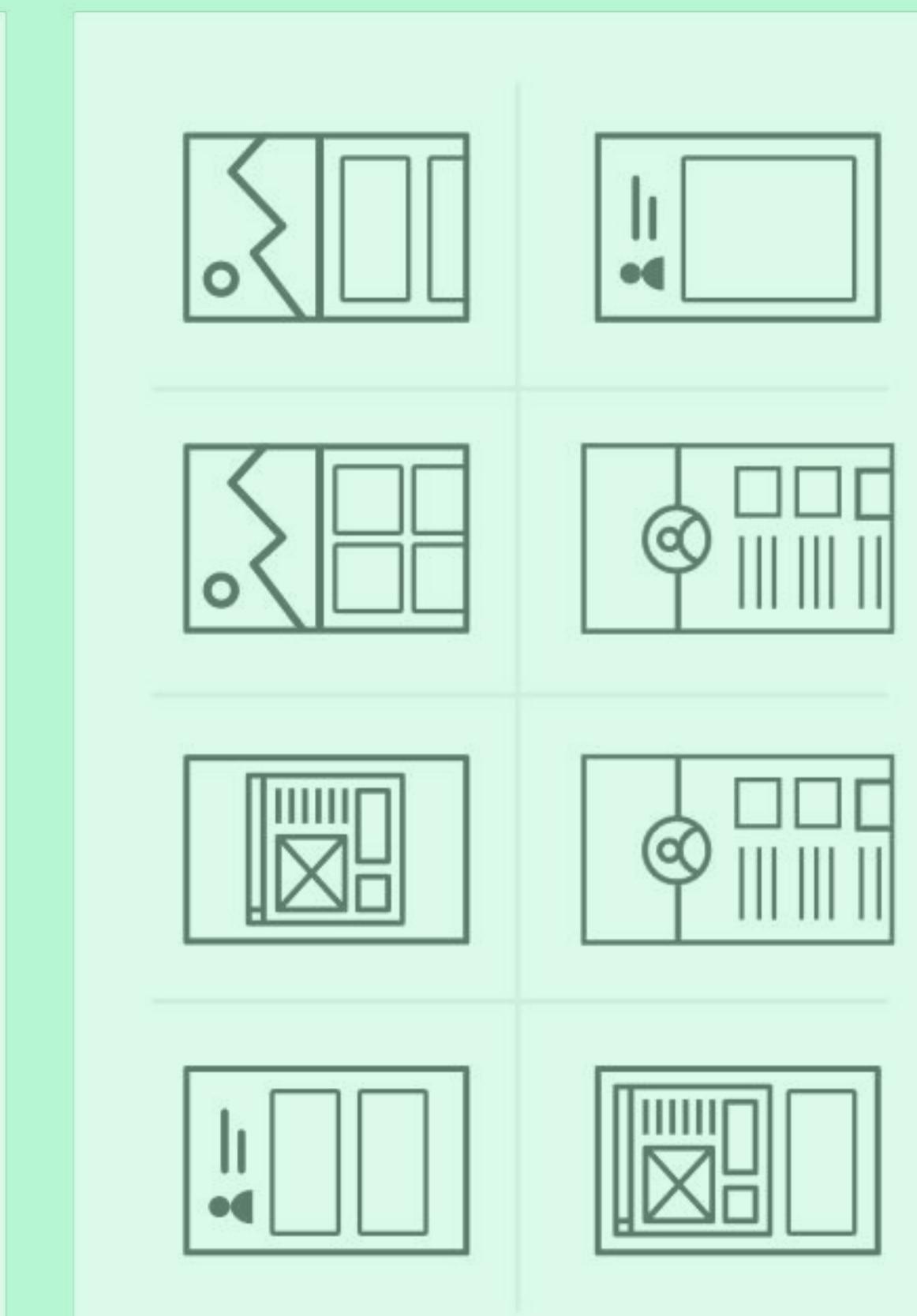
Link to the product



4 Part Sketching



Note-taking



Let's all take pen & papers as of now.

We will start creating our own solutions (finally!)

The first exercise is **Note-taking**

How to do this exercise:



Part 1 of 4: Notetaking



What are we doing now?

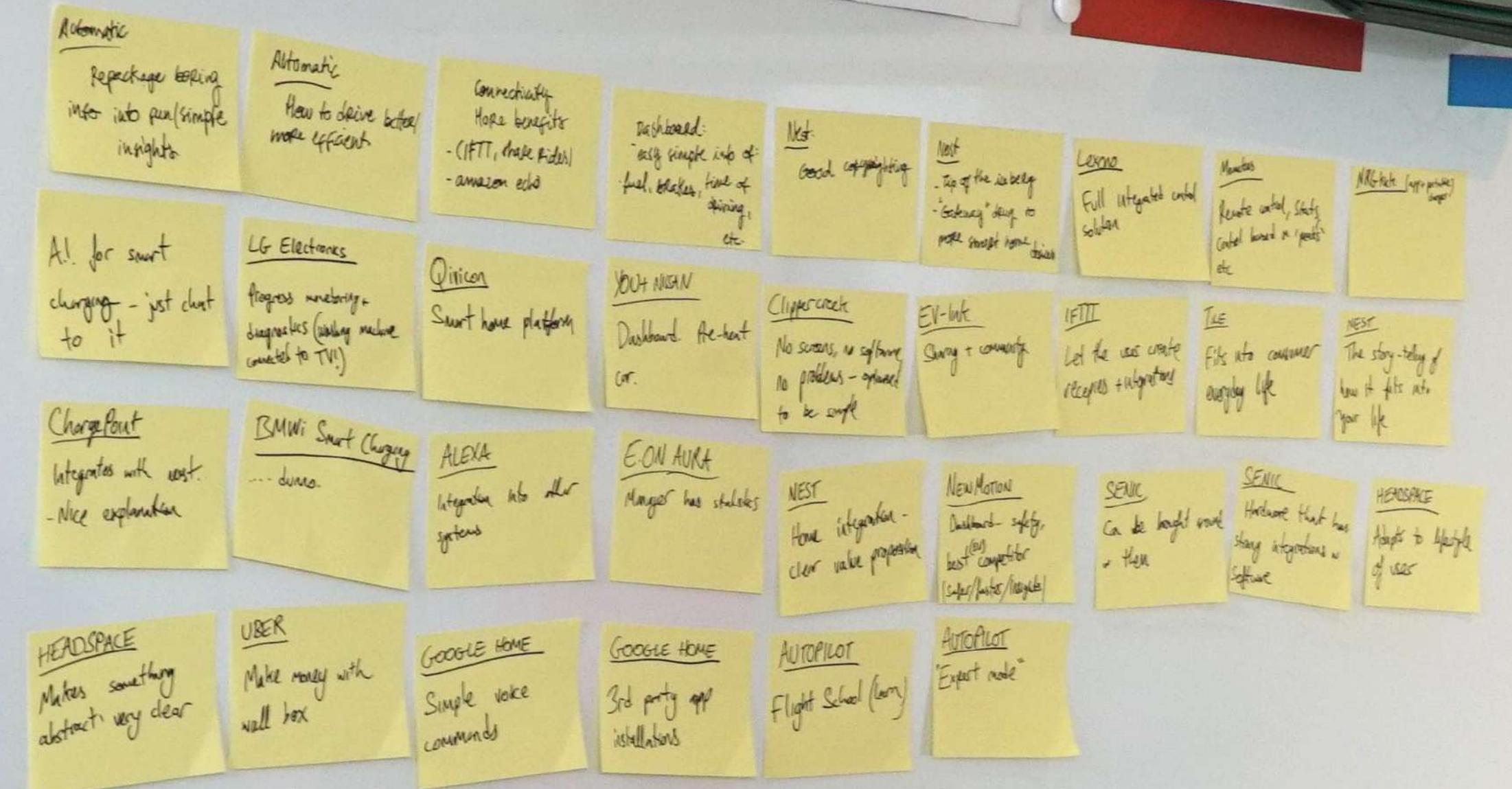
- We defined the challenge and looked at a few demos of potential solutions from elsewhere.
- Now, we can begin creating our own solutions.
- If you don't have any ideas right now, or if you are not good at sketching, relax:
- The first step is very simple and doesn't involve any creativity at all, and it's just for yourself (you won't show this to anybody).

Why are we doing this?

- We want to "lock in" the decisions made earlier so we are creating concepts that are aligned on the challenge.
- It's a slow, easy ramp up to getting our own ideas

How does it work?

- We work with a pen, on paper and on our own ("together alone").
- For now, all we do is copy material from the Miro board.
- Start by writing down the long-term goal & sprint questions. This helps you focus on our challenge.
- Then, look at the Lightning Demos again and write down components or ideas you find interesting.
- **You have 15 minutes for this part.**



Core
OF THE INTELLIGENT WORKPLACE FOR
HOME CHARGING

Q1.
CAN WE MAKE THE BIG VALUE OF THE
PROJECT CLEAR AND VISIBLE?

Q2.
CAN WE MAKE THE STORY OF SMART HOME
CHARGING MORE CONCISE AND PERSUASIVE?

Q3.
CAN WE GIVE THE ACTUAL FEATURES?

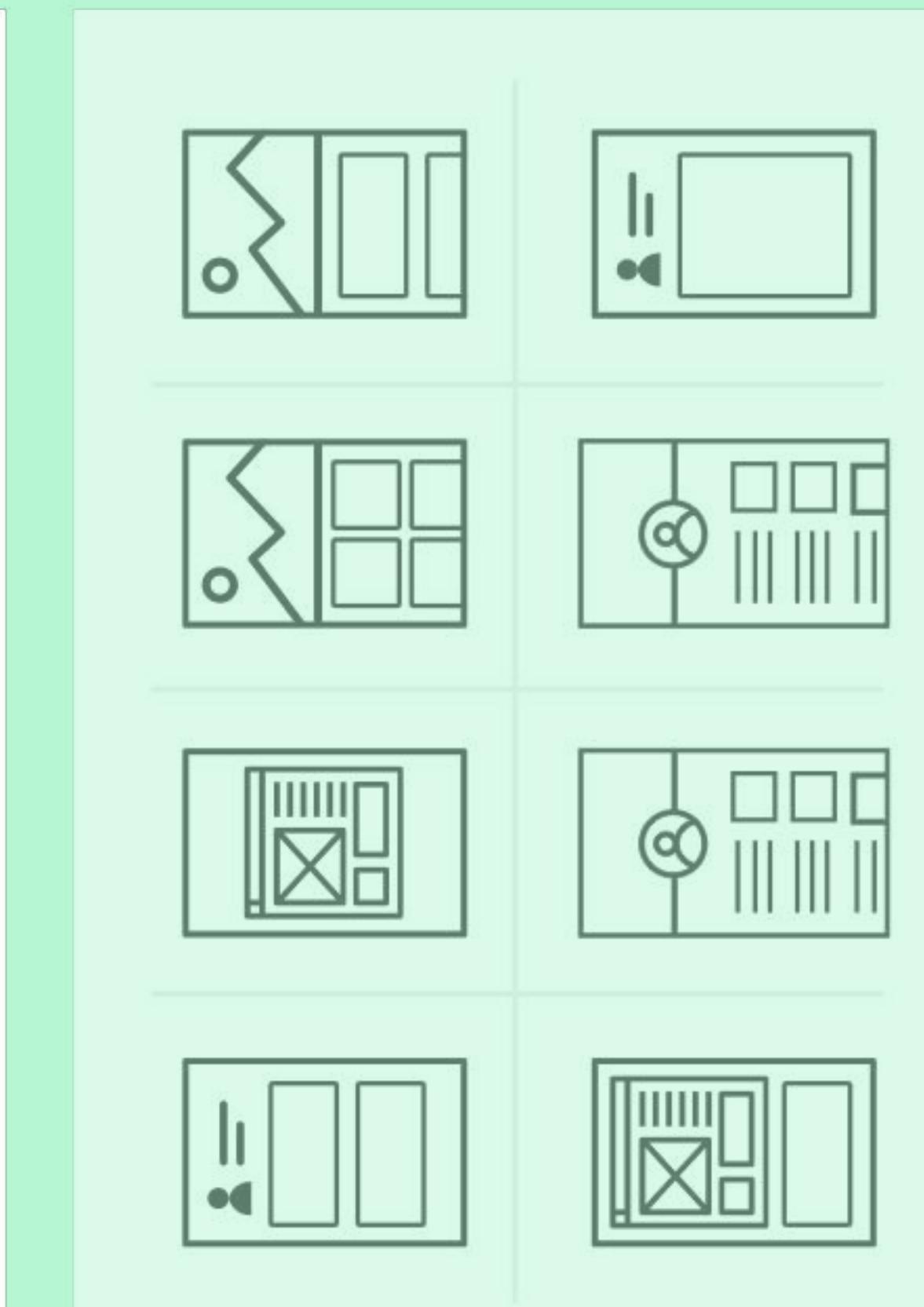
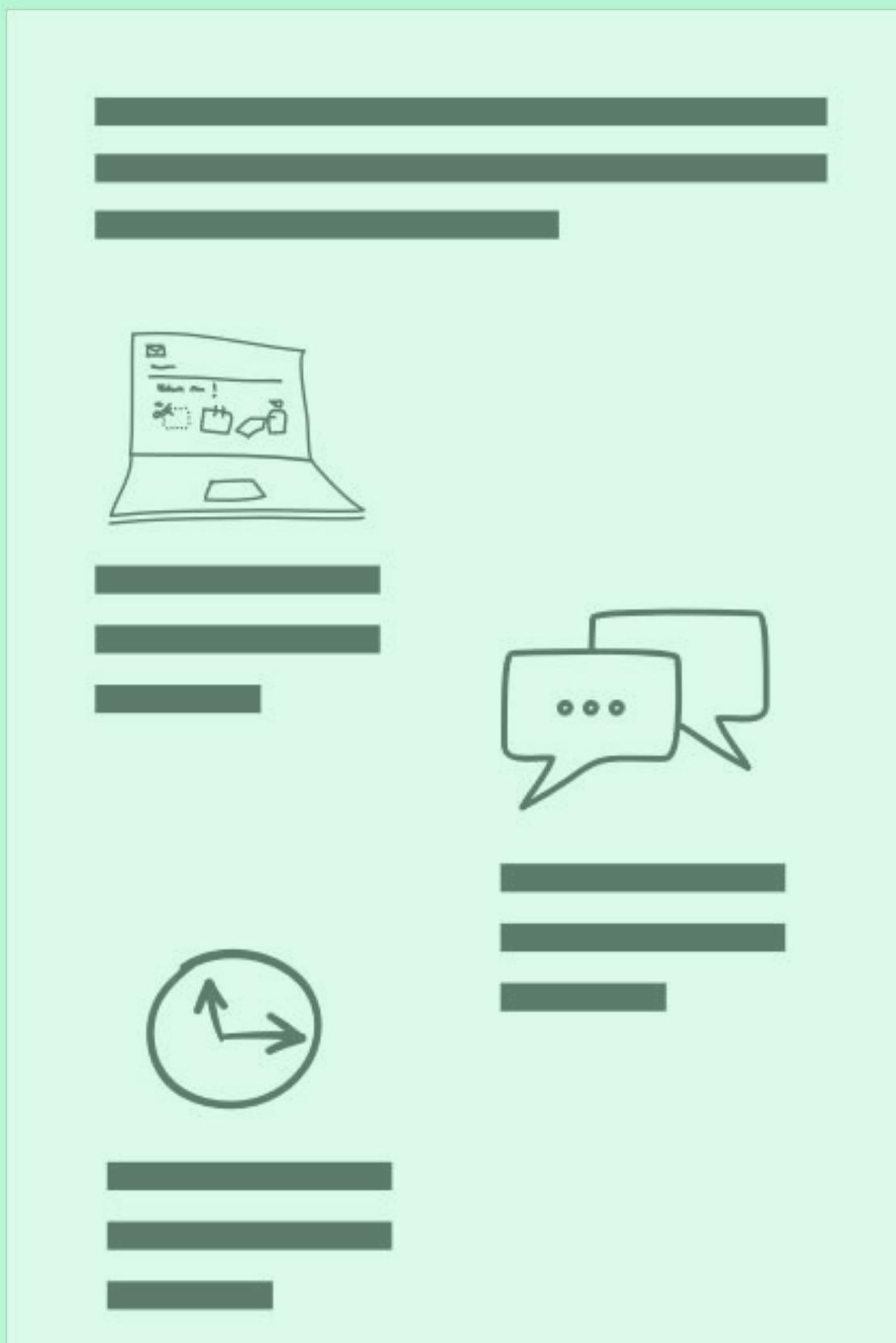
AUTOMATIC: See how
become a
BY INNOVATION

Q1.
CAN WE MAKE THE BIG VALUE OF THE
PROJECT CLEAR AND VISIBLE?

Q2.
CAN WE MAKE THE STORY OF SMART HOME
CHARGING MORE CONCISE AND PERSUASIVE?

Q3.
CAN WE GIVE THE ACTUAL FEATURES?

Doodling



Let's all take pen & papers as of now.

We will start creating our own solutions (finally!)

The second exercise is **Doodling**

How to do this exercise:



Part 2 of 4: Doodling



What are we doing now?

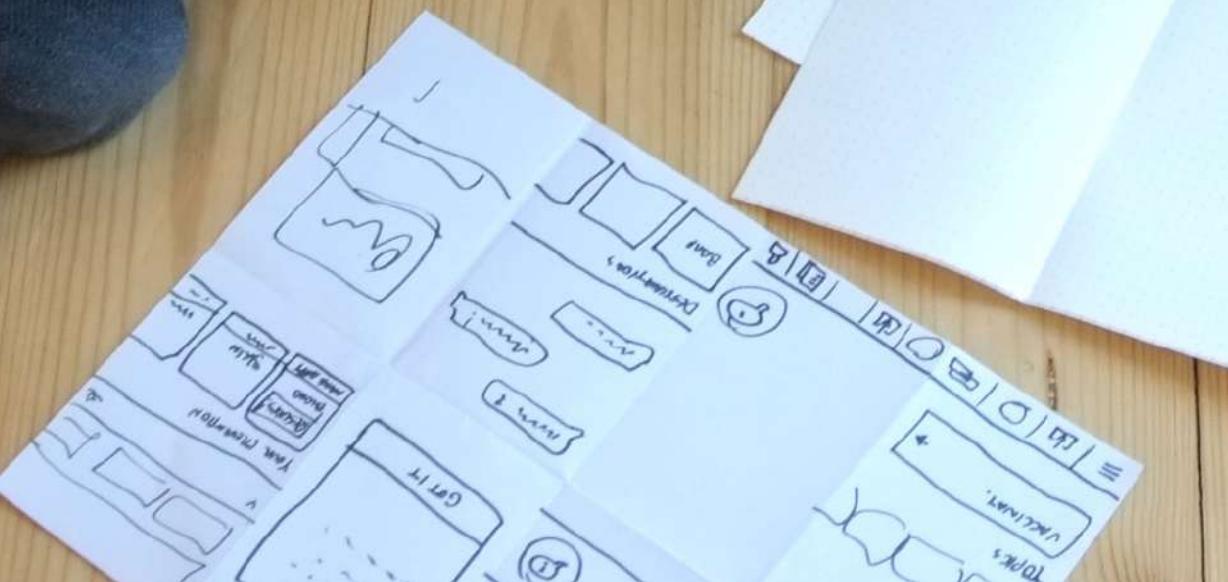
- Now, start doodling and sketch some ideas about the solution visually.
- Don't worry about making it look nice. This is just for yourself, you won't show this to anybody else.

Why are we doing this?

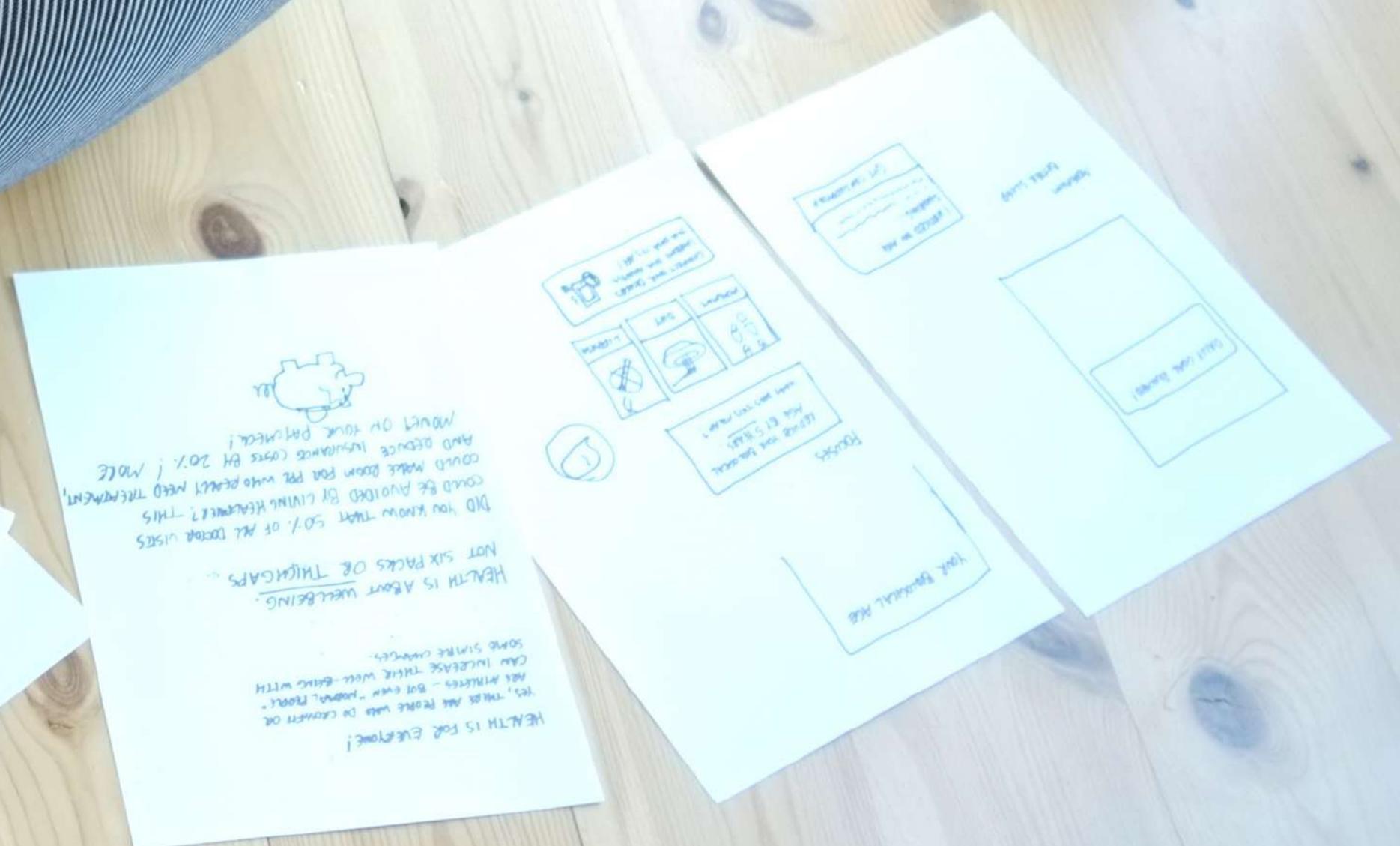
- We are starting to combine material and our own ideas, like Lego bricks.

How does it work?

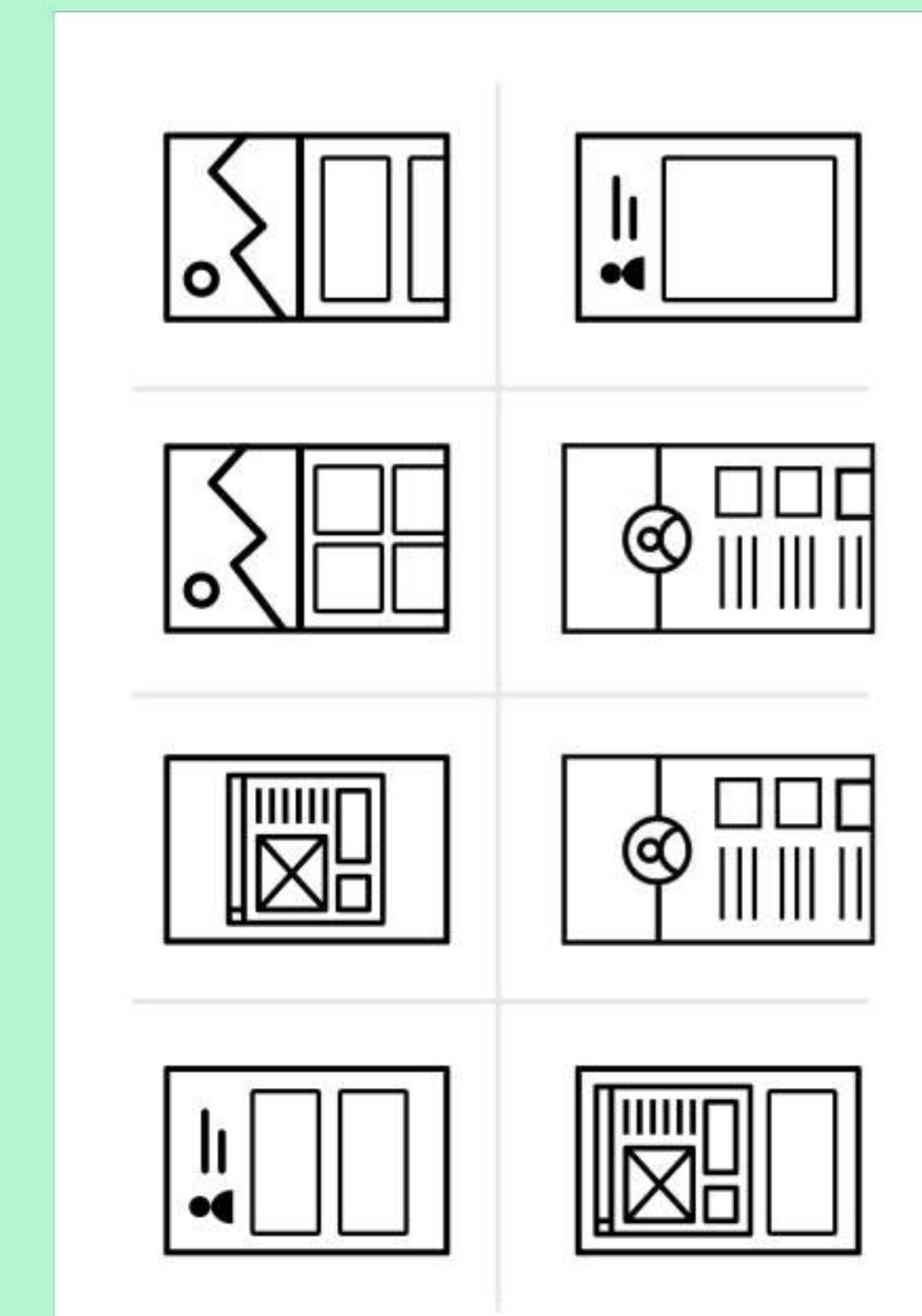
- We work with a pen, on paper and on our own ("together alone").
- Start sketching your ideas. What would the solution look like for a person using it?
- Don't worry about it looking perfect. Simple shapes like circles, lines and rectangles are perfect for this.
- You can also start writing down sentences that describe your idea.
- If you don't have any ideas right now, or if you are not good at sketching, don't worry: Just get the pen moving. Ideas will come to you naturally after a while.
- **You have 10 minutes for this part.**



YOUR FOCUS THIS WEEK:



Crazy Eights



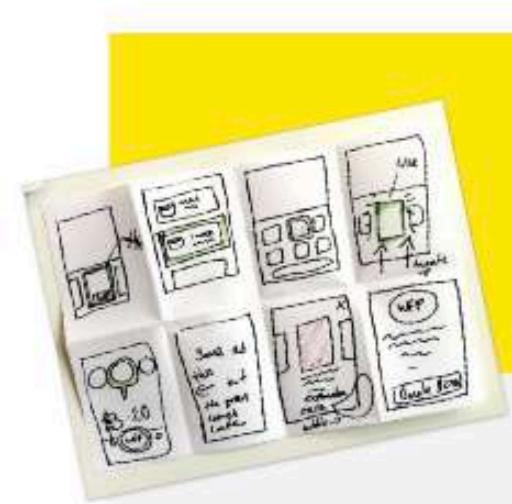
Let's all take pen & papers as of now.

We will start creating our own solutions (finally!)

The third exercise is **Crazy 8's**

How to do this exercise:

Part 3 of 4: Crazy 8s



 8 mins

What are we doing now?

- Now, we want to do some rapid iterations of ideas you have.
- We will add some time pressure.
- Don't worry about making it look nice. This is just for yourself, you won't show this to anybody else.

Why are we doing this?

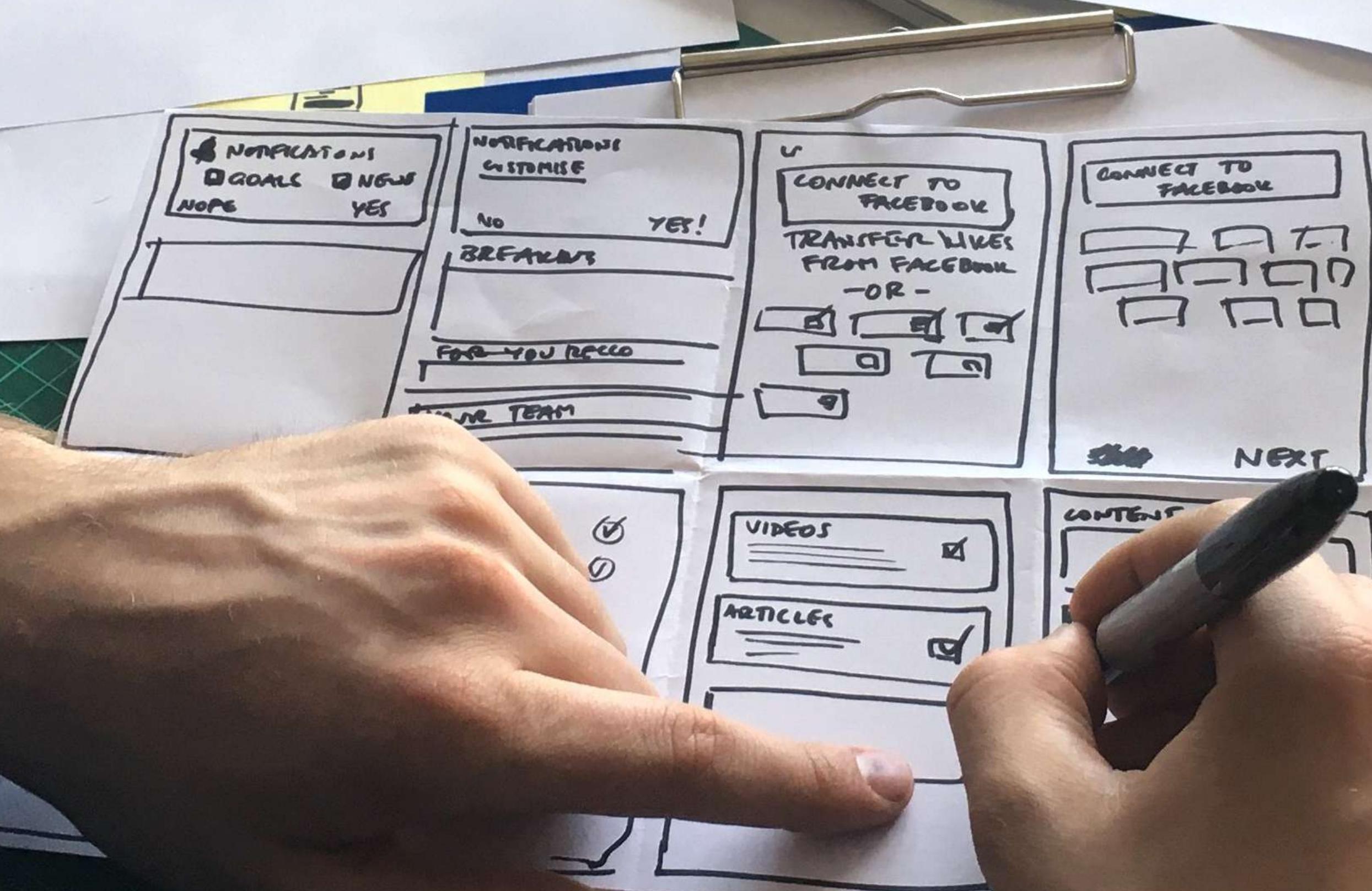
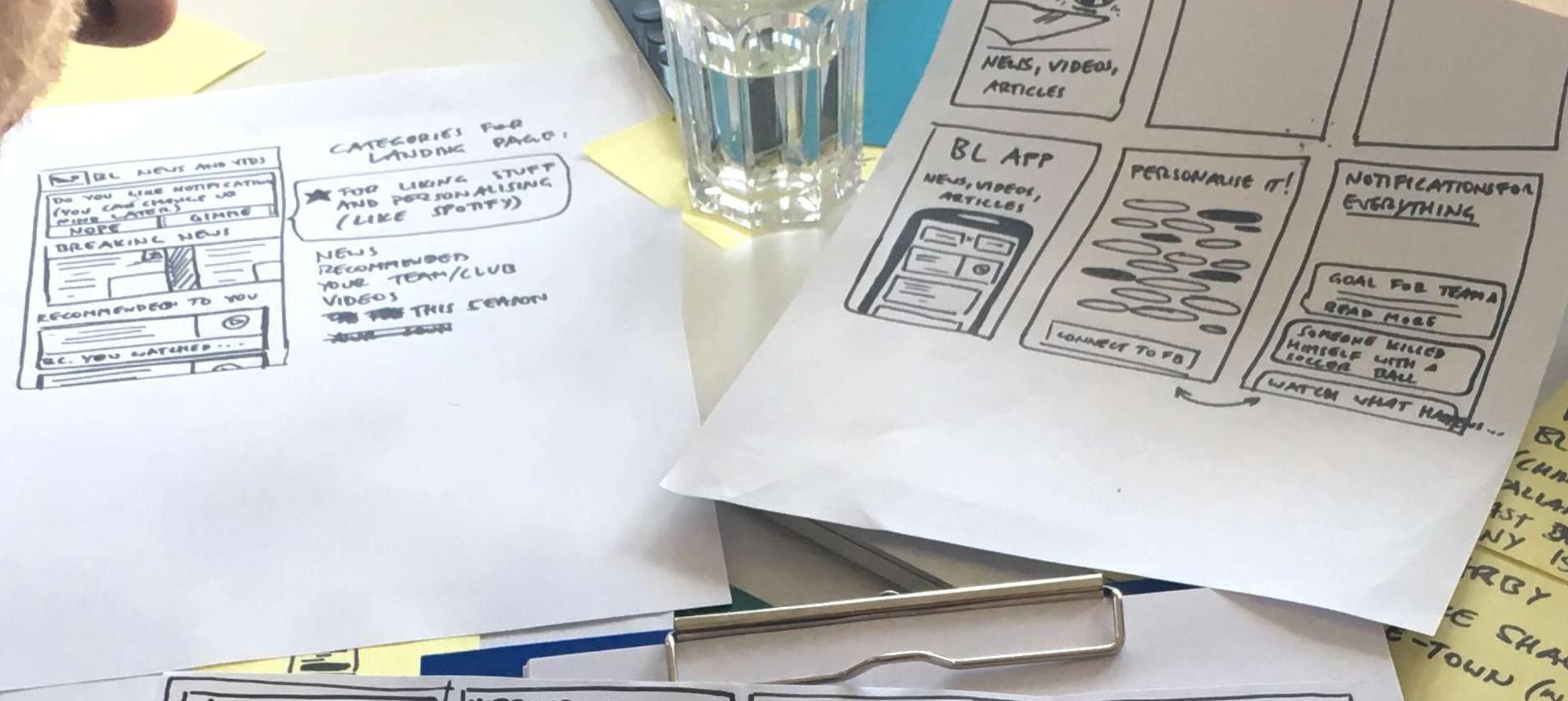
- We want you to quickly explore different ways to visualize your idea.
- The time pressure forces you to let go of perfectionism.
- This is also a great warmup. We want to loosen up the brain.

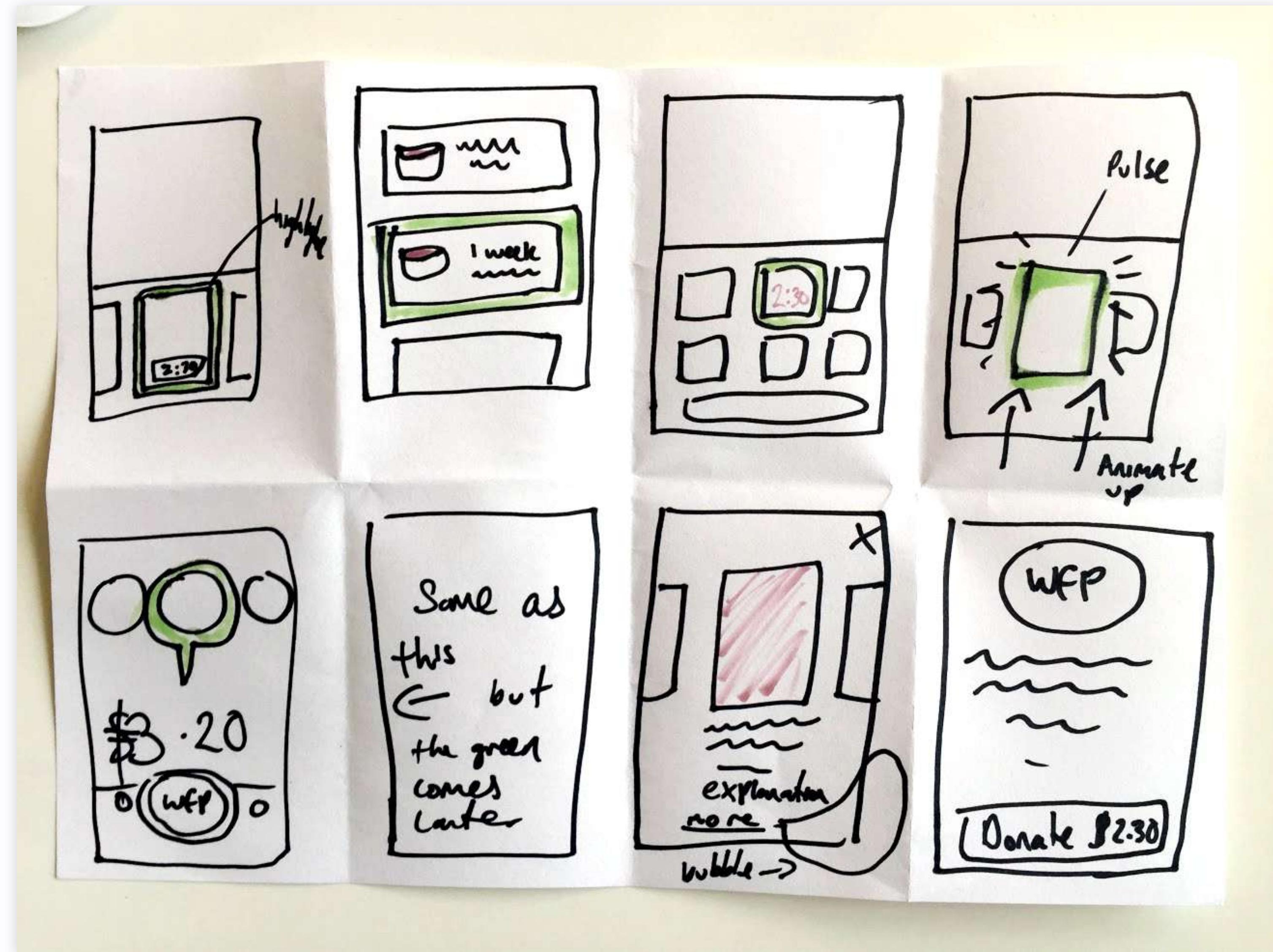
How does it work?

- We work with a pen, on paper and on our own ("together alone").
- Take a piece of A4 (Letter) paper and fold it 3 times.** Then, unfold it and you'll have 8 rectangles on your paper.
- Sketch any part of your solution — ideally the most important component of your idea, like the main screen of an app.
- You have 1 min per cell.** Once the minute is up, move on to the next square and either do another version of what you already drew or tackle another part of the solution.
- Sketch for 1 min on each rectangle on the paper and you'll end up with a total of 8 mins.

WiFi:
SeriousBusiness
Pass:
internetismagic
AJ&Smart
The UX Design Agency.

MOMA
BLUE-BOTTLE COFFEE
CHINESE RESTAURANT - ASK KYLE
ITALIAN FOOD MARKET
1ST BROTHERS
NY ISLAND
CRBY PARKER
ICE CHACK
T-TOWN (in MANHATTAN)





3-Step-Concept



Part 4 of 4: Solution Concept

Allow around 30 minutes to do the last part of the sketching, the **Solution Concept**, on your own.



How to do this exercise:

What are we doing now?

- Now, everyone will sketch one solution concept.
- Think of this as a "pitch deck" to present your idea to others.
- You will show this concept to the rest of the group.

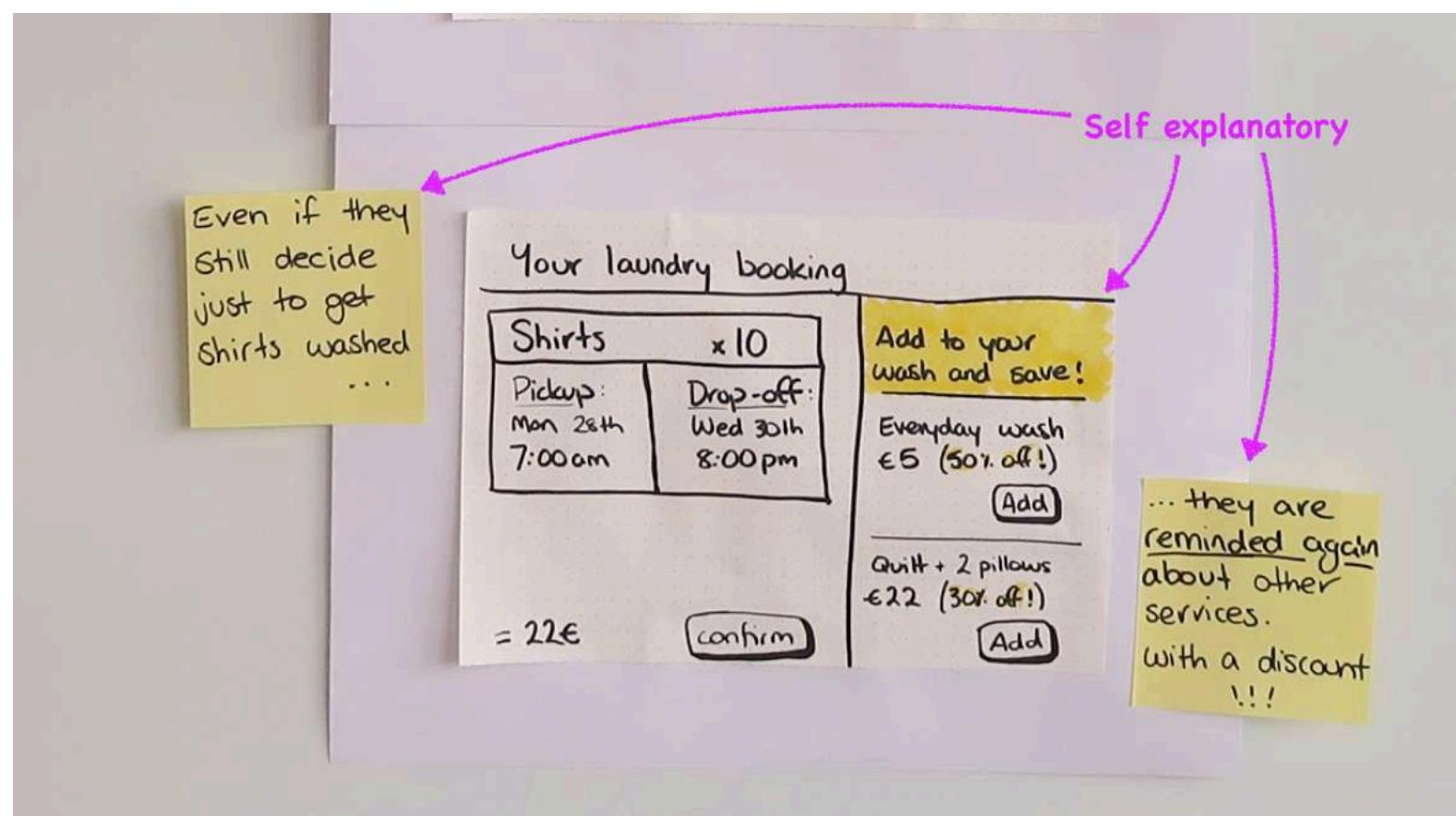
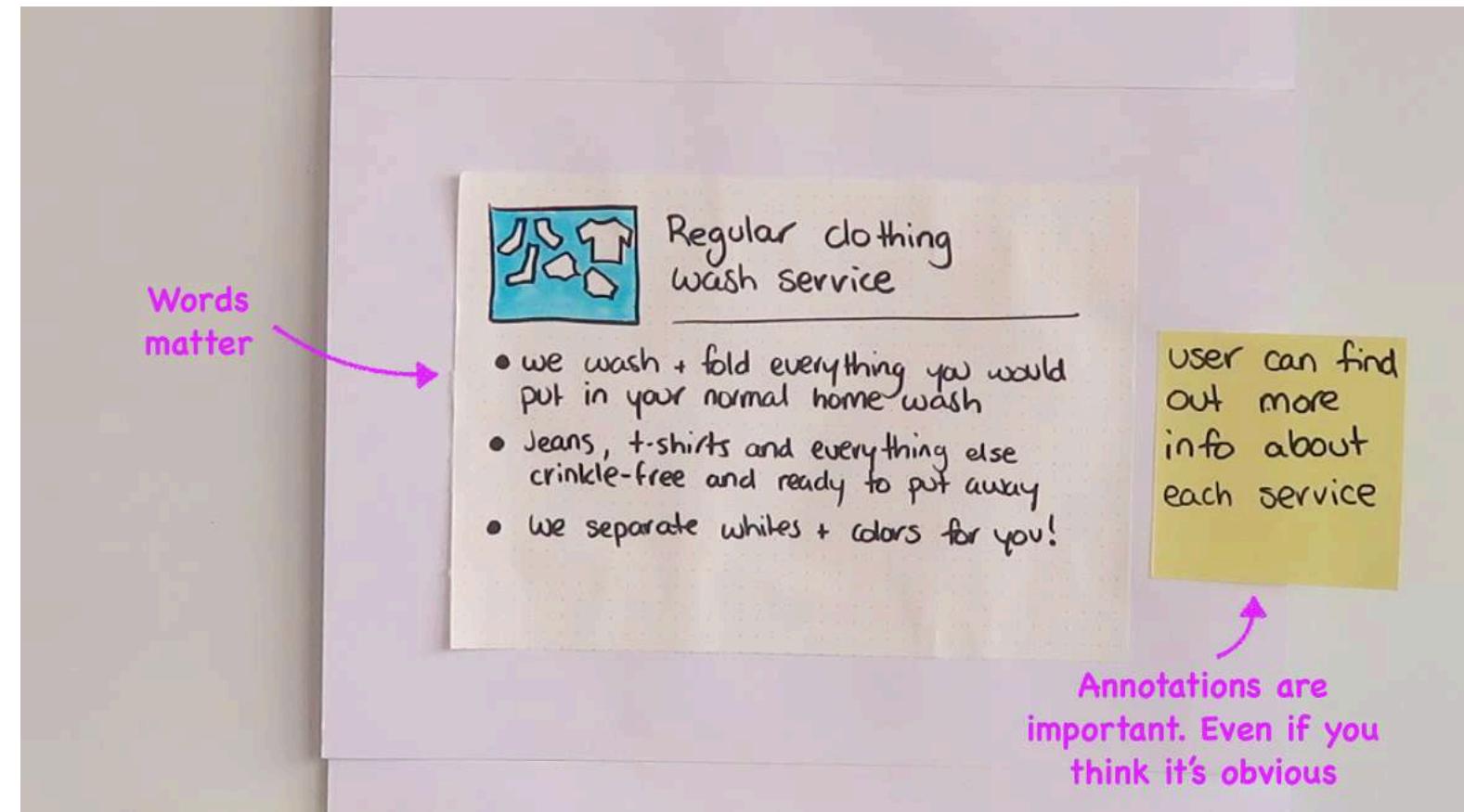
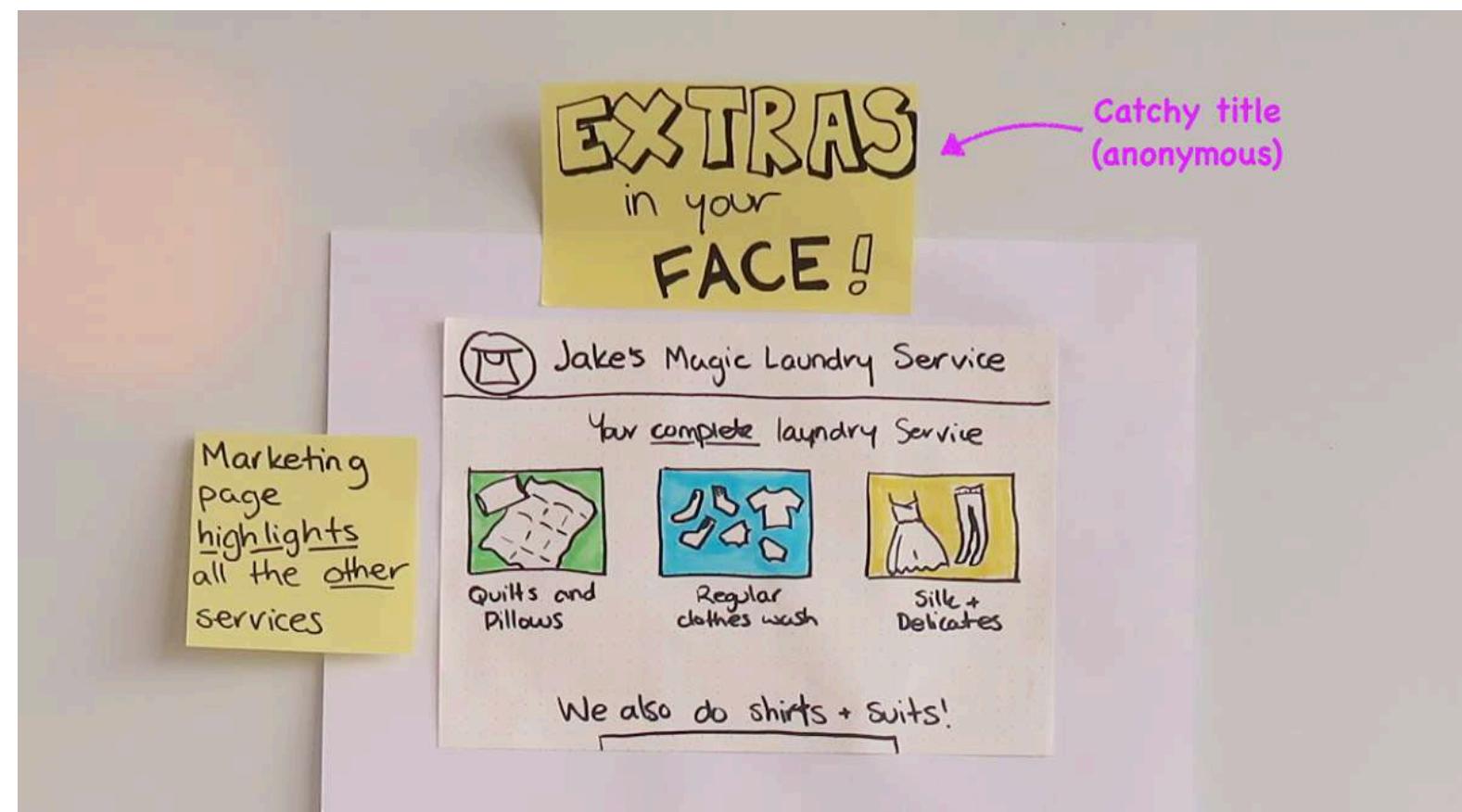
Why are we doing this?

- We want to get everybody's ideas on how to solve the challenges. The chosen solution will be prototyped and validated to get feedback from real users.



How does it work?

- We work with a pen, on paper and "together alone".
- **Take a few sheets of A4 (Letter) paper.** Draw 3 screens (or more if you like) that represent your solution visually.
- Use sticky notes to annotate your solution and give more context and explanations (a bit like a narrator or a movie director's audio commentary)
- Some guidance:
 - It doesn't need to be beautiful. It's all about the idea.
 - It needs to speak for itself. **You won't be presenting your solution.**
 - Keep it anonymous.
 - **Words matter.** Mind your handwriting, others will need to be able to read it. Try to have realistic copy instead of squiggly lines.
 - Give it a catchy title! Have some fun with it.
- You have 45 mins. When you are done, take a photo of your solution and send it to the facilitator.



Self-explanatory

Anonymous

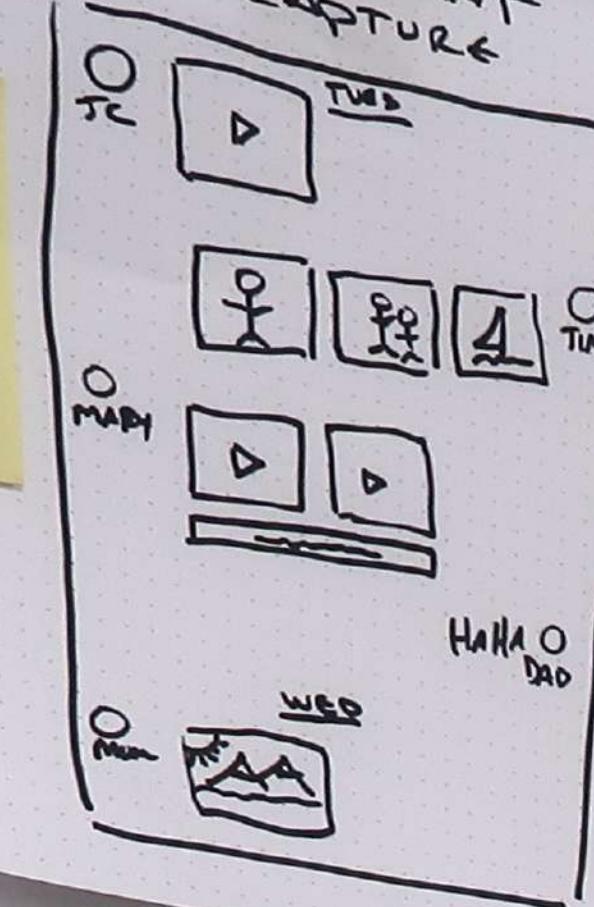
Ugly is okay!

Words or annotations matter

Catchy title

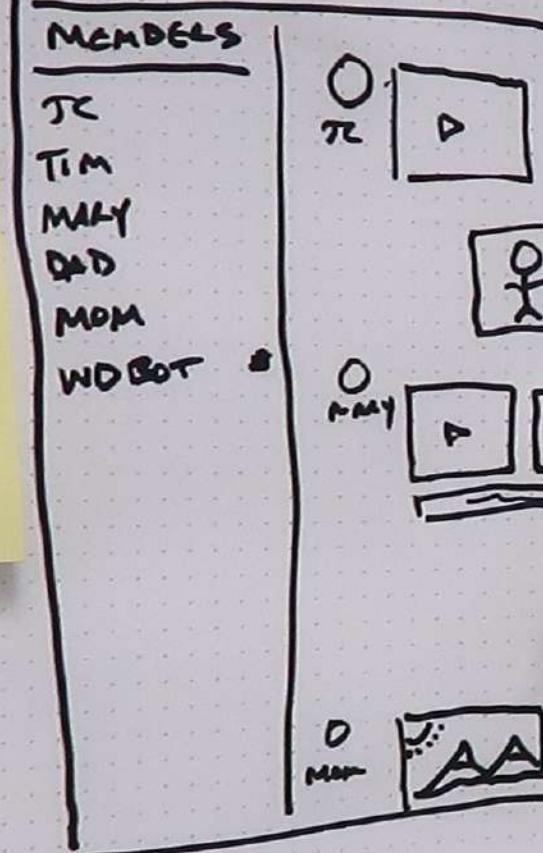
MANY PHOTOS
& VIDEOS
SHARED IN
MESSENGERS

GROUP CHAT
CAPTURE



NO WAY TO
FIND OR SEARCH
FOR SPECIFIC
CONTENT

ADD WD BOT
TO ANY CHAT
AND IT WILL
COLLECT PHOTOS
& VIDEOS



WD BOT CAN
ALSO BE A
SOURCE OF
CONTENT TO
SHARE

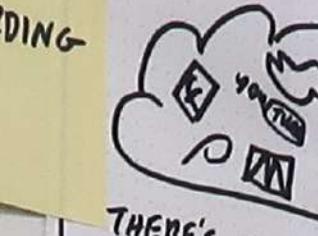
WD BOT

WD BOT WILL
CURATE PHOTOS
& VIDEOS

HERE ARE THE PHOTOS
AND VIDEOS FOUND FOR
THE WEEK

YOU CAN ASK
WD BOT TO
FIND WHAT YOU

ONBOARDING



THERE'S A LOT OF
DIFFERENT STUFF IN
THE CLOUD...

I KNOW, IT'S
CONFUSING SOMETIMES.

BUT DON'T WORRY!
MY NAME IS LUCY,
AND I'M GOING TO KEEP
EVERYTHING YOU
NEED SAFE, ALL IN
ONE PLACE.

WHEN YOU NEED TO
FIND ANYTHING,
JUST COME TO ME!

SO, WHAT SHOULD
I BACK UP FOR YOU?

NEW CONTENT

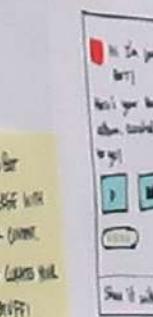
- PHOTOS
- VIDEOS
- EMAILS
- AUDIO

EXISTING CONTENT

- LOCAL: PHONE
- LOCAL: COMPUTER
- OR FACEBOOK

EVERYTHING
FROM
EVERWHERE
SAVED IN THE
CLOUD

PHOTO BOT



Part of
COMBINE WITH
YOUR HOME
BOT LISTS AND
GET LOTS MORE
STUFF!

HI HANK, WHAT DO YOU NEED?

Q —

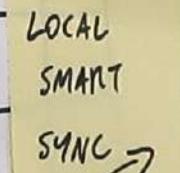
EVERYTHING

LOCAL ONLY

FROM	TYPE	1	2	3	4	5	6	7	8	9	10
ALL	IMAGE	1	2	3	4	5	6	7	8	9	10
	VIDEO	1	2	3	4	5	6	7	8	9	10
	AUDIO	1	2	3	4	5	6	7	8	9	10
	TEXT	1	2	3	4	5	6	7	8	9	10
	PDF	1	2	3	4	5	6	7	8	9	10

LOCAL
SMART
SYNC

AVE LOCALLY



SHOULD I BIN THEM?

DELETE
PILE

12:45

"DAILY DIGEST"
COLLECTED POSTS
FROM ACROSS
YOUR SOCIAL
CHANNELS, ALL
IN ONE PLACE

INSTEAD OF
MINDLESS
TIME-WASTING,
WE WILL ONLY
GET POSTS THEY
WILL ACTUALLY
READ

BASED ON THE POSTS
YOU LIKED, I SAVED SOME
ARTICLES OFFLINE FOR
YOU TO READ!

DONALD TRUMP SECRET
MEETINGS WITH ALIENS
REVEALED!
POSTED BY DUSTY TO TWITTER
(I DON'T LIKE)

EVERY MAN SHOULD
KNOW THIS CRAZY
FOOT THING!
POSTED BY ERIN TO TWITTER
(I DON'T LIKE)

INSTANT
DISH DASH
POSTED BY ERIN TO TWITTER
(I DON'T LIKE)

DO YOU
THINK
WE'RE
GOING
TO WIN?
POSTED BY ERIN TO TWITTER
(I DON'T LIKE)

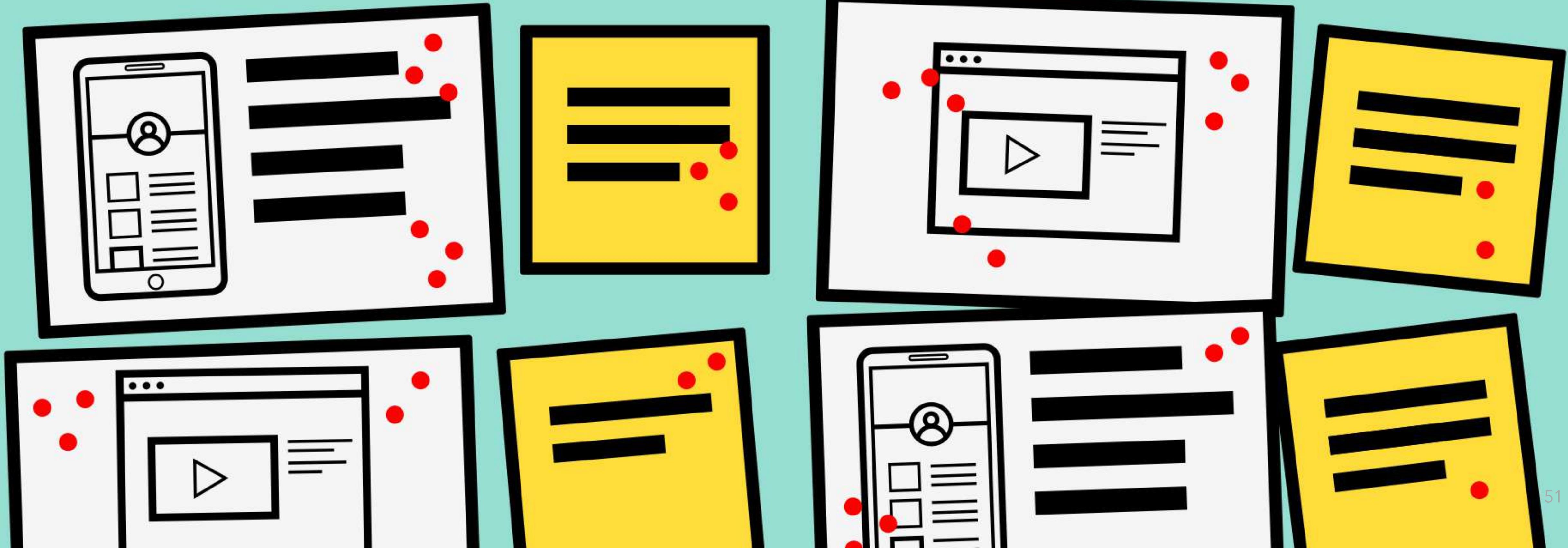
Part 3 of 4

Vote on Solutions

Exercises

- 1. Heatmap**
- 2. Anonymous Presentation**
- 3. Straw Poll**
- 4. Decider Vote**

Make a Heatmap



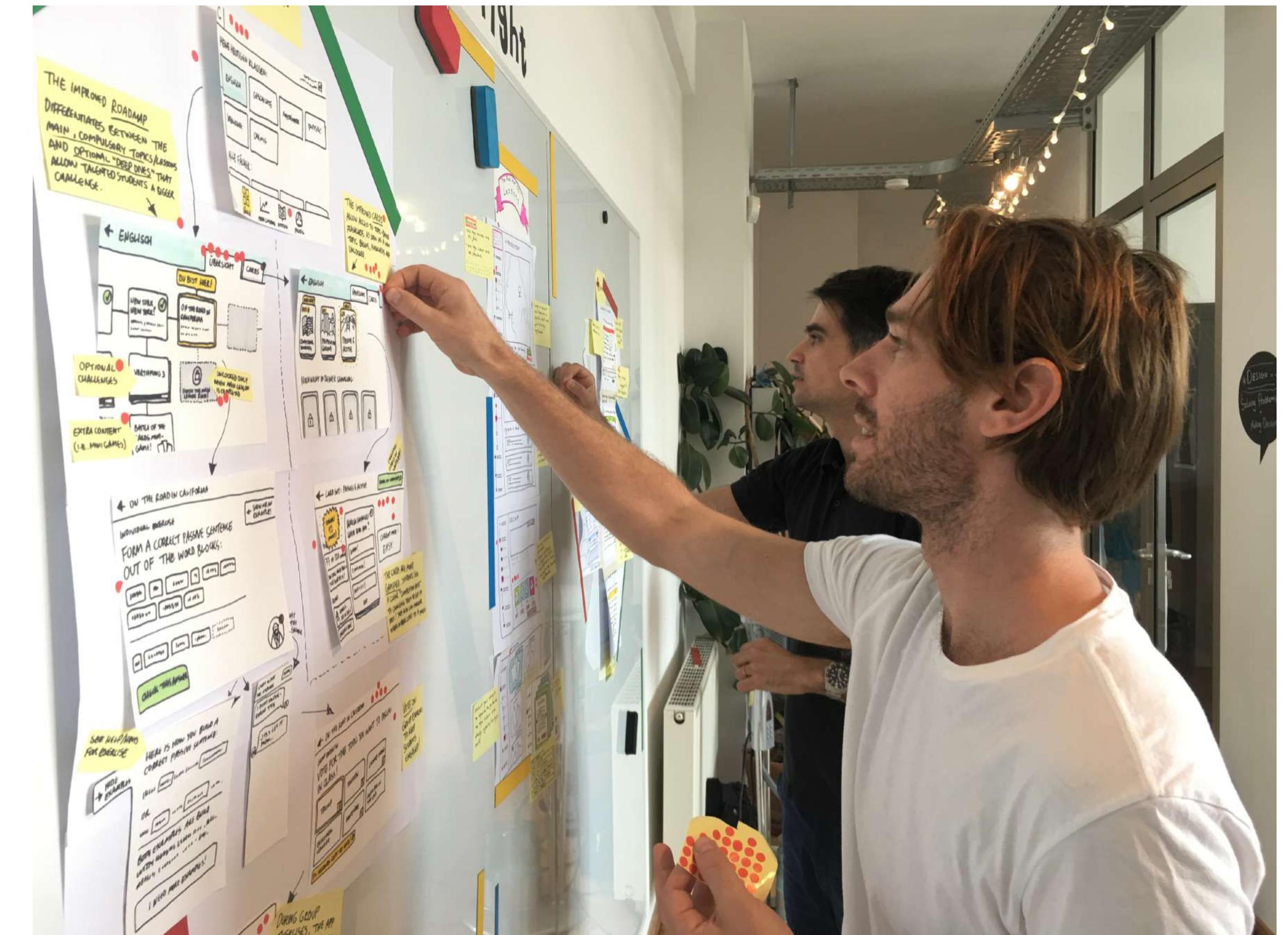
It's time to create a heat map!

How to do this exercise:

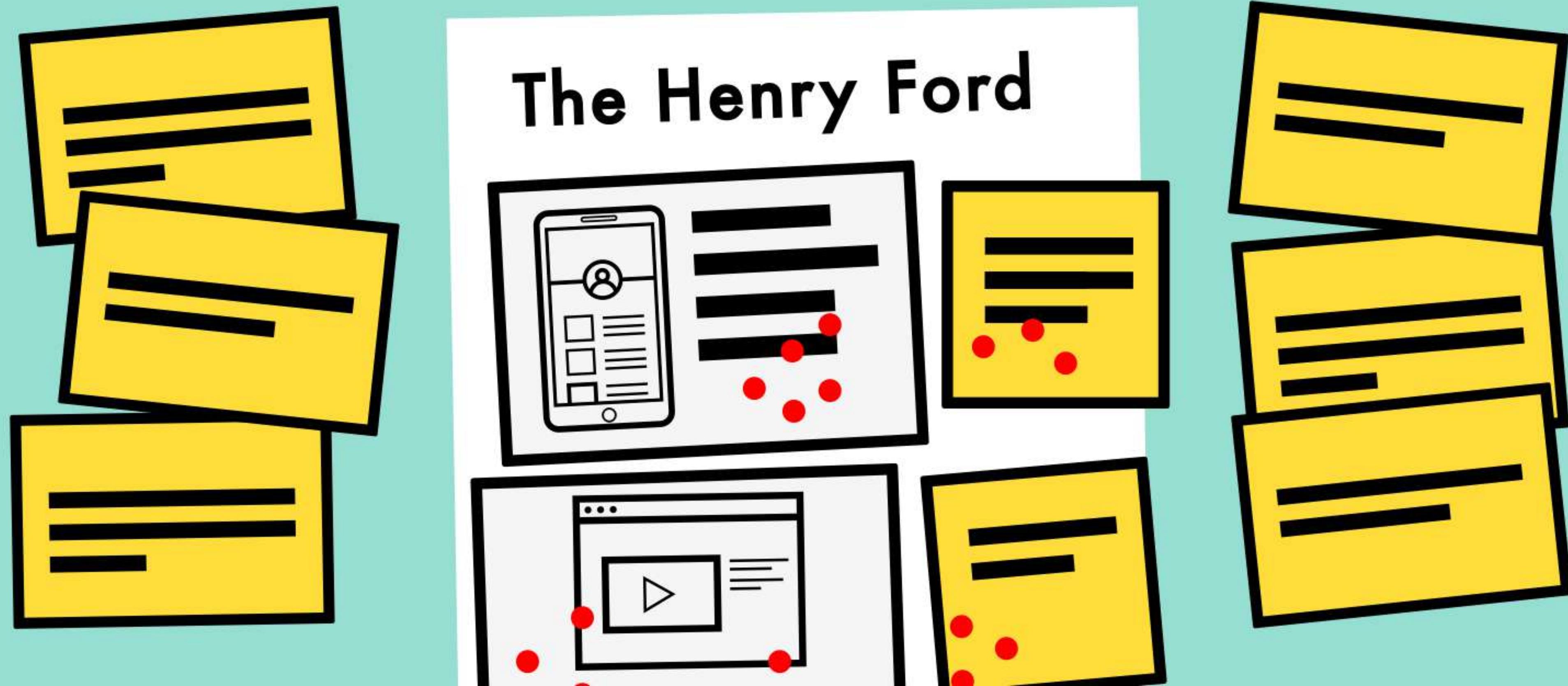
1. Have a look at all the 3 steps concept
2. Place as many dots as you like (many, many!) in different part of those concepts.

NB: Do not vote for one concept, yet. Place dots in every single draw/ideas you find inspiring for our sprint questions.

5. Allow around 15 min for this activity



Present

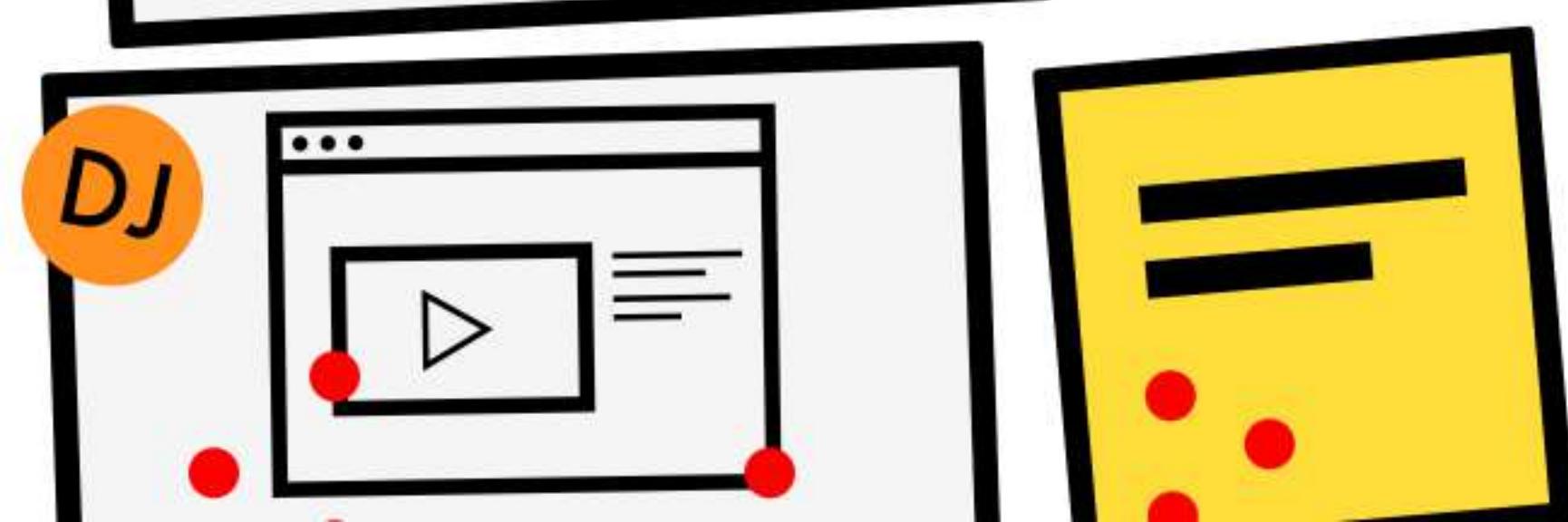
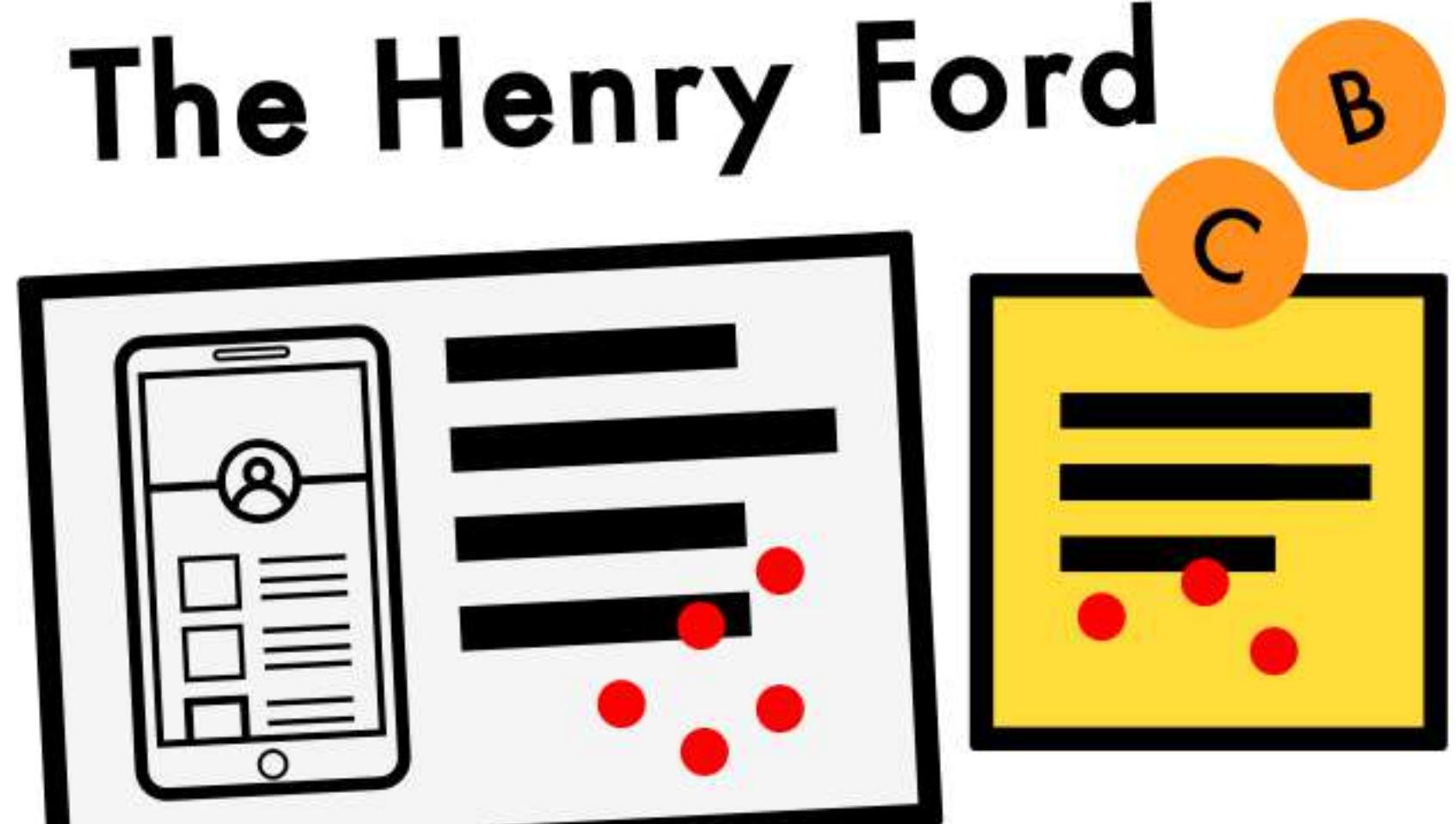




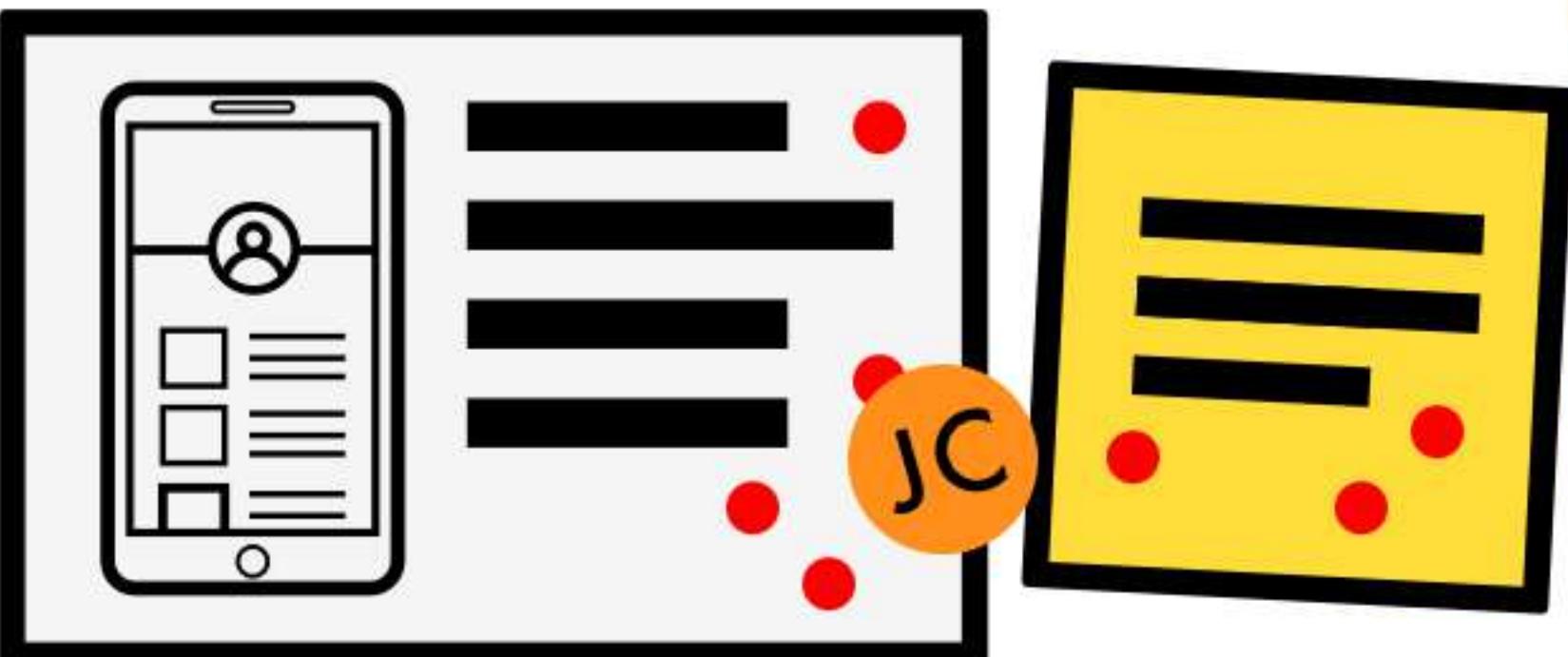
The Facilitator will present the concepts

Straw Poll

The Henry Ford



The Marilyn Monroe

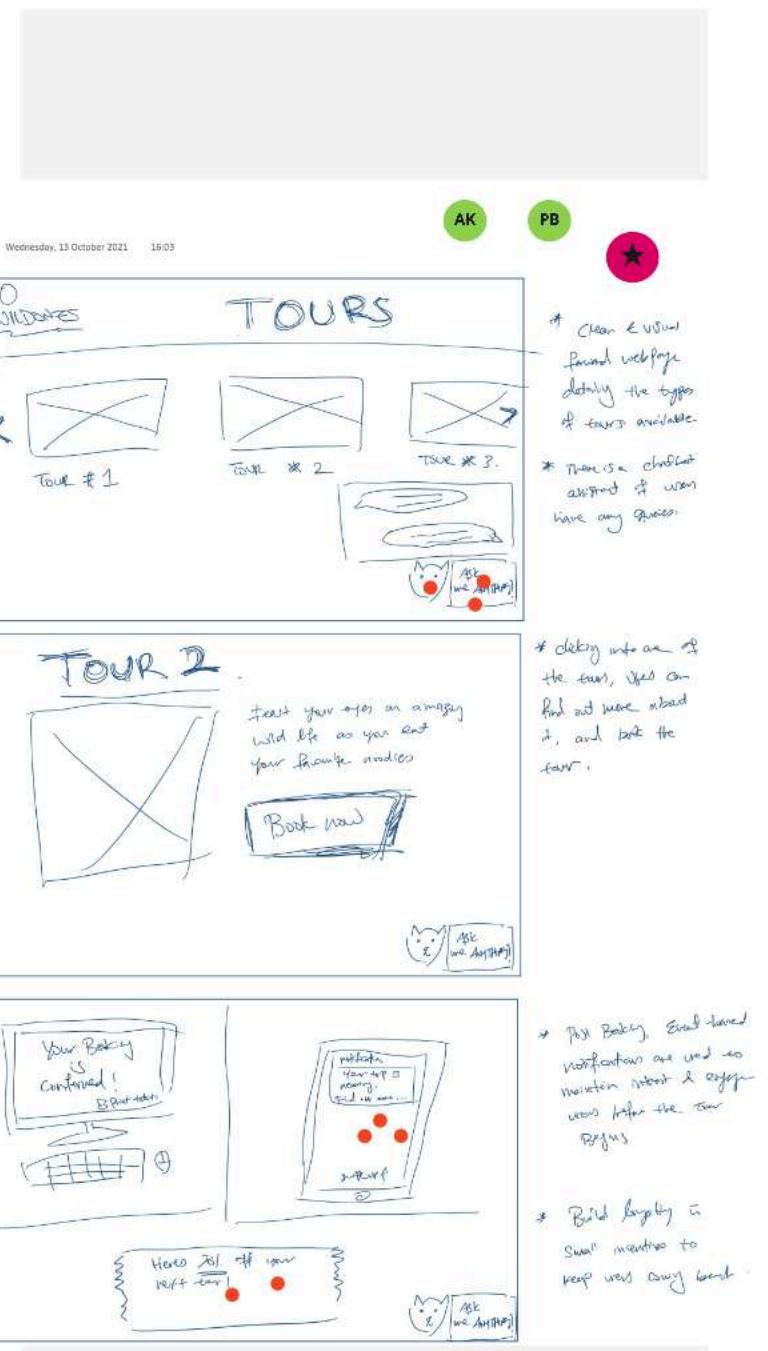
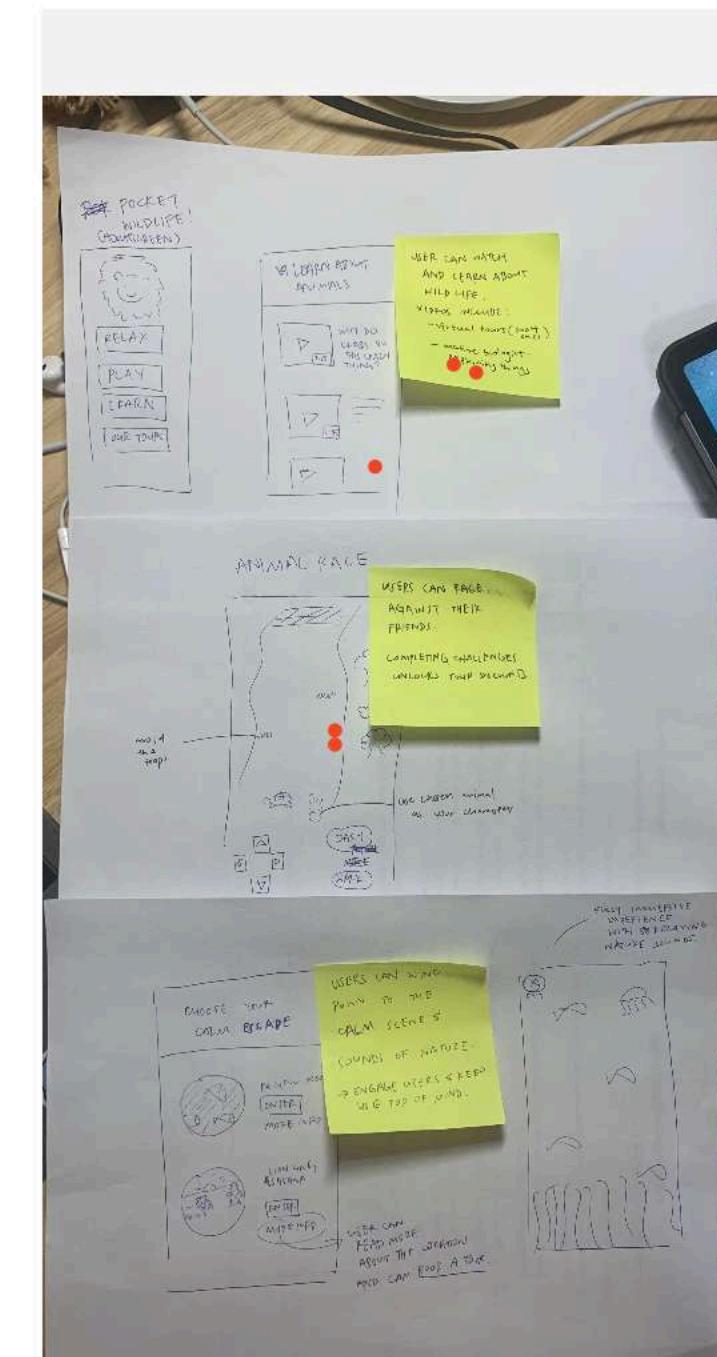
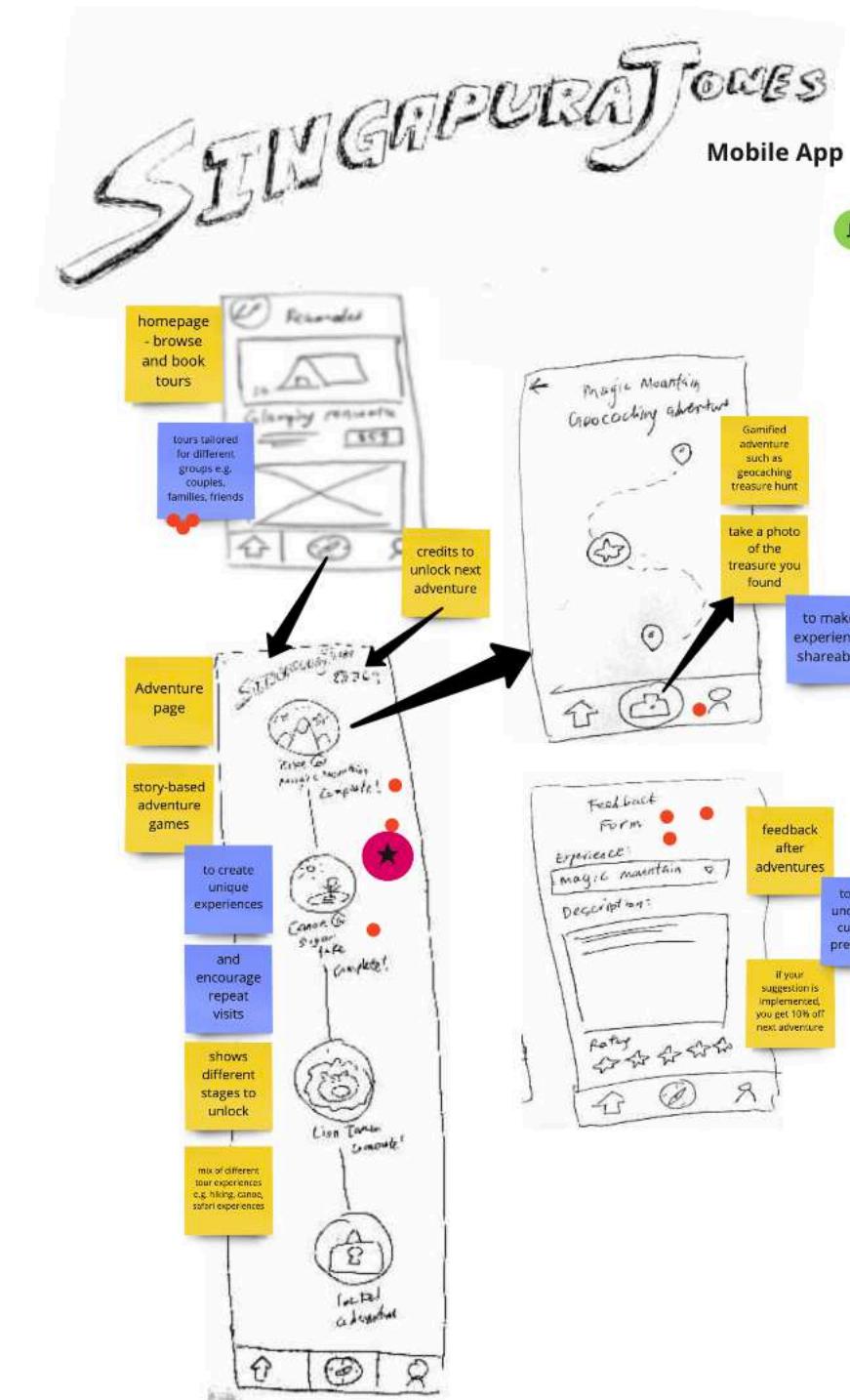


Have a look at the Sprint Questions again and ask yourself:

"Which concept do I really want to see in the prototype because it could be a good solution for one/several Sprint Questions?"

How to do this exercise:

1. Everyone except the Decider makes their decision for ONE concept idea. Write your decision on paper.
 2. Take your dot. We'll count down and all put our voting dot on the concept we chose **at the same time!**
 3. Explain briefly your vote decision:
 - Which concept you chose
 - Which Sprint Question(s) it answers
 - Why you chose it.
 4. Our Decider will now **choose the 2 concepts** that we will base our prototype on to get answers to our Sprint questions.
 5. Allow around 20 min for this activity





GOOD IDEAS
don't Matter!

SPRINT GOAL

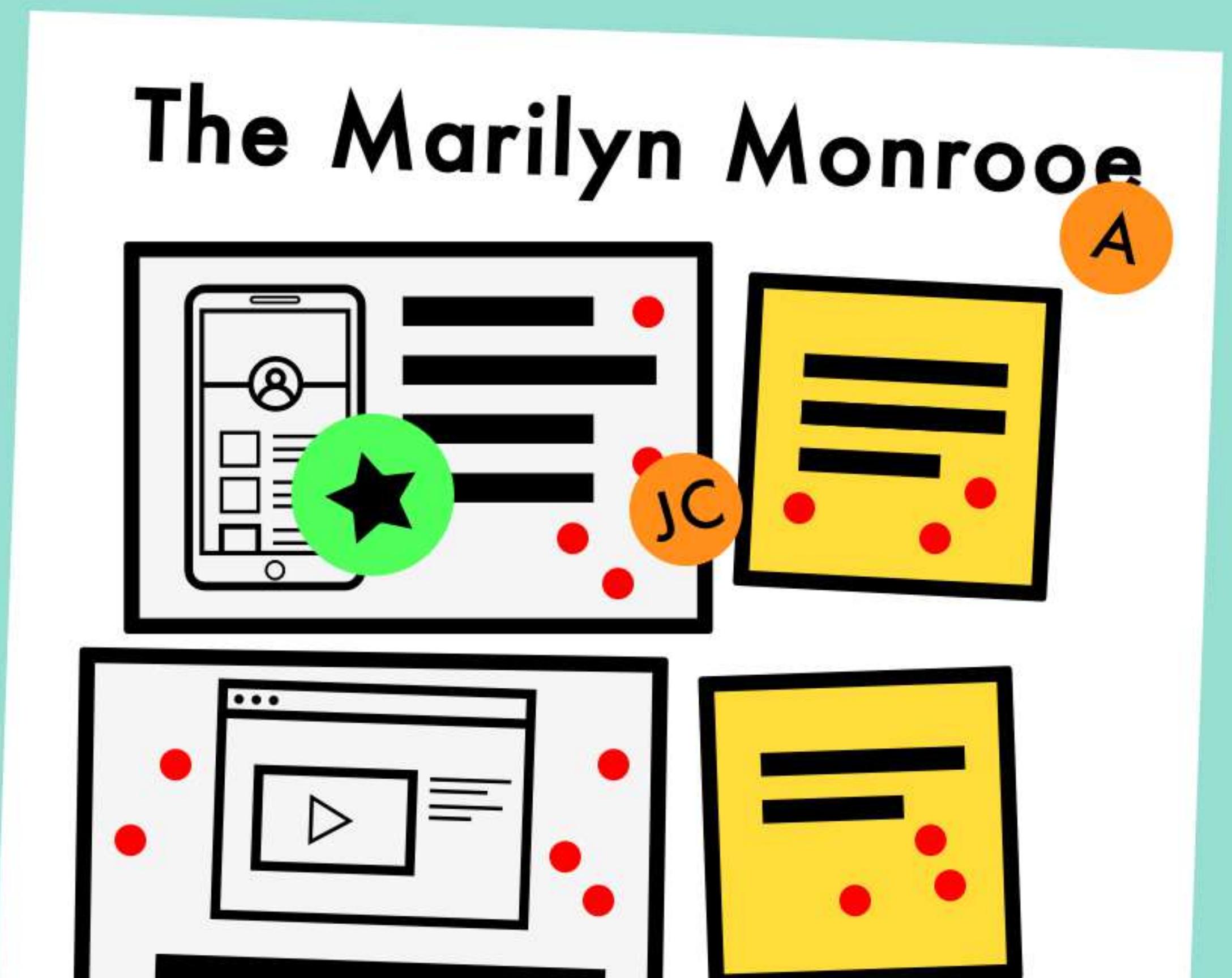
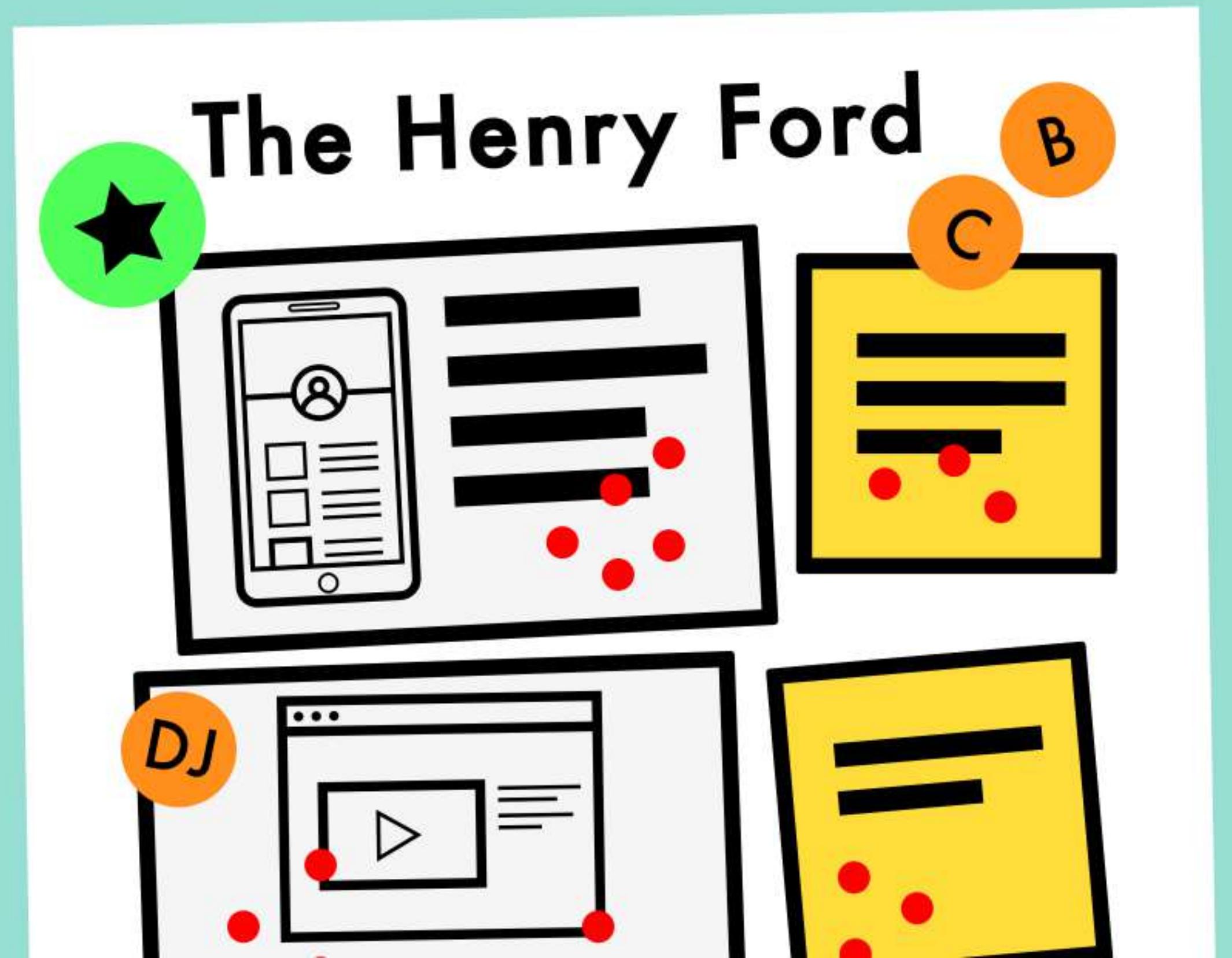
The ultimate language learning
"Companion" inside and outside
the classroom.

SPRINT Q_s

- Can we connect the classroom experience outside of the classroom with a personal learning experience?
 - Can we offer a "custom" learning experience that is an individual improvement?
 - Can we ...



Decider Vote

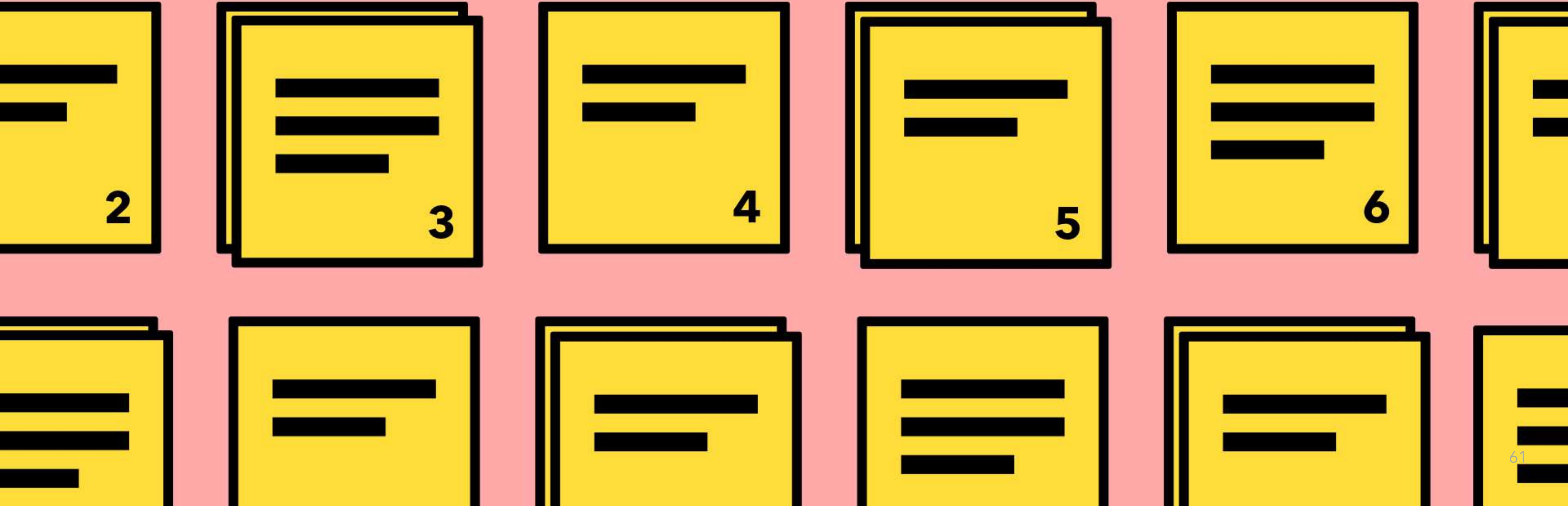




Part 4 of 4

Define The Prototype

User Test Flow



Last task before starting to prototype!

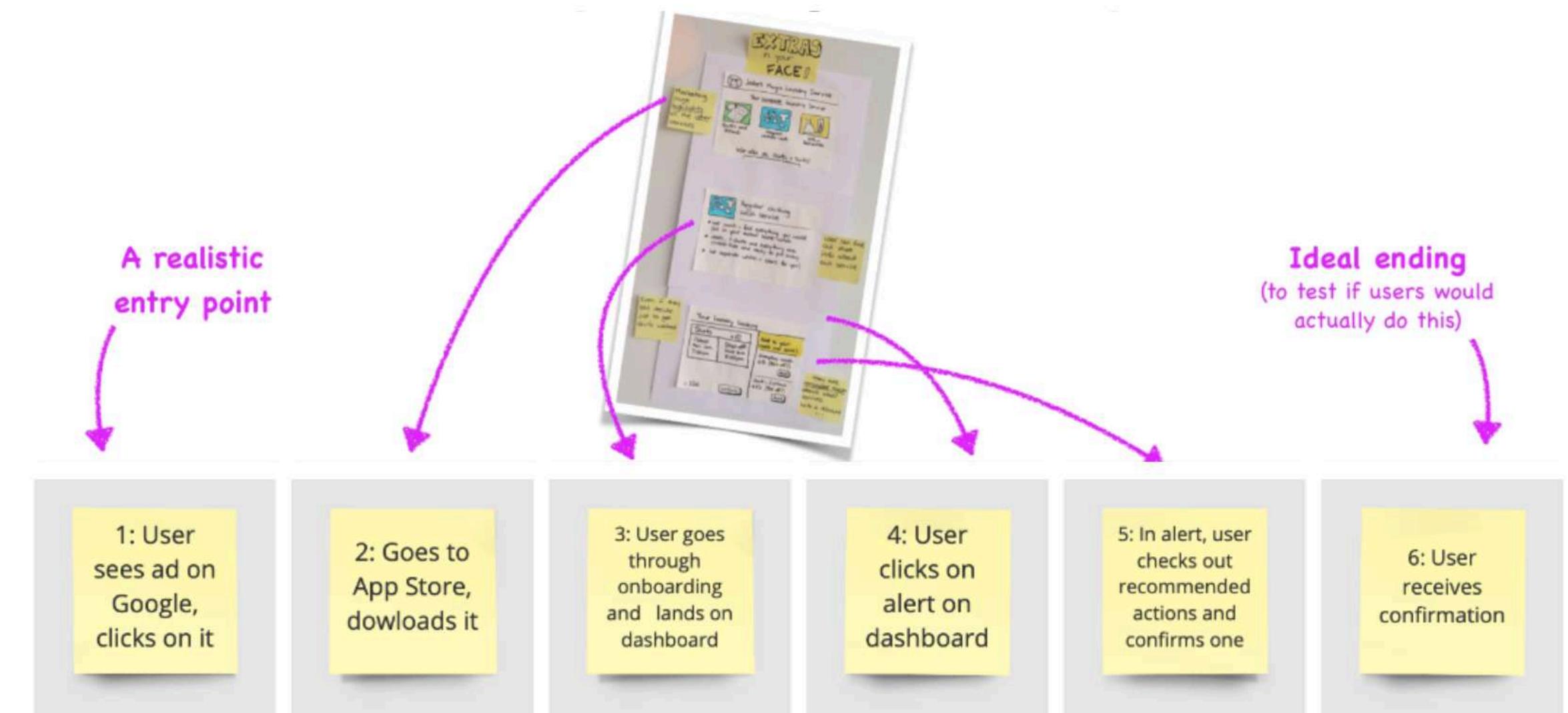
We want to validate the idea with a simple prototype.

In this exercise we'll think of the high-level steps that our test users will go through in the prototype.

An example will look like this:

How to do this exercise:

1. Each of us will create six steps that validate our chosen idea.
2. Present your flow to the group
3. Vote for the ONE flow that you think will be the best **basis for our prototype** on so that we can get answers to our Sprint Questions.
4. The Decider will have the final call on the chosen flow.
5. Allow around 20 min for this activity





1
- influencers
- youtube
- instagram
- our logos
- rebranding

reach new target market

each through

2
- 1.000.000 users
- 100.000 new users
- 100.000 new users

3
- 1.000.000 users
- 100.000 new users
- 100.000 new users

4
- 1.000.000 users
- 100.000 new users
- 100.000 new users

5
- 1.000.000 users
- 100.000 new users
- 100.000 new users

6
- 1.000.000 users
- 100.000 new users
- 100.000 new users

Change brand
just slightly
into more
wellness
but keep it
still recognisable

target audience
marketing, sales
product development

target audience
marketing, sales
product development

1. Friends
- Health
- Young/old students

What will happen next?

WORKSHOP

MONDAY

Define the challenge

Produce a mass of solutions

WORKSHOP

TUESDAY

Curate and vote on best solutions

Define the prototype with a storyboard

WEDNESDAY

Design and build the Prototype

Recruit and schedule user tests

THURSDAY

Test the prototype with 5 real users

Use feedback from testing to create clear next steps

WEDNESDAY

Prototyping Day

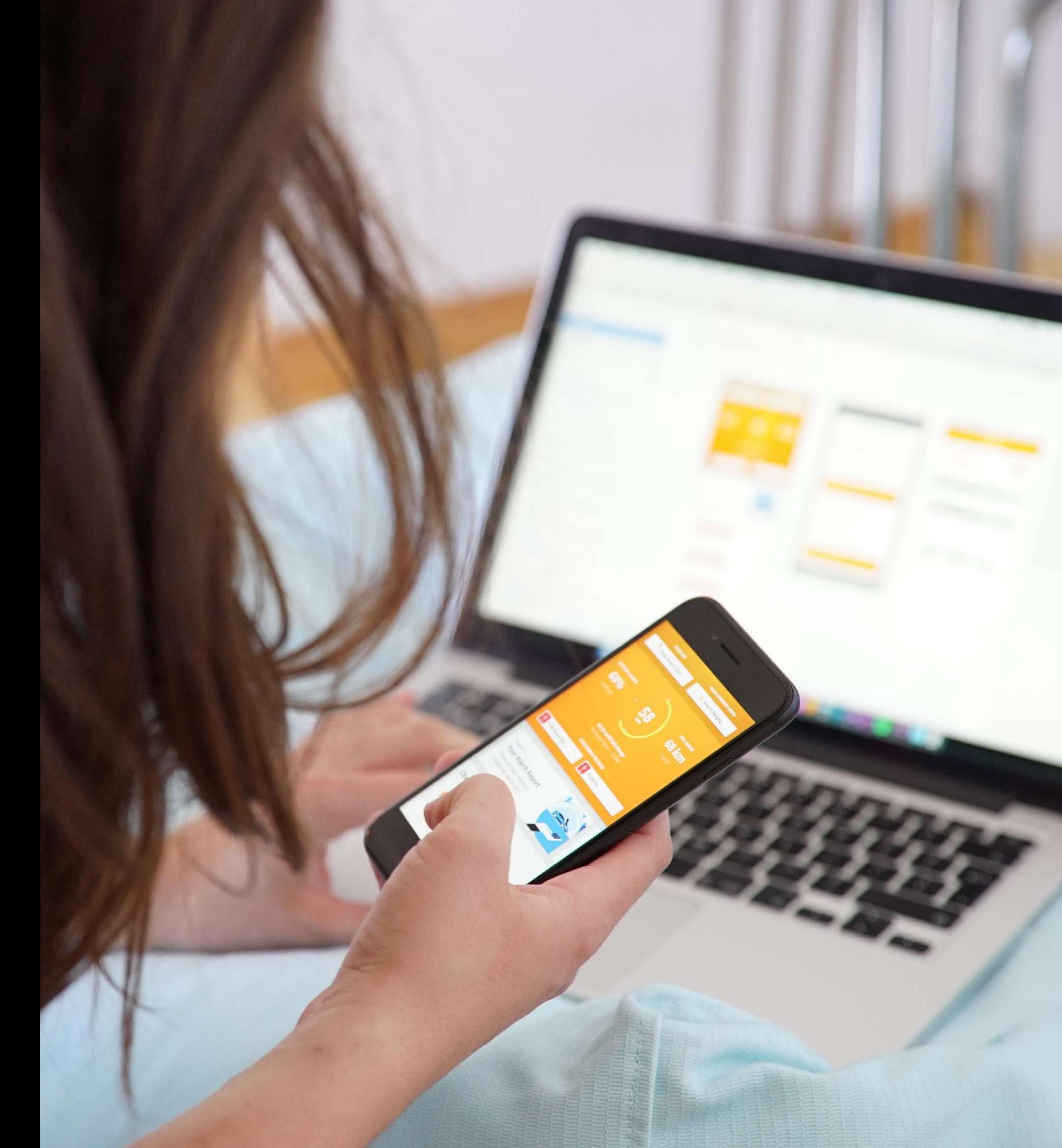
- 1. Build high fidelity prototype**
- 2. Find user testers and schedule test**



THURSDAY

Test the Prototype

- 1. Run user tests with 5 users**
- 2. Create the report**



Now we are done!

