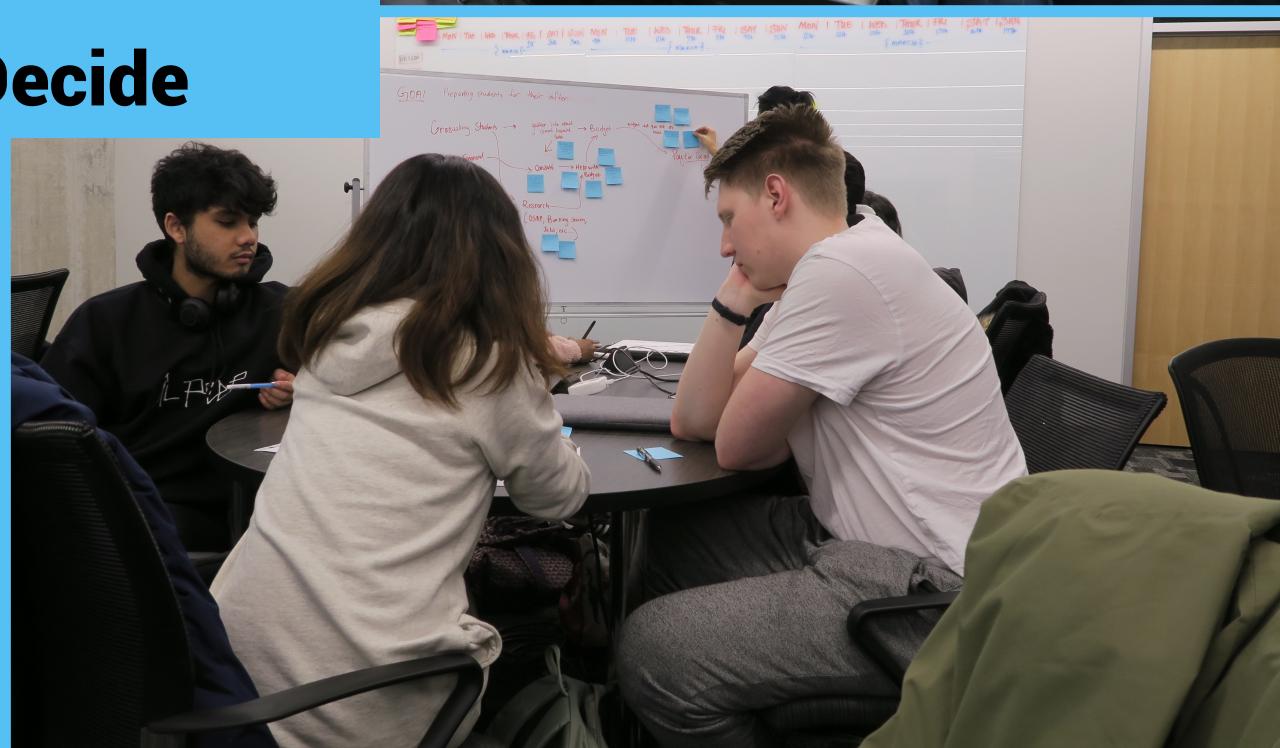




## BET 350 – W9 Sprint 2 & 3: Sketch & Decide



Jan 9	Intro, team building, Mini Design Sprint
Jan 16	Research Methods
Jan 23	Behavior, Interviews & Surveys
Jan 30	Customer Profiles
Feb 6	Customer Journey Maps – part 1
Feb 13	Customer Journey Maps, 1+2
Feb 27	Visual Design Principles
Mar 6	Sprint 1: Understand
Today	Sprint 2+3: Sketch & Decide
Mar 20	Sprint 4: Prototype
Mar 27	Sprint 5: Validate
Apr 3	Presentations



1

# Design Sprint: Sketch

Last week

We set a long-term goal

Came up with Sprint questions

Made a simple map

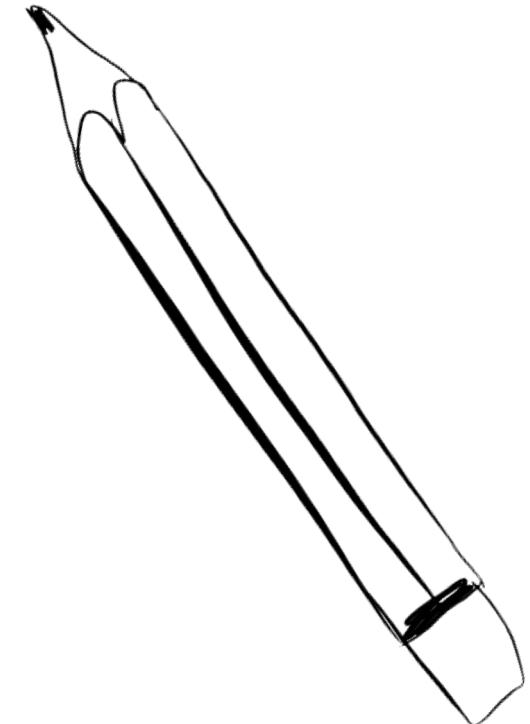
Developed HMW questions

Ended up with a target customer  
group and a target event

# Target

Choose a target for your sprint. Decide who is the most important customer, and what is the critical moment of that customer experience.

- Choose one target customer
- Choose one target event



## **Sprint 2 aka ‘Tuesday’**

**You start with a review of existing ideas to remix and improve. Then, each member will sketch, following a four-step process that emphasizes critical thinking over artistry.**

# Imagine it's the early 1900s...



King Street South, 1911

# Imagine it's the early 1900s...



Melitta Bentz

# Imagine it's the early 1900s...



# Imagine it's the early 1900s...



Melitta Bentz



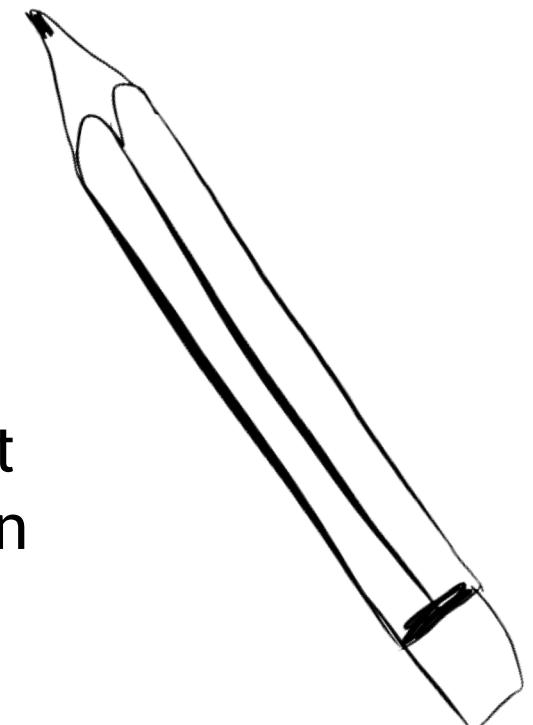
**Great innovation is often  
built on existing ideas,  
repurposed with vision.**

In your sprint , you will follow Melitta Bentz's example: remix and improve – but never blindly copy.

## **Lightning Demos**

Your team will take turns giving three-minute tours of their favorite solutions: from products or services, from technology, from different domains than your current project.

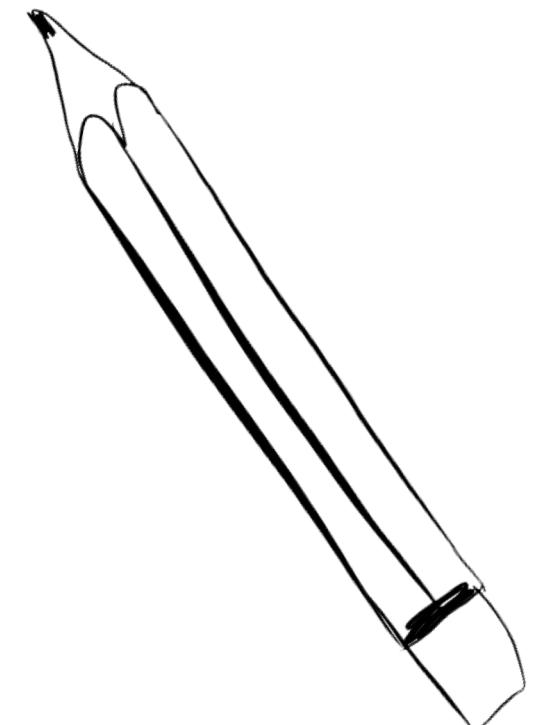
**Note:** There is limited benefit in looking at products from the same industry (banking). Often, the ideas that spark the best solutions come from similar problems in different environments.



## **Lightning Demos**

Your team will take turns giving three-minute tours of their favorite solutions: from products or services, from technology, from different domains than your current project.

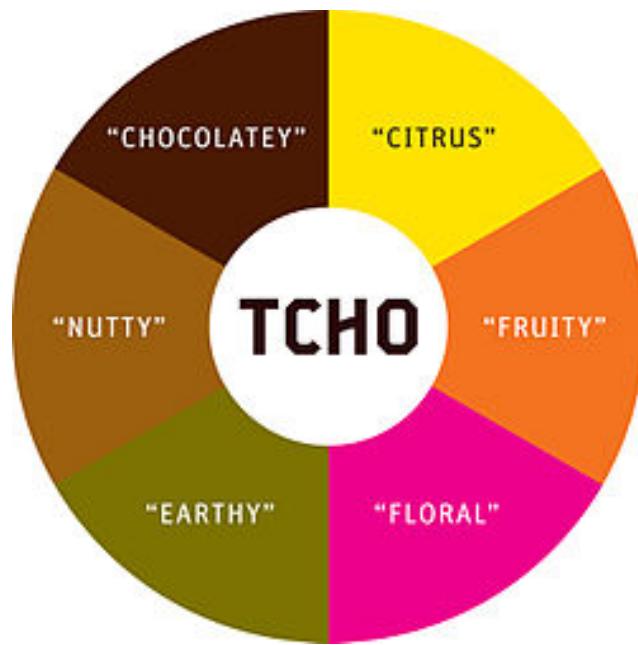
**Note:** There is limited benefit in looking at products from the same industry (higher ed, travel, health care). Often, the ideas that spark the best solutions come from similar problems in different environments.





# Case Study: Blue Bottle Coffee

Wanted to help customers find coffee they'd love. But coffee beans look all alike, so photos wouldn't help. The team looked everywhere for inspiration. In the end, it was a chocolate wrapper that provided the most useful idea.



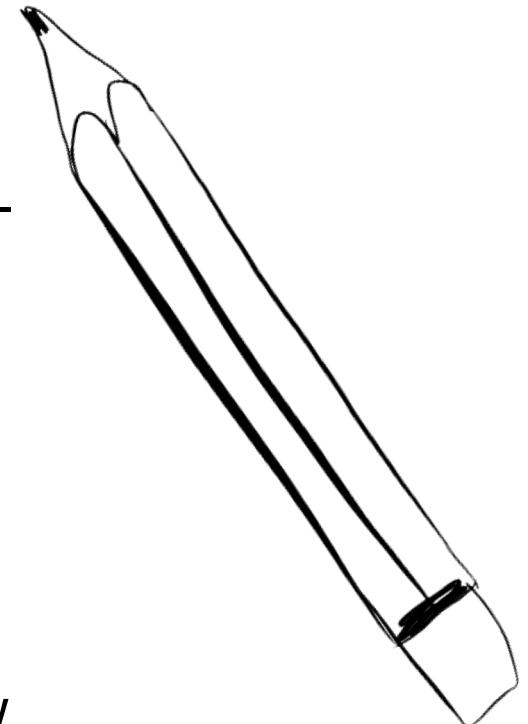
# **Lightning Demo**

Make a **list** (each member comes up with 1 good product or service)

Give a three-minute **demo** (show what's cool about it) – keep a timer going

**Capture** big ideas as you go (have one person take notes. Start by asking the person giving the demo “What’s the big idea here that might be useful?”)

**Draw** the idea on a sticky note (have one person draw the idea on a sticky note as the person gives the demo)

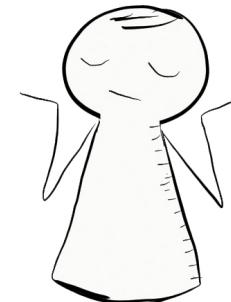




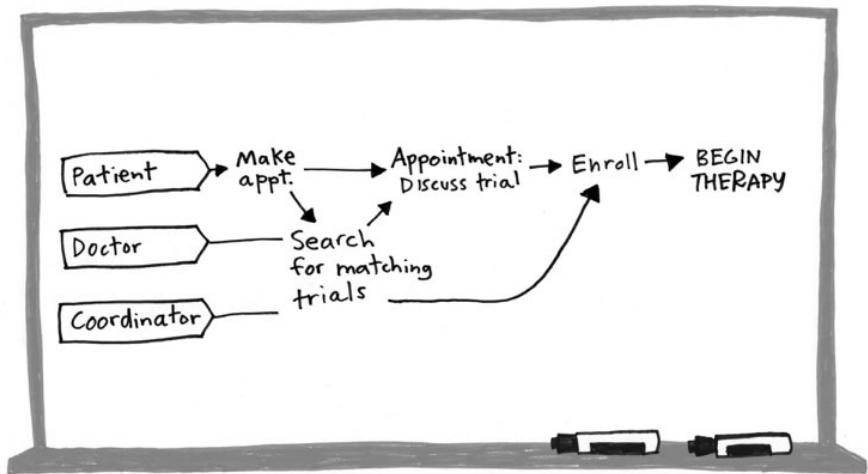
**If you look hard enough,  
you can usually find your  
blotting paper.**



For now, don't make decisions and don't debate.  
Just capture anything that *might* be useful.



When you combine the ideas you just captured with last week's map, your sprint questions, and your HMW notes, you've got a wealth of raw material.

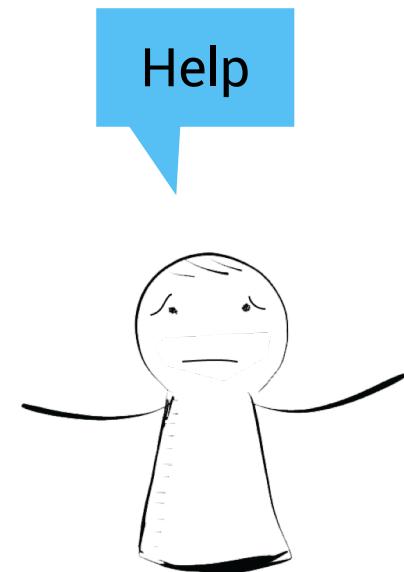
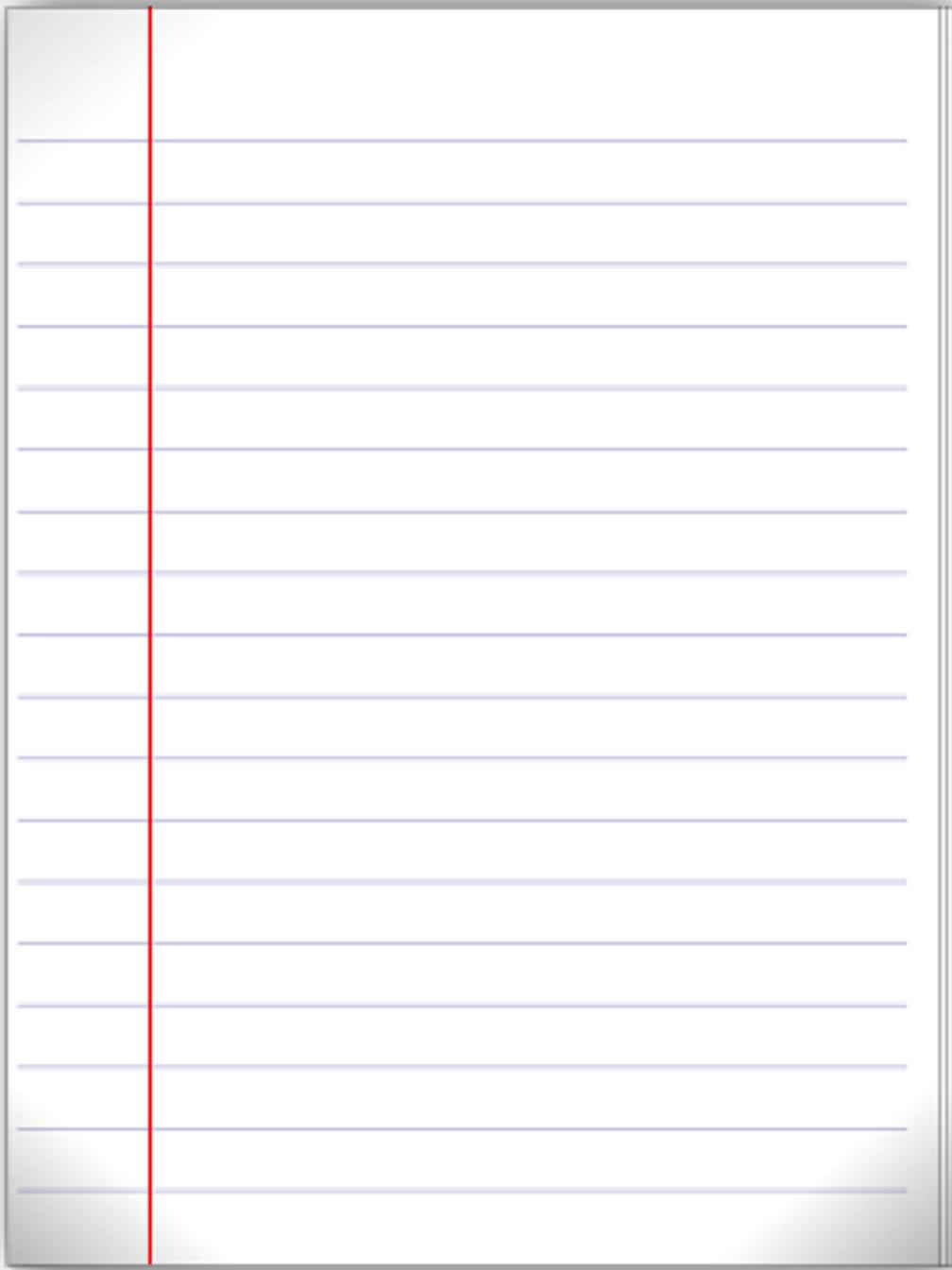


**HMW**



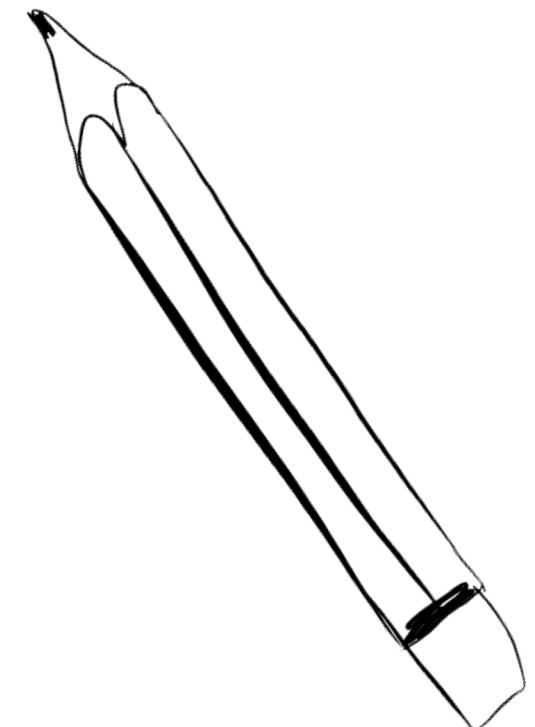
**We're asking you to sketch because we're convinced it's the fastest and easiest way to transform abstract ideas into concrete solutions.**

- Jake Knapp, John Zeratsky, Braden Kowitz



# **The four-step sketch**

- 1 Notes
- 2 Ideas
- 3 Crazy8s
- 4 Solution Sketch



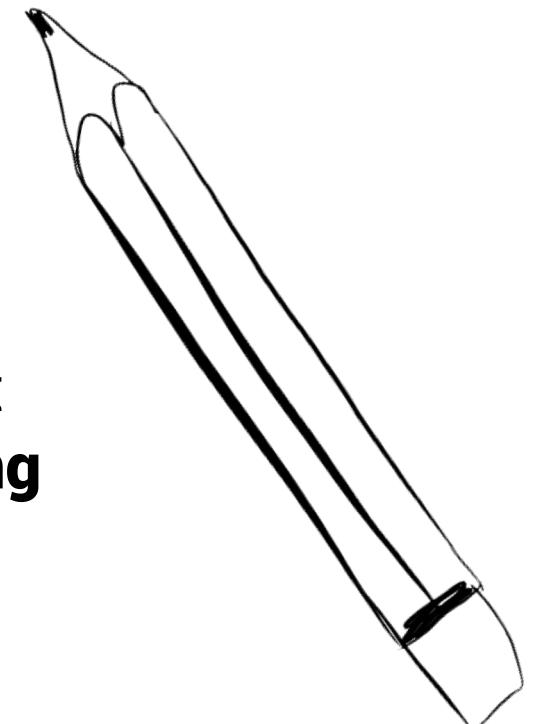
# The four-step sketch

Notes |  20 minutes

You and your team will look at all the content you have created so far and take notes (individually). These notes are the *greatest hits* from the last few weeks. They're a way to refresh your memory before you commit to a solution.

Start by copying down the **long-term goal**, next look at the **map** and the **HMW** and the notes from your **Lighting Demo**. Write down anything that looks useful.

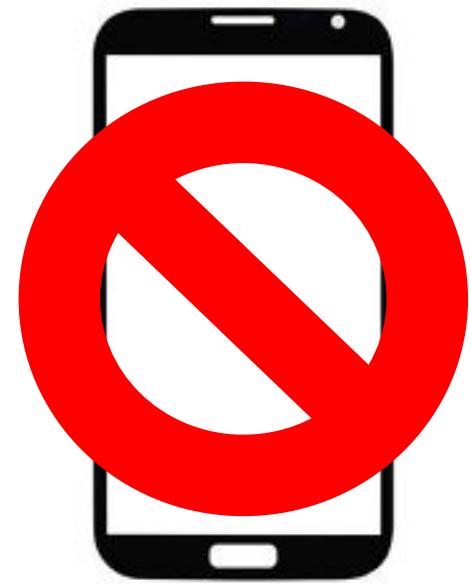
Feel free to reference material on your phone or laptop. Review what you wrote down and circle the notes that stand out.



**But before we continue,  
please count to 5 out loud,  
starting in the first row.**

**Sorry. (kinda).**





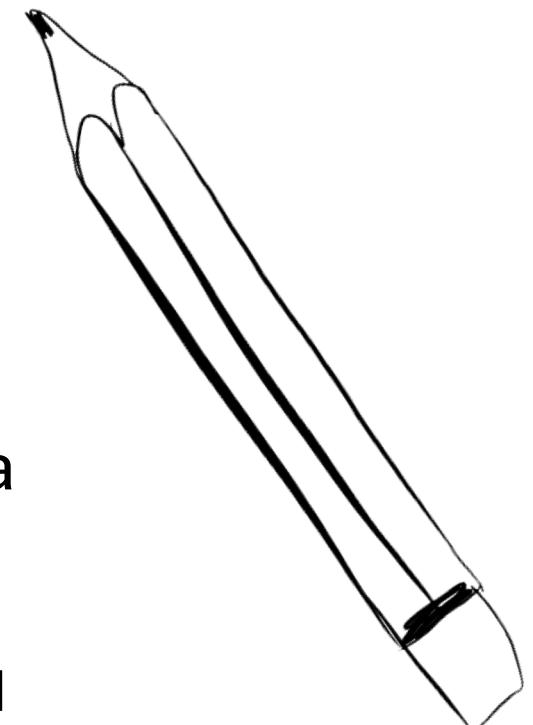
# The four-step sketch

Ideas |  23 minutes

Now it's time to switch into idea mode. In this step, each person will jot down rough ideas, filling a blank sheet of paper with doodles, sample headlines, diagrams, stick figures – anything that gives form to their ideas.

It doesn't matter if the ideas are messy or incomplete, **they won't be shared with the team**. Think of them as a *scratch pad*. There is no wrong way to do it.

Take 20 minutes for idea generation. When you're finished, spend an extra three minutes to review and circle your favorite ideas.

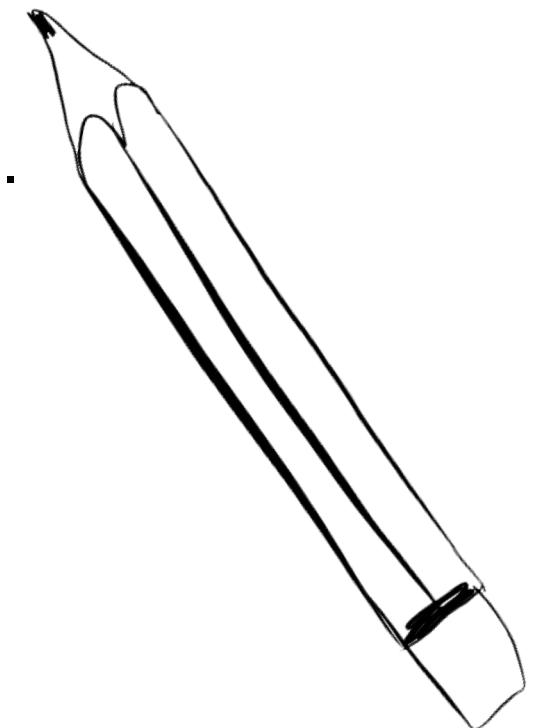
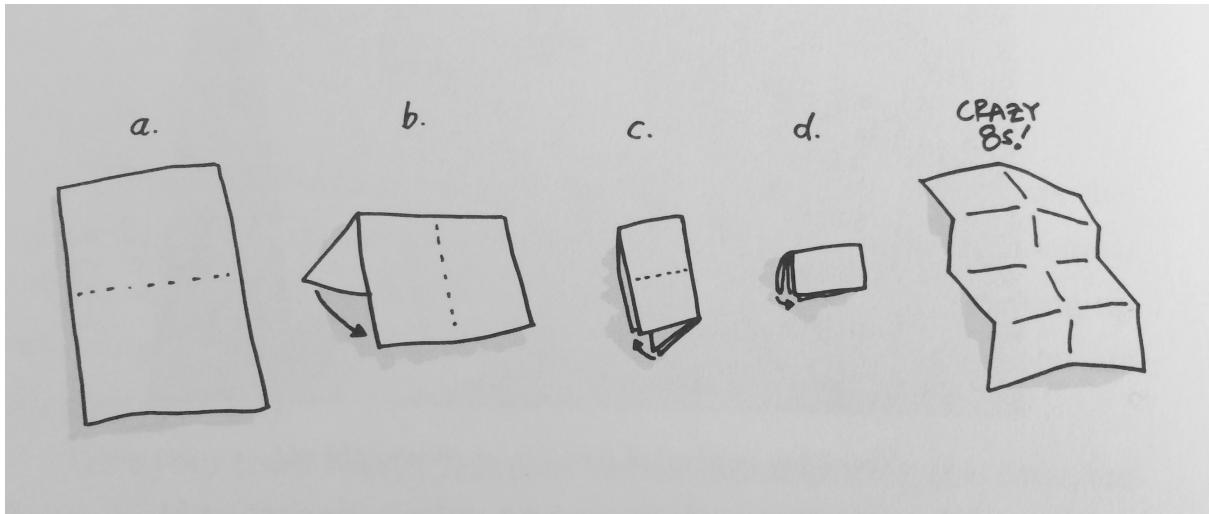


# The four-step sketch

Crazy 8s | ⏰ 8 minutes

This is a fast-paced exercise. Each person takes their strongest ideas and rapidly sketches 8 variations, in 8 minutes.

Crazy 8s refers to the pace, not the nature of the ideas. Focus on good ideas – the ones you believe will work and help you hit your goals.



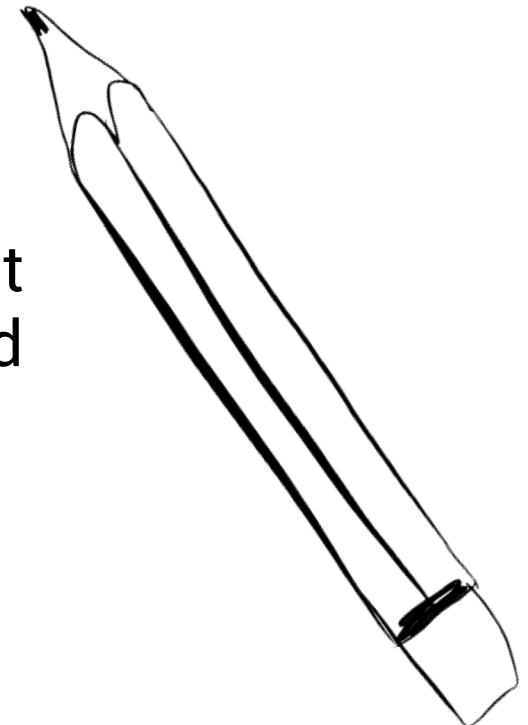
# The four-step sketch

Solution Sketch |  23 minutes

This is each person's best idea, put down on paper in detail. Each one is an opinionated hypothesis, for how to solve the challenge at hand.

These sketches will be looked at and judged by the rest of the team. They need to be **detailed, thought-out, and easy to understand**.

Each sketch will be a **three-panel storyboard**, showing what your customers see as they interact with your product or service. Give it a catchy title.



**Remember, I said your sketches  
won't be shared with the team?**



Well, that's  
over now



blue bottle

cafes  
coffees  
techniques  
tools



### Bella Donovan

one of our favorite classic blends,  
we serve this in all our  
cafes and ship all around  
the U.S.

#### How it tastes

Rich, chocolatey, comforting

#### How to make it

S Drip, 8 Chemex

#### Technical details

origin: Latin America

process: Washed & roasted

producer: Beans sourced from 15  
producers throughout Lat Am

Roasted In: Oakland & New York

#### Founder's Notes (what's this?)

blends get  
a photo of  
beans in  
a roaster;

single origins  
get a photo  
of farm/place

**2**

# **Design Sprint: Decide**

# **Sprint 3 aka ‘Wednesday’**

**By now your team has a stack of solutions. That's great, but also a problem. You can't prototype and test them all. It's time to critique each solution, and decide which ones have the best chance of achieving your long-term goal.**

I have a  
solution

Let's do it!

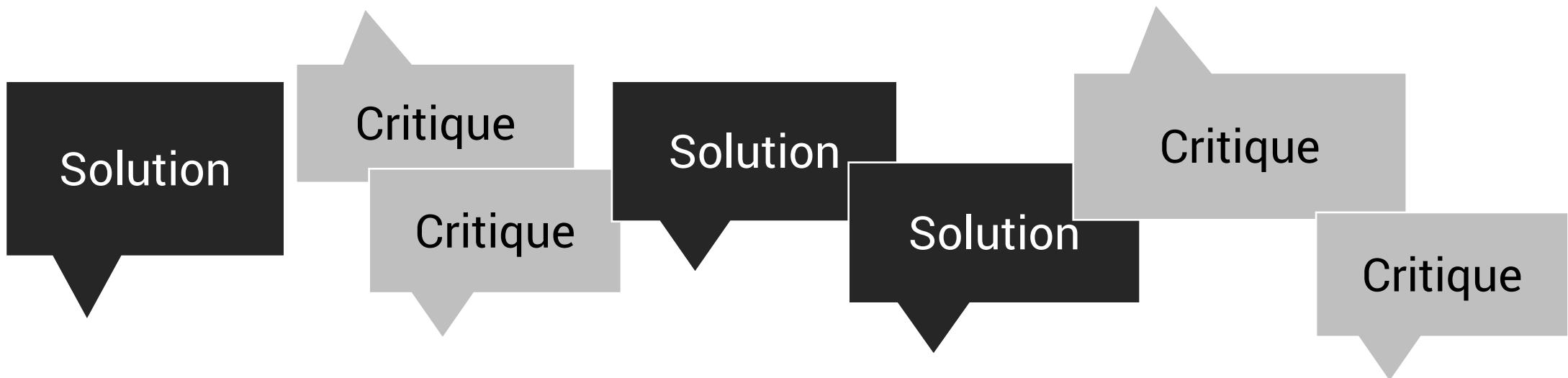
I hate it

Let me  
explain...

I have  
another idea

Ooh, I like that  
one better

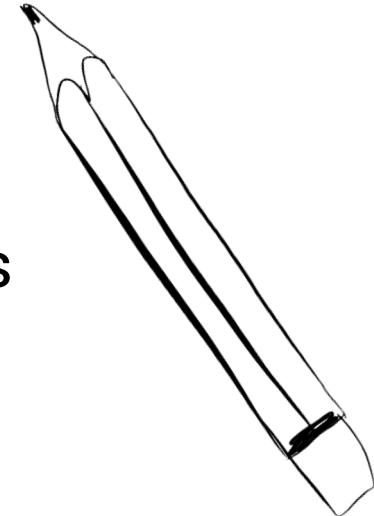
I hate the  
new one



# The sticky decision

## 1 Art Museum

Put the solution sketches on the wall with masking tape



## 2 Heat Map

Look at all the solutions in **silence**, and put down your initials to mark interesting parts

## 3 Speed Critique

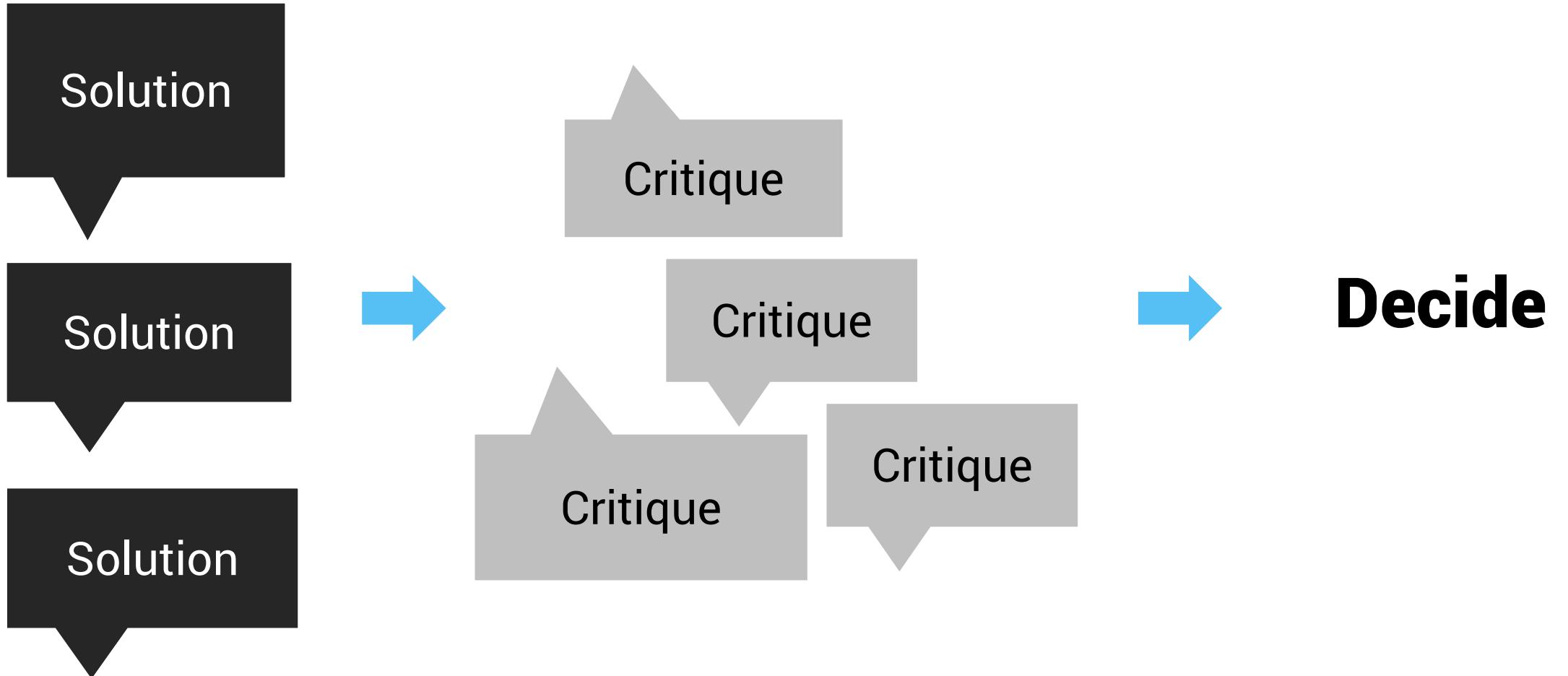
Quickly (3 minutes for each idea) discuss the highlights of each solution, and use sticky notes to capture big ideas

## 4 Straw Poll

Each person chooses one solution, and votes for it with their initials

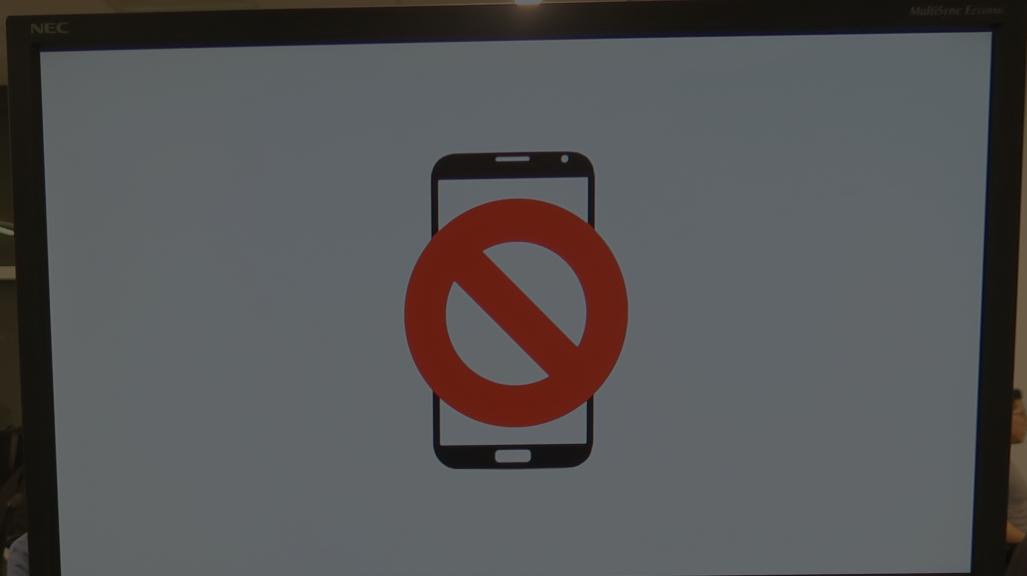
## 5 Supervote

If necessary, the decider (Karin) makes the final decision



I did it





# HOMEWORK

**Work:** on your CJM, due Mar 20, 12 noon