# [ Agency logo here ]

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# THE OPPORTUNITY PROJECT

# \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## 

Tips for Identifying Sprint Participants

Tips for Identifying Sprint Participants

Tech Teams

Tech teams can come from large corporations, small businesses, startups, universities, nonprofits, or other organizations with technology experience. Rather than being a group of volunteers from across organizations, they typically represent one organization (e.g., a team of 5-6 individuals from the company Mapbox would be the Mapbox Tech Team).

Consider engaging organizations with an interest on the topic of your challenge. Also try to engage a mix of organizations. Rather than selecting 5 student teams from different universities, you will likely see a greater variety of products if you recruit a mix of large companies, start-ups or small businesses, universities, and perhaps even tech-focused non-profits.

Within larger organizations, consider engaging groups focused on civic tech or corporate social responsibility, innovation, data science, partnerships, or community engagement.

Successful teams are often made up of individuals with a mix of the following skills:

✓ Graphic design

✓ UX/UI design

✓ Design research

✓ Data science

✓ Data visualization

✓ Front end development

✓ Back end development

User Advocates

User advocates are community leaders, local or national advocates, and people with direct lived experience on the topic of the sprint, who work closely with end users. Even better, they can be individuals who have experienced the problem directly.

The role of a user advocate is to guide tech teams in designing solutions that are realistic and useful for the target end users. They will serve as a bridge of knowledge between the tech teams and the target audiences of the tools being developed during the sprint.

Consider having at least 2 user advocates per problem statement who can contribute with different perspectives about the issue. Recruit user advocates who represent state and local government, non-profits, service providers, or are individual experts on the topic of your challenge.

They may be:

✓ Community leaders

✓ Individuals from advocacy organizations

✓ Service providers

✓ Others with expertise or experience in the problem area