Week 2 Project Clarification and the Design Sprint Review Questions

[1. Project Clarification and the Design Sprint Explained 3.16min](https://moodleprod.murdoch.edu.au/mod/resource/view.php?id=1125003)

1. The design sprint is a flexible product design framework that serves to maximize the

chances of making something that people want. It is an intense effort conducted by a small

team where the results will set the direction for a product or service we are designing.

2. Design sprints can be used in the middle of a project and in the beginning of a project

3. Name five discrete phases of a design sprint:

1. Understand

2. Diverge

3. Decide

4. Prototype

5. Validate and Learn

[2. Project Manangers Role in Clarification Stage 2.18min](https://moodleprod.murdoch.edu.au/mod/resource/view.php?id=1125004)

4. Name 5 things a project manager does in the clarification stage of a project:

1 . Secure high level support for the project

2. Scope and budget

3. Commitment

4. Create trust

5. Develop relationships

[3. Preproduction Stage and Understanding Your Client 10min](https://moodleprod.murdoch.edu.au/mod/resource/view.php?id=1125005)

5. When you first meet your client you are not to offer solutions

6. When defining the goals for a new website project they should be:

1. A website is a means to an end, not an end in itself

2.The website is just a means to get visitors to a point

3. A goal is a doing or getting thing not a description

7. We can gather information about users in the research stage of a web project by developing questionnaires

and conducting interviews as well as creating focus groups

[4. How To Do a Content Audit 4.10min](https://moodleprod.murdoch.edu.au/mod/resource/view.php?id=1125006)

8. What questions should we ask ourselves when completing a Quantitative Content audit-

1. What content do we have?

2. How is it organised?

3. Who creates it?

4. Where does it live?

9. What is the purpose of a content audit, list 4 reasons

1. Present key findings to key project stakeholders

2. Get stakeholders to align on project and content objectives

3. Give stakeholders a reference Doc so they don’t forget

4. Understand communication ecosystem

[5. Project Clarification - Techncial Specifications 3.31min](https://moodleprod.murdoch.edu.au/mod/resource/view.php?id=1125007)

10. List 4 questions that we should ask ourselves when asking the client about the technical specifications of a web project

1. What software and hardware does the target audience have?

2. Determine what software and hardware are available to your development team

3. Review potential changes that may occur in hardware and software during the development cycle

4. What software and hardware does the client have?