# Sprint to alignment.

The team's contribution to saving the Daimler account helped me make the case with my leadership for introducing design thinking methods to Saba.

The need to deliver on the product vision shared with Daimler provided a perfect opportunity for this. I invited a cross-functional team of product managers and engineering leads to spend a week in Ottawa kicking off this project with a Google Ventures-style design sprint. We brought in a professional sprint facilitator, with whom I worked closely to adapt the GV sprint format to the project context.

The sprint experience was an eye-opener for the attendees, who quickly appreciated the alignment and collaborative spirit it created amongst the team. "This was awesome" and "We need to run a sprint at the beginning of every project" were the most common pieces of feedback.
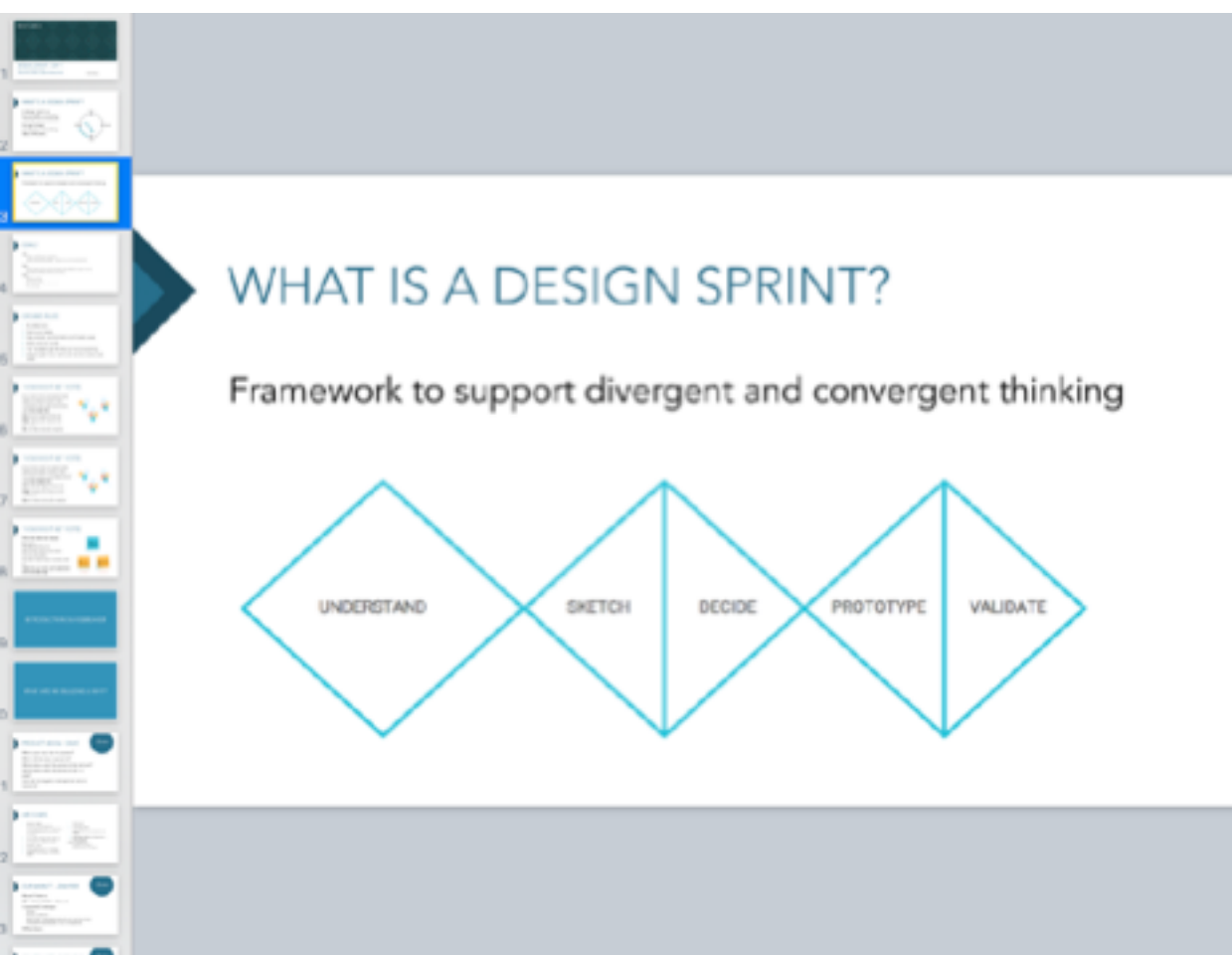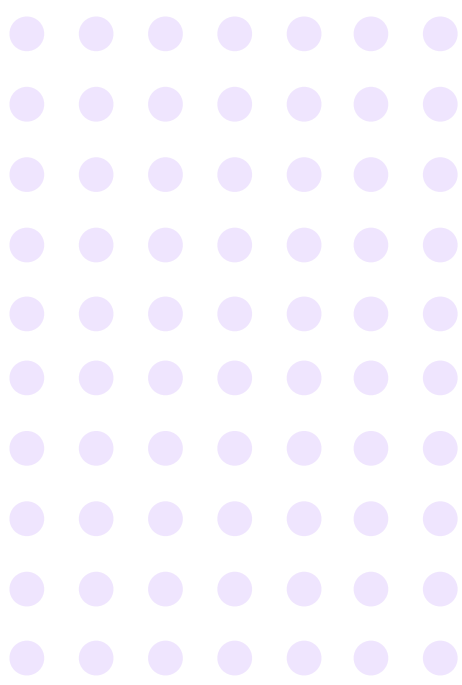
Spreadsheet the joy.

When I joined Saba, the UX team already had a design system and code component library. What was missing, though, was a systematic approach for thinking about customer and user personas.

A home page redesign project my team was working on embodied this issue. The project team included three product managers, all experts on different parts of the product, and its direction shifted constantly depending on the personas being discussed.

In a workshop with the Product team, I decided to get the product managers to take turns talking about the customer and user personas they were familiar with.

By the end of the workshop, we had a spreadsheet with a taxonomy of customer and user personas and the usage scenarios relevant to each, and the thrilled PM team was aligned on the priorities for each persona.