

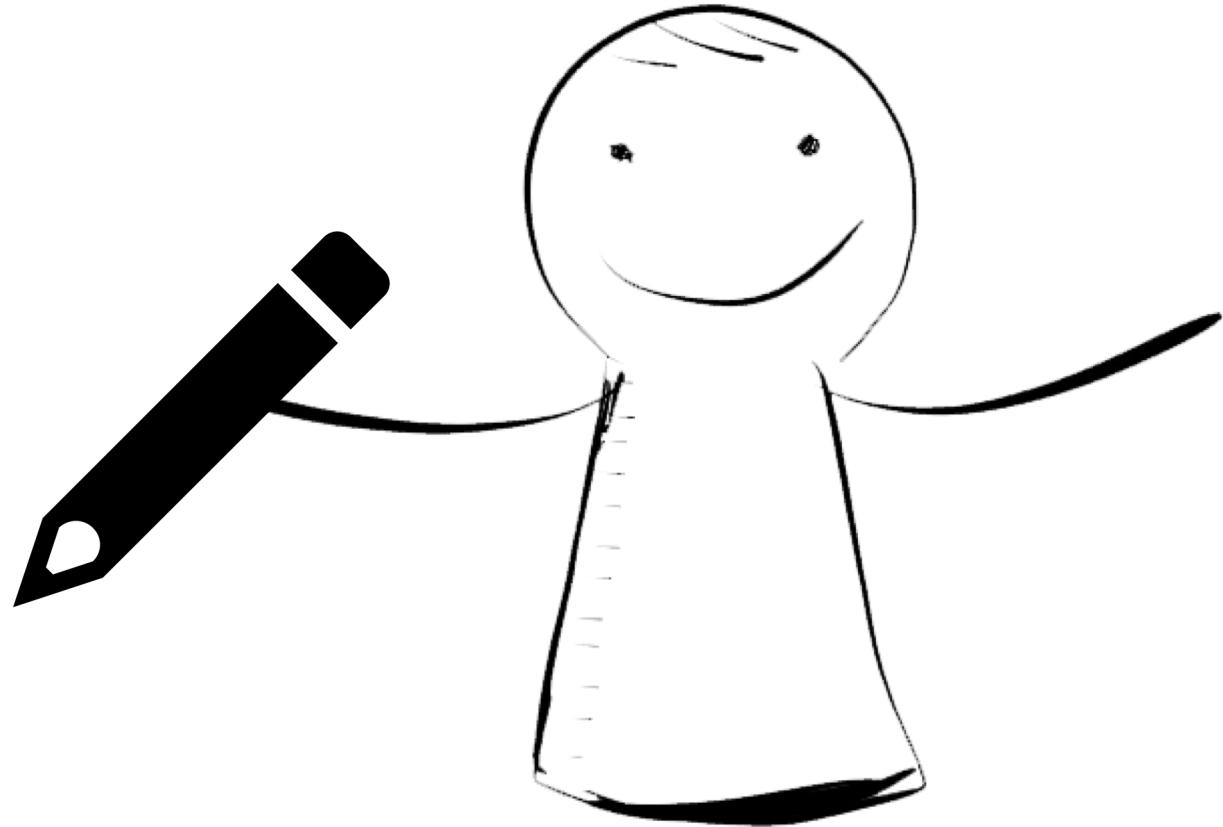


BET 350 – W8
Sprint 1: Understand



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
Today	Sprint 1: Understand
Mar 13	Sprint 2+3: Sketch & Decide
Mar 20	Sprint 4: Prototype
Mar 27	Sprint 5: Validate
Apr 3	Presentations





Today

- 1 Customer Journey Map p2**
- 2 Sprint 1: Understand**

1

Customer Journey Map p2

Your map so far covers:

- **The heartbeat map**
- **More granularity**
- **People and icons**



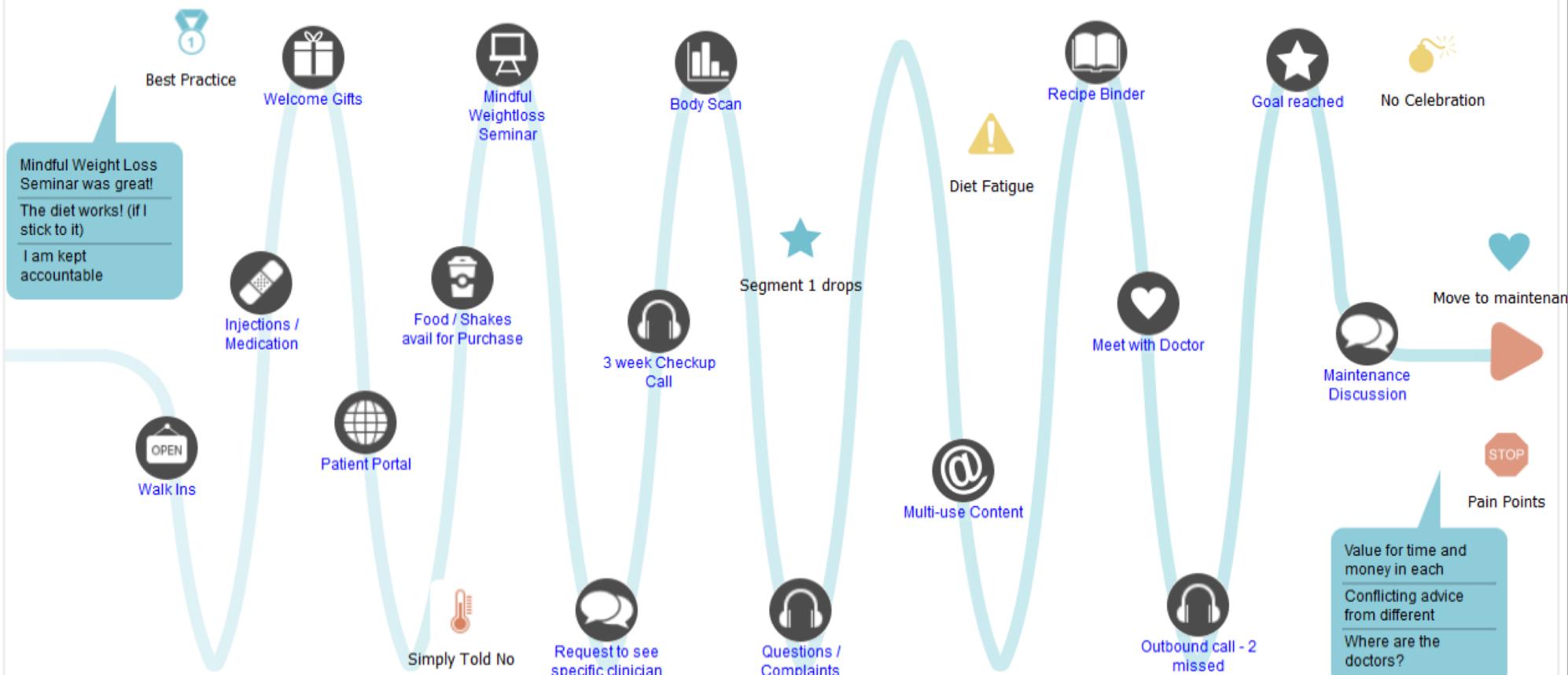
Remember the structure of a CJM helps the company to understand the customer journey and what is important to customers on their journey.

**Now that we have a core CJM we
can begin to carry out some first
line diagnostics on that map**

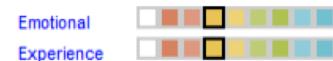
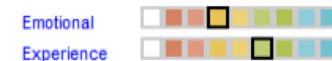
VOC VOE VOI CX Find Recommend Prioritize Initiatives Roadmap



TriGlobal As Is Clinic Weight Loss Phase Story



edit start time

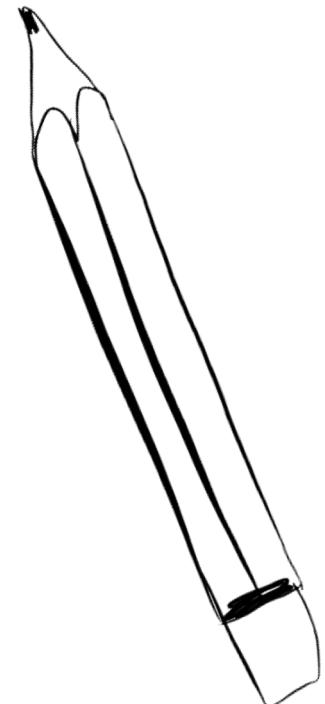


1 Stage-by-stage capture known issues/opportunities

Take the detailed needs that the team identified for each stage of the journey and consider whether the experience your project delivers through the detailed interactions actually meets the customers' needs.

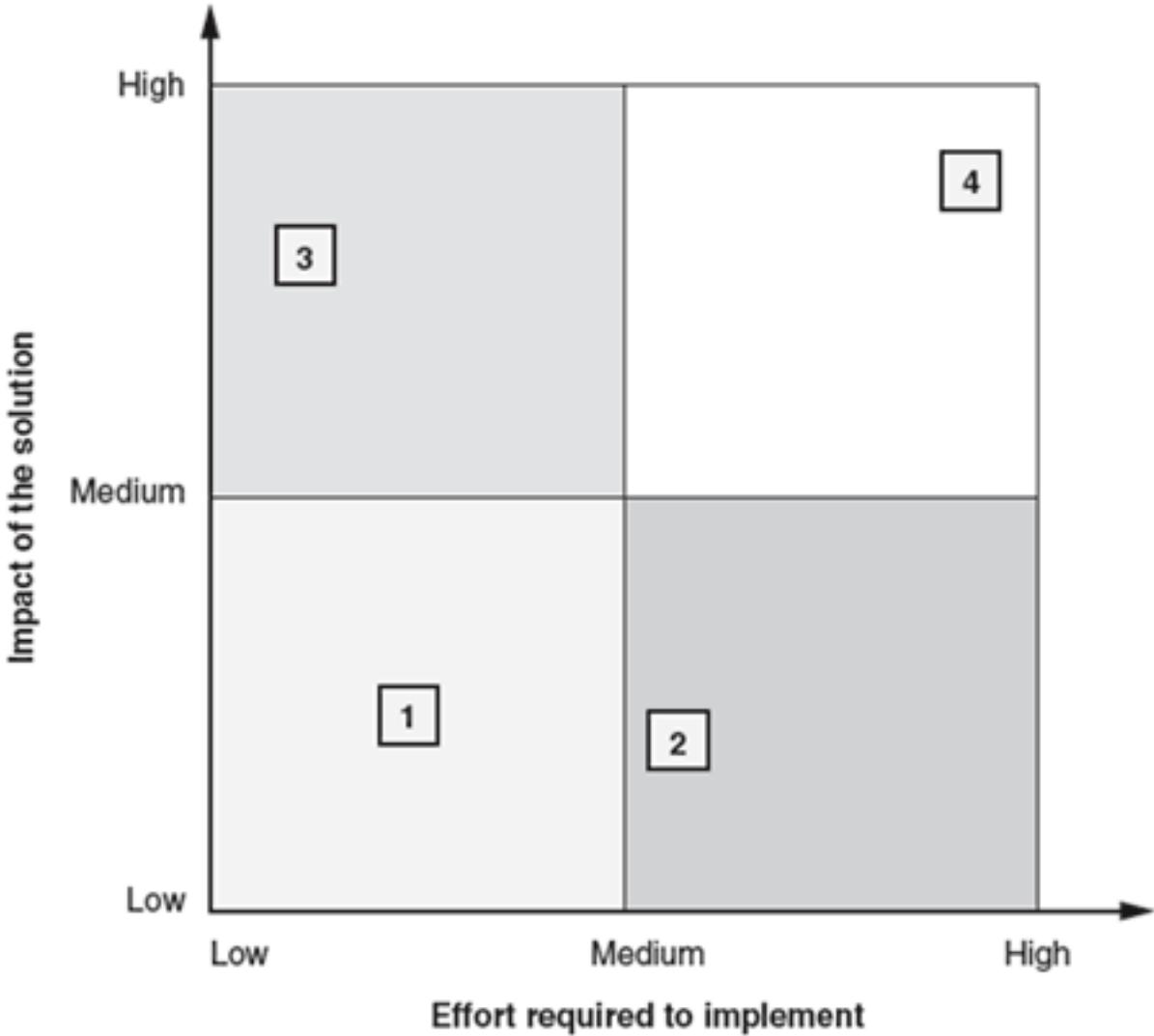
If not, identify and record gaps in the experience.

→ Find CJM instructions part 2 on LEARN



2 Prioritizing your interventions

Having collated the opportunities and issues, you can now plot them on an 'impact & effort' matrix.



2

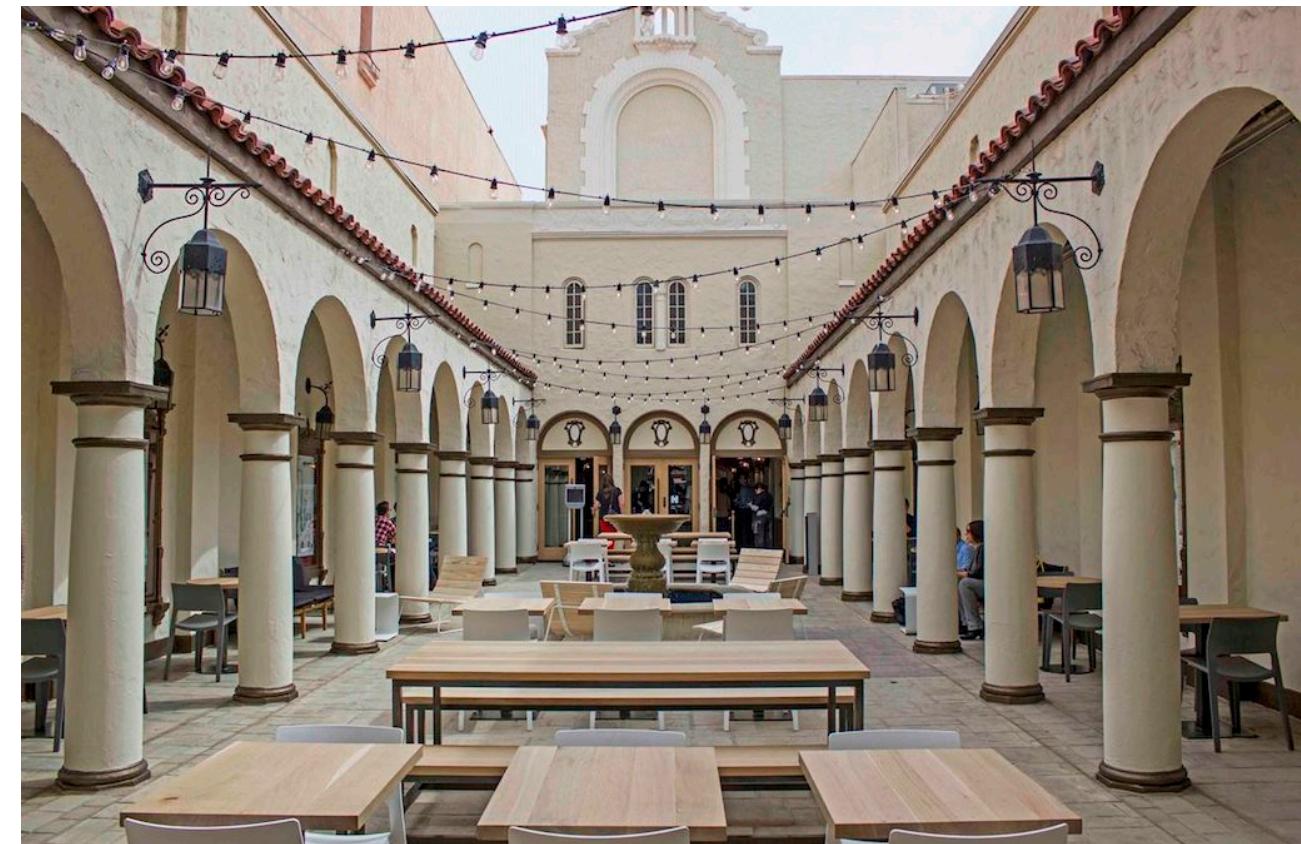
Design Sprint: Understand



Case Study: Blue Bottle Coffee

Blue Bottle has developed a cult following for their beautiful cafes and exquisite coffee. But their website didn't represent the brand well, and web sales made up only 10% of their revenue.

Palo Alto Location 😍





BLUE BOTTLE

The Challenge

Translate the hospitality and quality of Blue Bottle to the web. Demystify the process of buying coffee and help people find select coffee they will love.

The image shows a laptop screen displaying the Blue Bottle website's coffee selection page. The top navigation bar includes links for Coffee, Merchandise, Gifts, Brewing Guides, Cafés, Our Story, Blog, Sign In, and a shopping cart icon showing (0). The main heading is "Coffee". Below it is a section titled "How do you brew your coffee?" featuring icons of various brewing methods: pour-over, French press, espresso machine, moka pot, glass cup, and a hand-drip setup. At the bottom, there are four product cards for different coffee blends:

Blend	Price	Description
Bella Donovan	\$18.00 / 1 lb	Heavy, comforting, deeply fruitied
Three Africans	\$17.50 / 1 lb	Fruity, radiant, creamy
Giant Steps	\$17.00 / 1 lb	Viscous, fudgy, substantial
Decaf Noir	\$19.00 / 1 lb	Nutty, chocolaty, dense



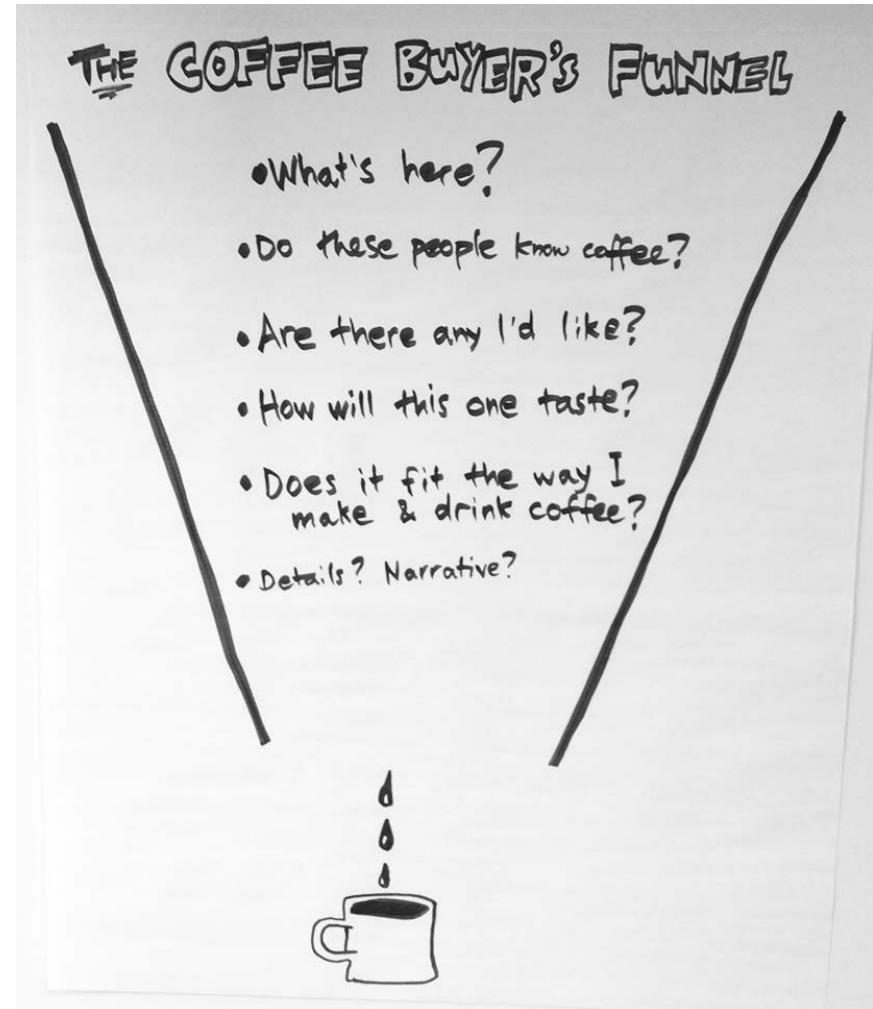
BLUE BOTTLE

How We Did It

Before the Sprint:

Interviewed coffee drinkers

We needed to understand how people shopped for coffee on the web, so we planned a research study and talked with potential Blue Bottle customers. Based on the interviews, we developed the “coffee buyer’s funnel,” which kept our design decisions grounded in the real world.





Day 1: Understanding the Online Coffee Shopper

We combined our research findings with knowledge from the Blue Bottle team to understand how people shop for coffee online. During the first day, we captured ideas and opportunities on Post-It Notes, and sorted the best ones to the top. This gave everyone a shared base to work from.

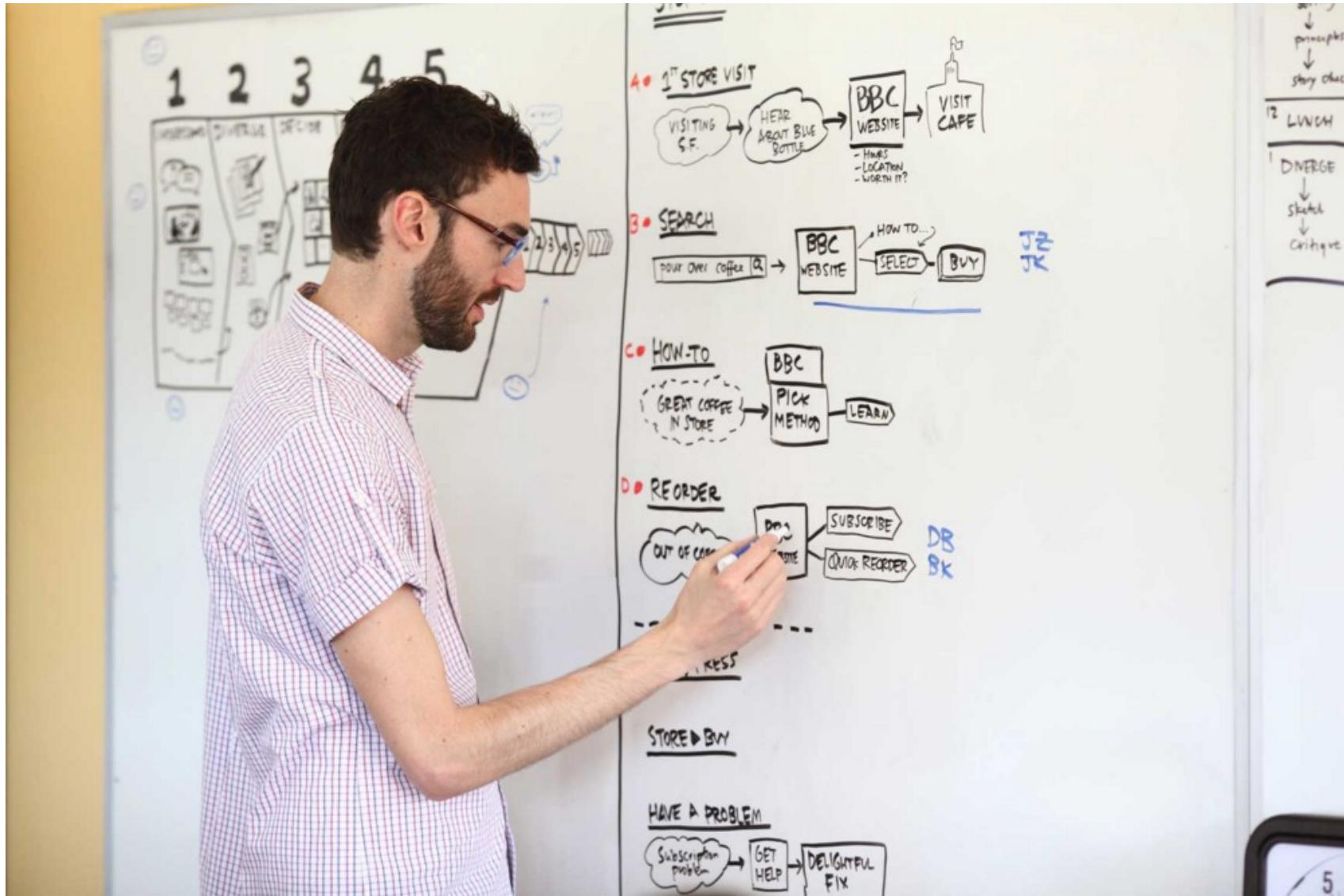




BLUE BOTTLE

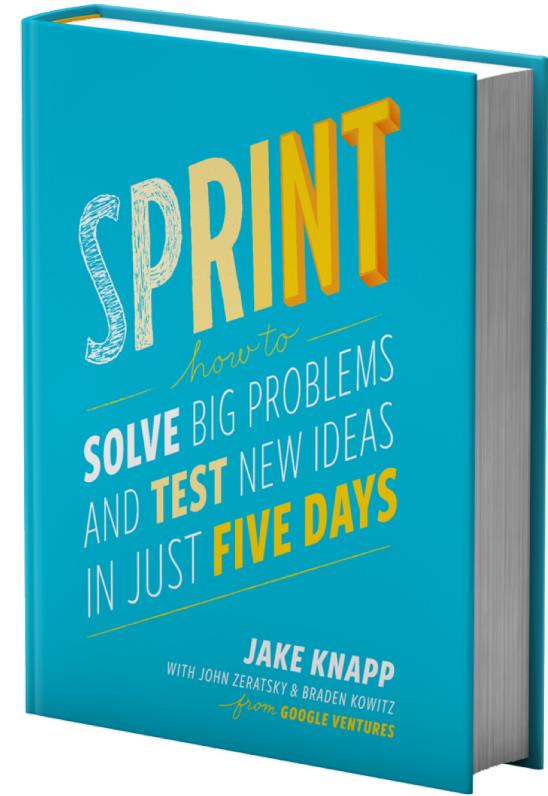
We categorized and sorted the best ideas and opportunities

This case study will continue next week...



The ingredients of a Design Sprint

- **Time to develop ideas independently**
- **Not enough time to get too detailed**
- **Inter-disciplinary teams**
- **Time to prototype and test**
- **An inescapable deadline**





**My best work happened
when I had a big challenge
and not quite enough time.**

- Jake Knapp

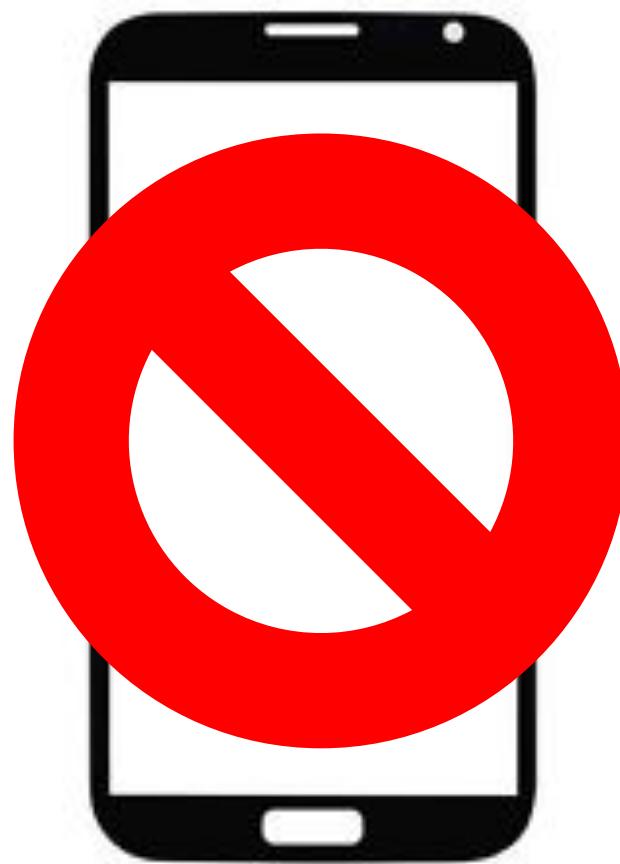


Sprint 1 aka ‘Monday’

First we’re creating a path for the entire sprint. We’ll start at the end and agree to a long-term goal. Next, we’ll make a map of the challenge. Then we’ll look at our research data and finally, pick a target: an ambitious but manageable piece of the problem that we can solve in five weeks.

You won't like my next slide





Start at the End

Starting at the end is like being handed the keys to a time machine. If you could jump ahead to the end of the project, what questions would be answered? What would have improved about your project as a result of this project?

You'll start with the project's long-term goal.

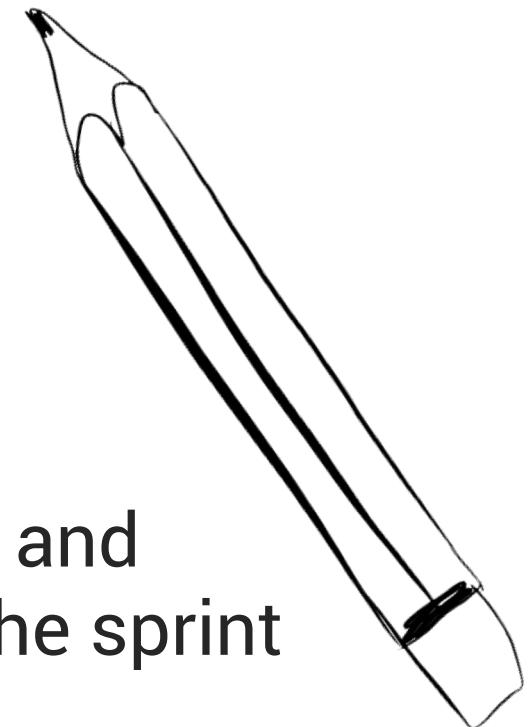
Set a long-term goal

To start the conversation, ask your team this question:



**Why are we doing this project?
Where do we want to be in four
weeks from now?**

Your goal should reflect your team's principles and aspirations. Don't worry about overreaching. The sprint process will guide you.





Lurking beneath every goal are dangerous assumptions. The longer those assumptions remain unexamined, the greater the risk.

- Design Sprint book

Now it's time to get pessimistic

Imagine you've gone forward in time one year, and your project was a disaster.

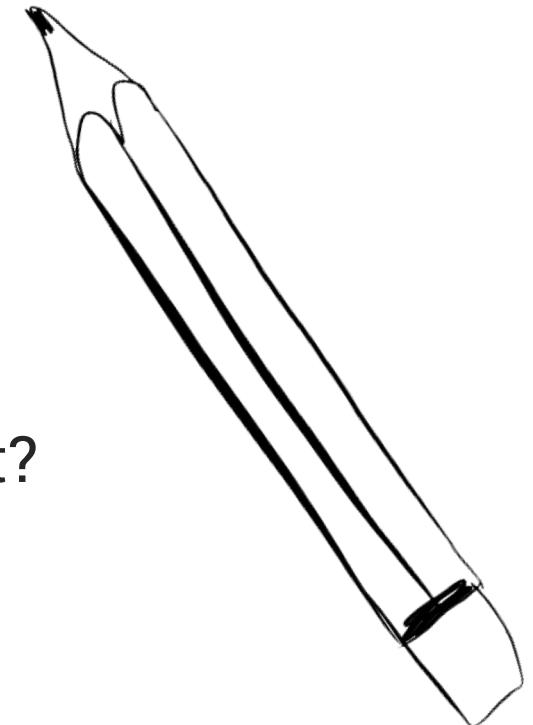
What caused it to fail? How did your goal go wrong?

List Sprint Questions

In your sprint, you have a golden opportunity to ferret out assumptions, turn them into questions, and find some answers.

Here are a few prompts for getting started:

- What questions do we want to answer in this sprint?
- To meet our long-term goal, what has to be true?
- Imagine we travel into the future and our project failed. What might have caused that?



Sprint Questions: Example

Q: To reach new customers, what has to be true?

A: They have to trust our expertise.

Q: How can we phrase that as a question?

A: Will customers trust our expertise?

**This rephrasing
conversation might feel
a bit weird. Normally,
people don't have
conversations like
this, except if they're
contestants on Jeopardy!**



By turning problems into questions makes them easier to answer with sketches, prototypes and tests.

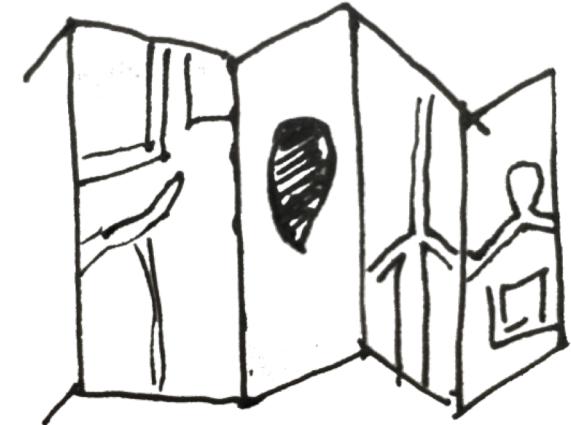
It also creates a subtle shift from **uncertainty** (which is uncomfortable) to **curiosity** (which is exciting).

Map

Each map is customer-centric, with a list of key actors on the left.

Each map is a story, with a beginning, a middle, and an end.

And no matter the business, each map is **simple**.





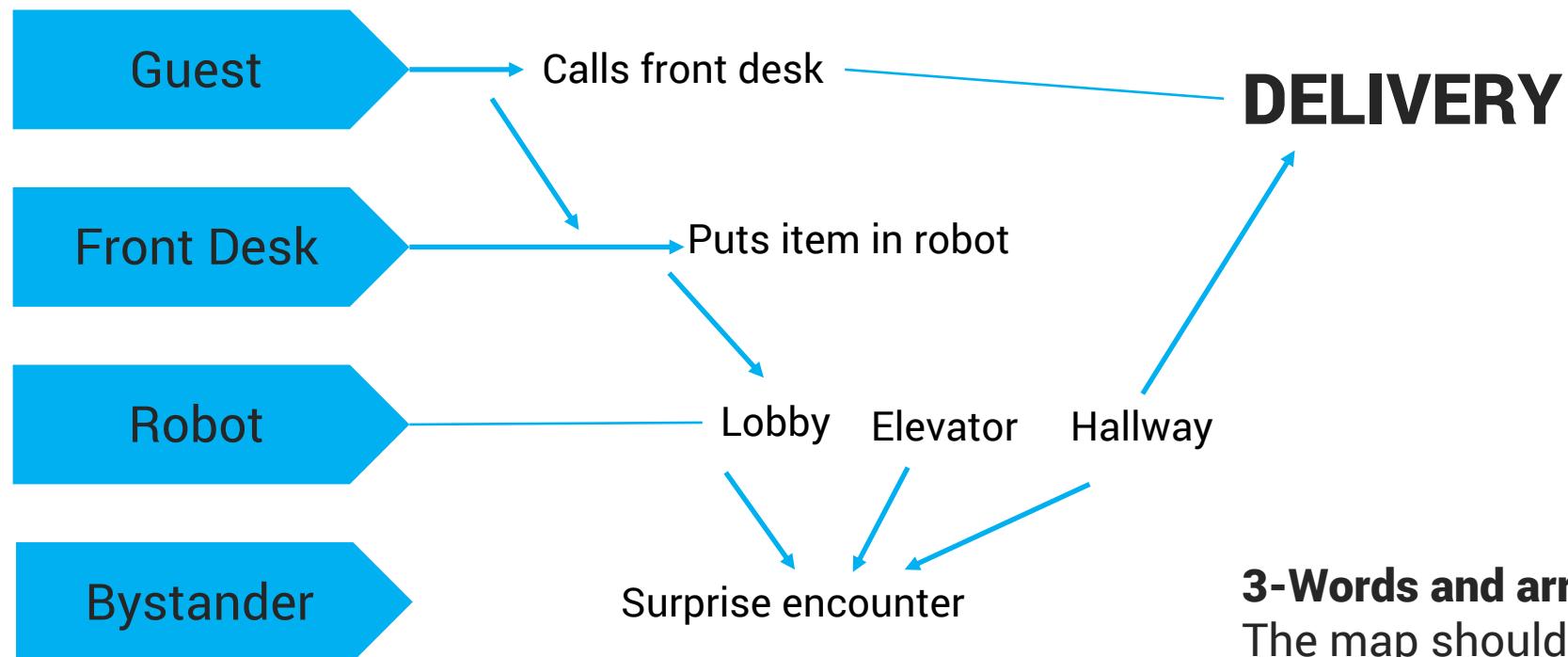
Savioke – Hotel delivery robot

1-List the Actors (on the left)

The 'actors' are all the important characters in your story. That could be different kinds of customers, sales team, employees, decision makers.

2-Write the ending (on the right)

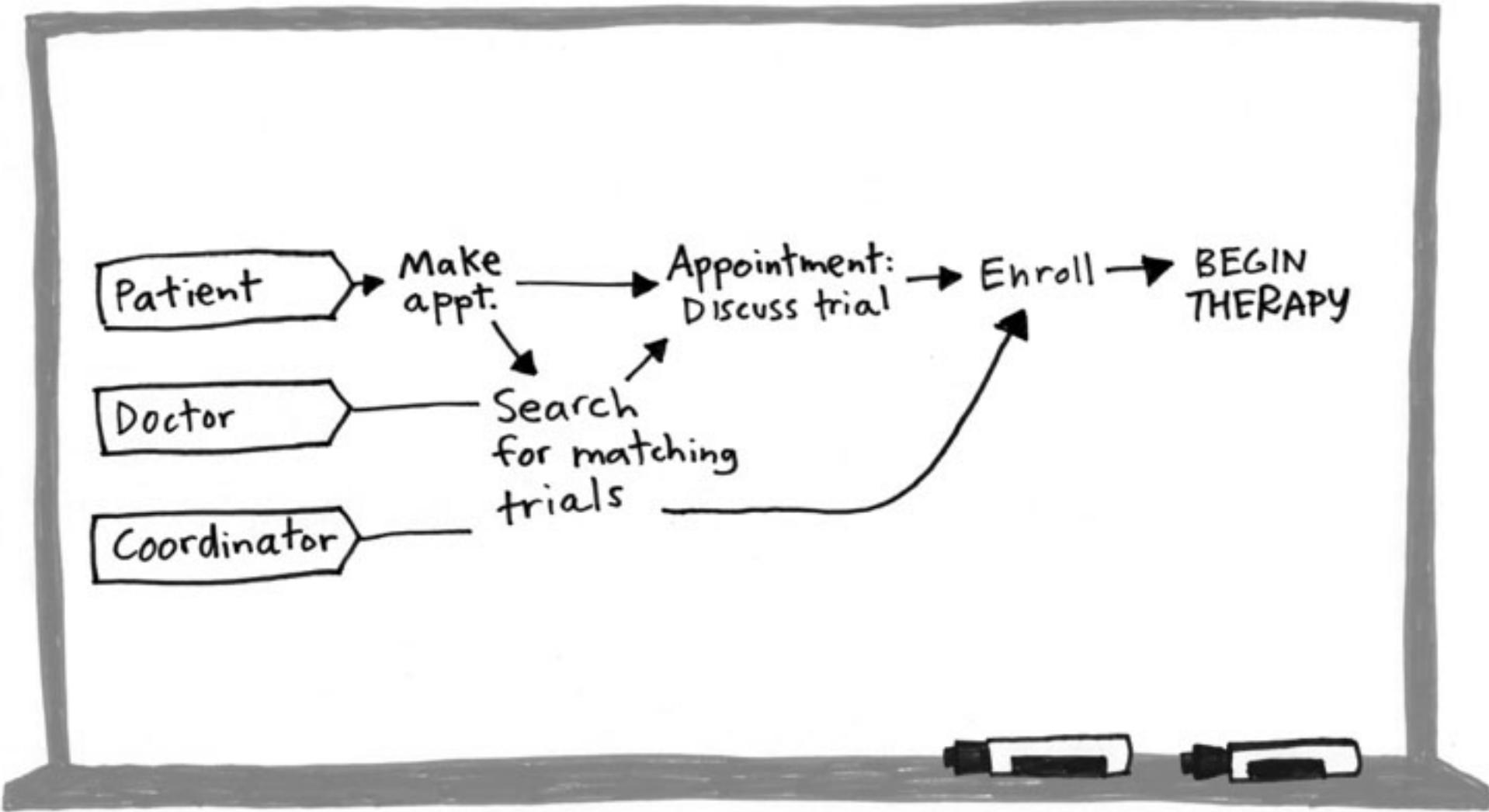
It's usually a lot easier to figure out the end than the middle of the story.



Example: Savioke's delivery robot for hotels

3-Words and arrows in between

The map should be functional, not a work of art. Words and arrows and the occasional box should be enough.



Example: Flatiron Health's clinic enrollment

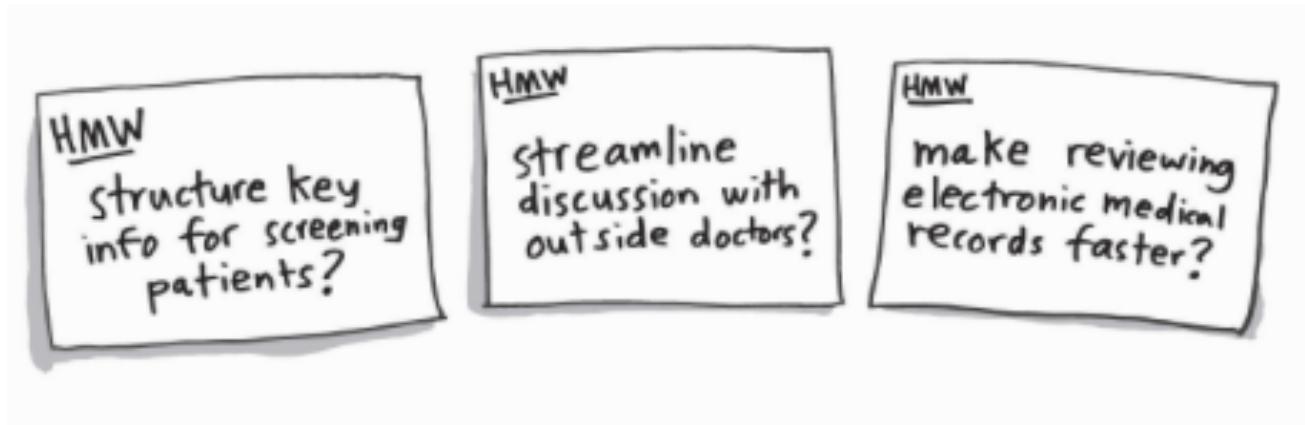
How Might We...

A method developed by Proctor & Gamble in the 1970s, but made famous by the design agency IDEO.

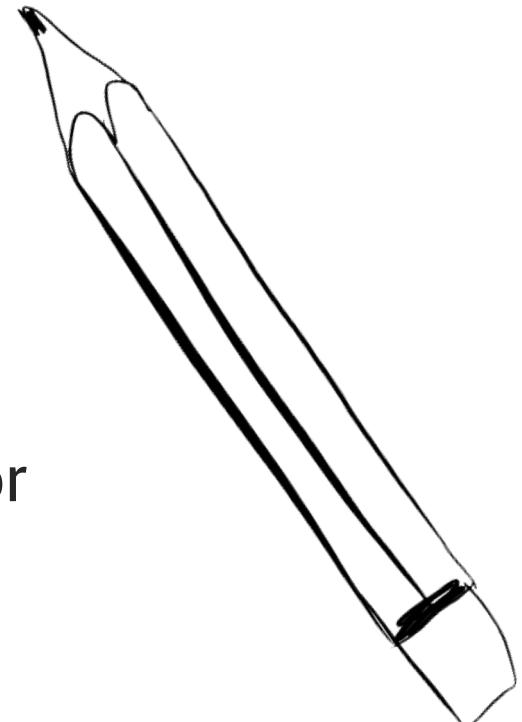
Each person writes their question, one at a time, on sticky notes. At the end, you'll merge the whole group's notes, organize them, and choose a handful of the most interesting ones.

These standout notes will help you make a decision about which part of the map to target.

Take *How Might We* notes

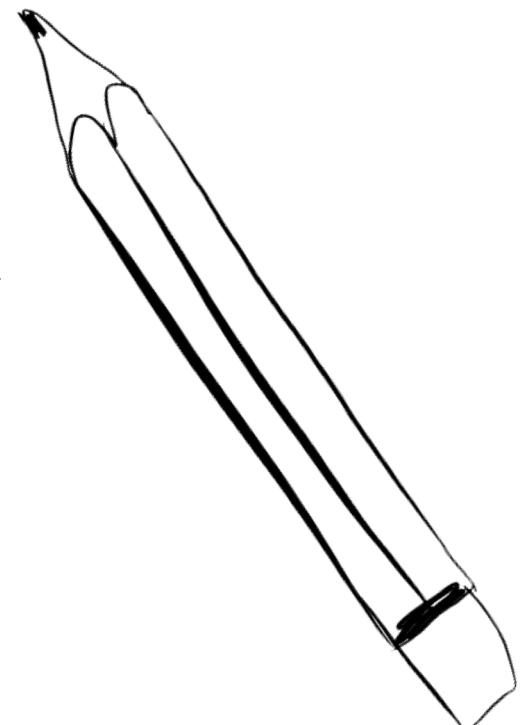


1. Put the letters HMW in the top left corner of your sticky note
2. Think about the surveys or interviews you've done or look at the data you collected
3. Turn interesting insights into questions and write them down
4. Peel off the note and set aside.



Organize the *HMW* notes

1. Organize notes into groups. Working together, find HMW questions with similar themes and physically group them together on the wall
2. The themes will emerge as you go
3. Label the themes. Just write a title on a fresh sticky note and put it above the group
4. You might need a group titled 'Misc' for those questions that don't fit anywhere else.

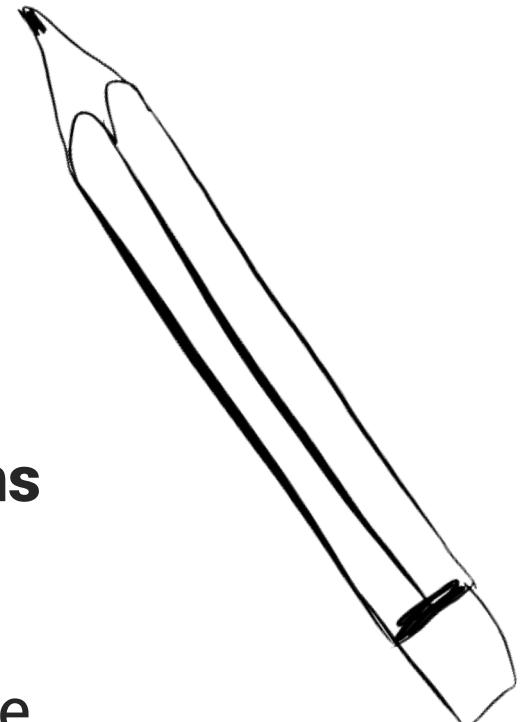


Vote on *HMW* notes

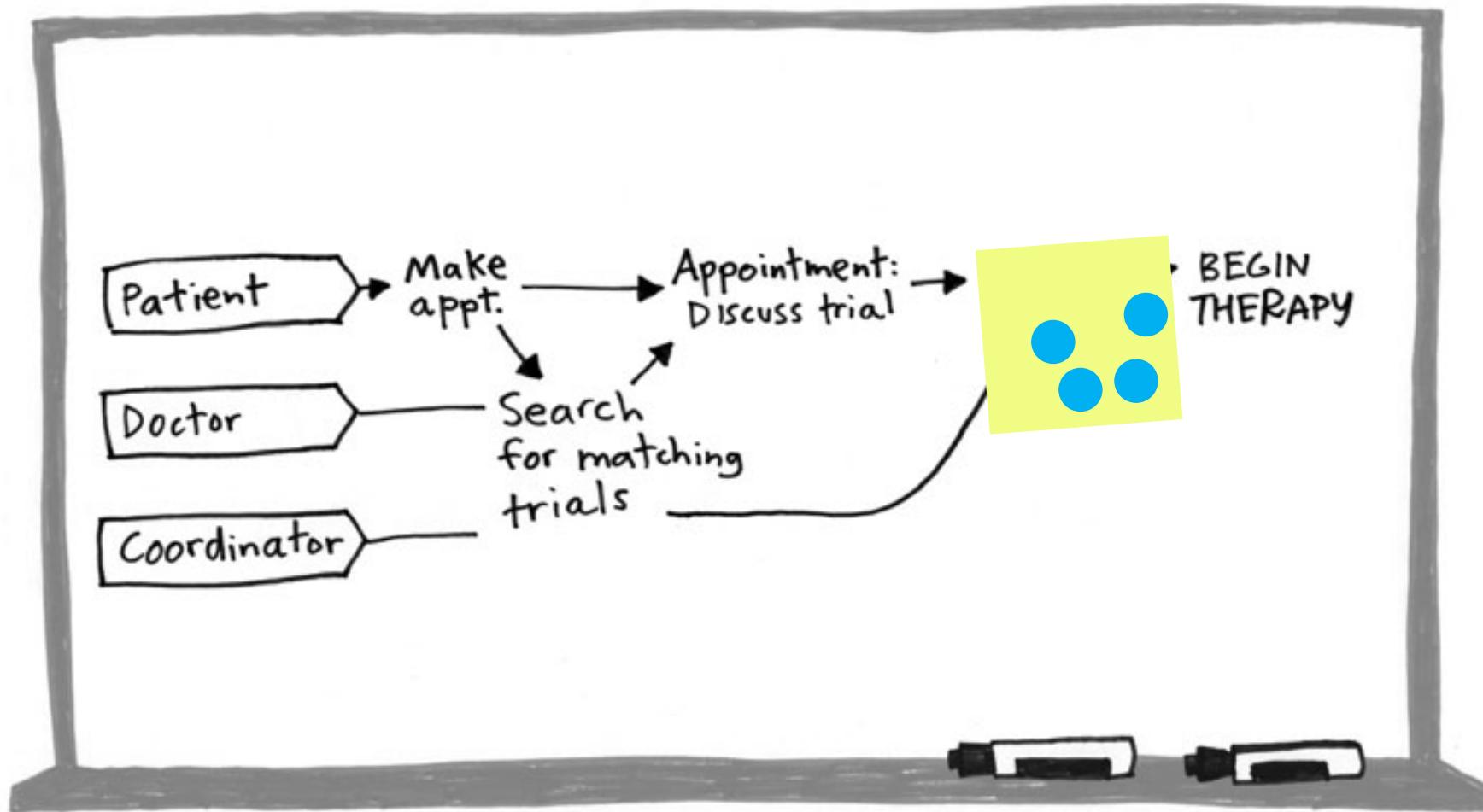
To prioritize the notes, you'll use dot voting.



1. Each member gets **two dot stickers**
2. Ask everyone to **review the goal and sprint questions**
3. Ask everyone to **vote in silence** for the most useful *How Might We* questions
4. It's ok to vote for your own note, or vote twice for the same note



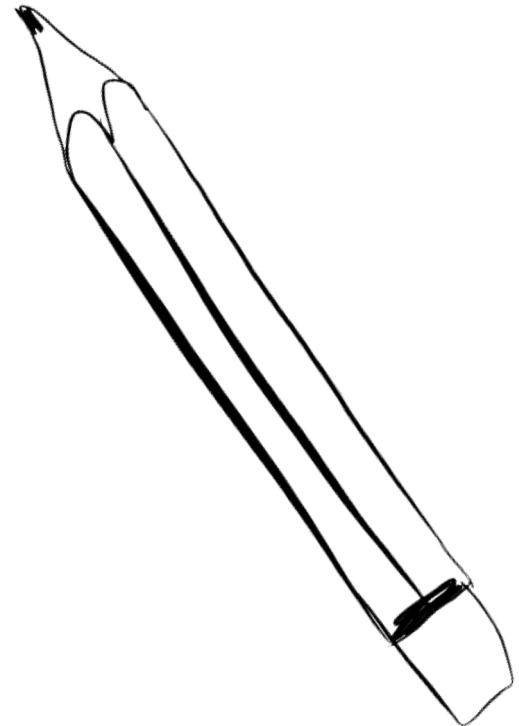
When voting is over, take the HMW notes with the most votes, remove them from the wall, and find a place to stick them on your map. Most notes will probably correspond with a specific step in the story.



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



HOMEWORK:

Go: Outside!

Work: on your CJM, due Mar 7