

# 5-Day Design Sprint

Where:

[301 7th St SW](#)

Washington, DC

near L'Enfant metro station

(closest entrance is on 7th St./D St.)

We have secured two rooms for the sprint:

Room 4011 is our war room where we will conduct most of our activities

Room 1917 is our conference room where we have access to a screen and whiteboard.

Schedule:

Wed, Jan 13, 9 AM

[Day 1: Understand](#)

Thu, Jan 14, 10 AM

[Day 2: Diverge](#)

Fri, Jan 15, 10 AM

[Day 3: Decide](#)

Tue, Jan 19, 2016

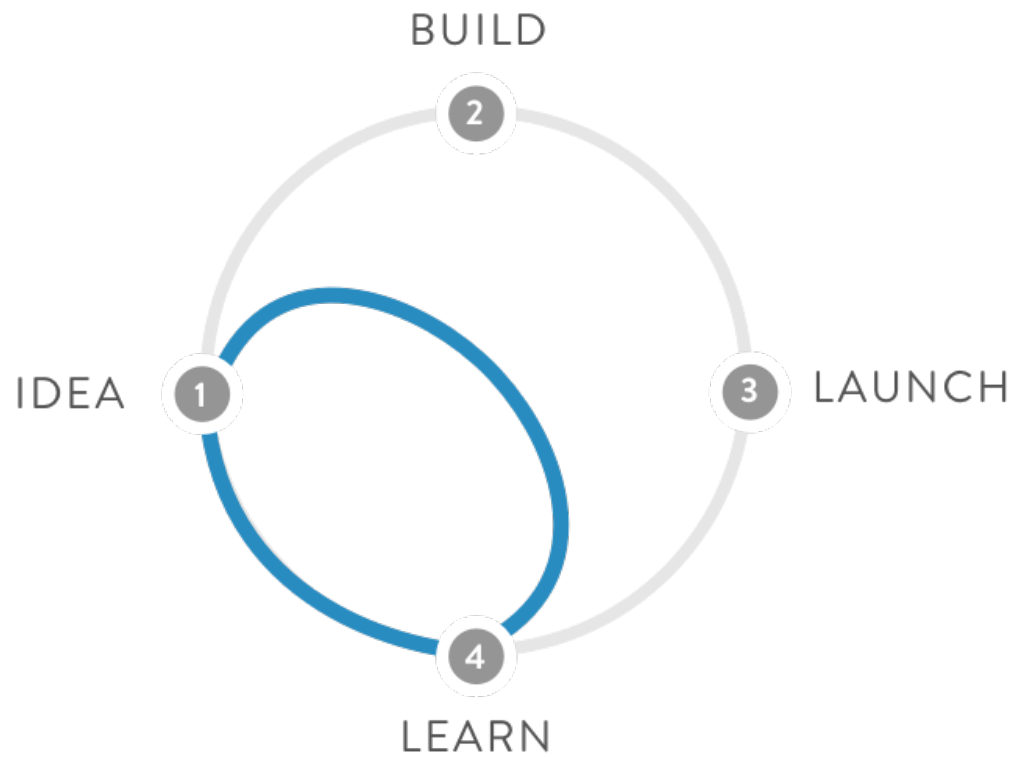
[Day 4: Prototype](#)

Wed, Jan 20, 2016

[Day 5: Validate](#)

Overview:

The [5-Day Design Sprint](#) by Google Ventures is a process for answering critical business questions through design, prototyping, and testing ideas with customers. It uses basic principles from [Lean UX](#) and [IDEO's Design Thinking](#) to gain customer insight and reduce risks through testing.



The sprint generally follows this sequence of activities:

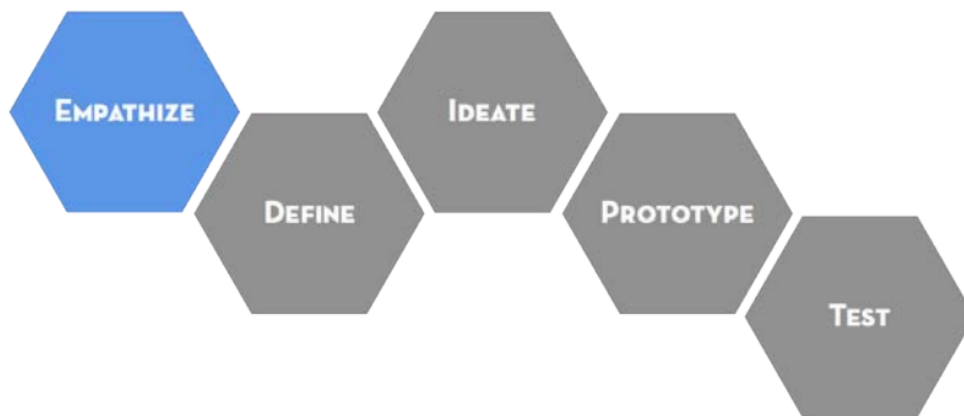


Image taken from d.school's bootcamp which itself borrows from IDEO

Problem Context:

There's anecdotal evidence that many people who file for naturalization select the "wrong" basis for eligibility. This often winds up resulting in longer processing times, and, in some cases, costlier fees. From the customers' end, they're usually not aware that there is more than one path to becoming a naturalized citizen.

In preparation for the Design Sprint, please take some time to become familiar with the N-400 demo since the Eligibility Tool will be the lead-in/companion for the N-400 customer experience and the rest of the journey to becoming a US citizen. You may also want to become familiar with the Eligibility Tool logic which exposes the business rules that help determine whether someone is or isn't eligible to become a citizen.

- Demo
  - [N-400 demo](#): myuscis / Control=Late-No-Spirit-2
  - Eligibility Tool logic (JIRA: <https://sharedservices.dhs.gov/jira/browse/MHC-3372>)
- Competitive Research: What products are out there that try to solve this problem?
  - <https://www.citizenshipworks.org/info/naturalization>
  - <https://www.gov.uk/becoming-a-british-citizen/check-if-you-can-apply>
  - <https://online.immi.gov.au/lusc/login>
  - <http://www.ica.gov.sg/page.aspx?pageid=132>
  - <https://www.commonapp.org/>
- Noteworthy Trends:
  - [Mary Meeker's Internet Trends deck](#)
  - Smartphone use
    - <http://www.pewinternet.org/2015/12/21/1-home-broadband-adoption-modest-decline-from-2013-to-2015/>
    - <http://www.pewinternet.org/2015/12/21/2-the-growing-value-people-place-on-broadband/>
    - <http://www.pewinternet.org/2015/10/29/the-demographics-of-device-ownership/>
    - [The Mobile Content Mandate](#)

Activities (rough schedule):

<p><b>Day 1: Understand</b></p> <p>Dig into the design problem through research, analytics, competitive review, and strategy exercises. Identify the <a href="#">success metrics</a>.</p>	<p><b>Welcome!</b> (.5 hrs.) Opening remarks, Intros (Phoebe Espiritu, everyone)</p> <p><b>myUSCIS</b> (.5 hrs) Vision, Mission, Goals (DS)</p> <p><b>What are our Assumptions</b> (.5 hrs) Lean framework overview Begin gathering assumptions Define success</p> <p><b>Analytics</b> (.5 hrs) Presentation of quantitative data (EC)</p> <p><b>Competitive Research</b> (.5 hrs) Lightning review of similar products</p> <p>_____</p> <p><b>Break for Lunch</b> (<a href="#">nearby lunch options</a>)</p> <p>_____</p> <p><b>Conduct Interviews</b> 1:00 - 3:00 We have people who are available to participate between 1 &amp; 3pm. CBO rep in person, adjudicators in person or on phone, potential applicants not yet confirmed. (Everyone)</p> <p><b>Interview De-Brief</b> (2 hrs) (Everyone)</p>
<p><b>Day 2: Diverge</b></p> <p>Continue with empathy research, sketch user stories.</p> <p>Rapidly develop as many solutions as possible.</p>	<p><b>Journey Map</b> (2-3 hours   VZ) Kick off &amp; Practice Round (.5hr) General Flow (.5hr) Alternative Paths (.5hr) Error Routes (.5hr) Eligibility Funnel Points (.5hr)</p> <p><b>Ideation</b> (2-3 hrs   RT) Various activities for generating A TON of ideas: Do's and Don'ts (.5 hr) Warm-up exercises (.5 hr) How might we... (1 hr) Mindmapping (.5 hr) 2x2 sketching (.5 hr)</p>
<p><b>Day 3: Decide</b></p> <p>Synthesize and vote on the best ideas and hammer out a user story.</p>	<p><b>Review Past Day's Sketches</b> Look for common themes Identify conflicting ideas Vote / Narrow down choices Define assumptions and validation methods</p> <p><b>Storyboard</b> Sketch out the user story (Victor Zapanta)</p>
<p><b>Day 4: Prototype</b></p> <p>Build something quick and dirty that can be validated with users.</p>	<p>TBD (Depends on what we need to validate and how)</p>

Day 5:

**Validate**

Show the prototype to real humans (in other words, people outside your company) and learn what works and what doesn't work.