Based on Google Ventures 5-Day UX Design Sprint

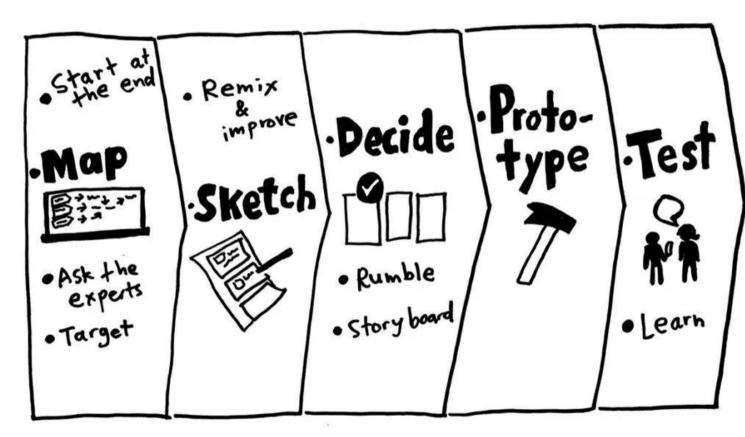
Day 1: Understand

Day 2: Sketch

Day 3: Decide

Day 4: Prototype

Day 5: Validate



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Day 4: Prototype

Tue Wed Thu Mon Fri LEARN CHALLENGE Build a SKETCH Make a DECIDE realistic with target MAP & on the competing customers PROTOTYPE best choose a Solutions TARGET

Day 5: Validate

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Understand

- Encompasses the **user research activities** (gathering information on user needs and business goals) for the software product.
- Lightning talks by domain experts.
- This information is posted on whiteboards (For example, customer journey maps, personas, user task workflow) for easy reference throughout the sprint.

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Sketch

- Individual team members (including stakeholders) are given the time and space needed to brainstorm solutions to the problems discovered in the understand phase.
- Paper drawings and notes are generated. These are easy to create and modify, and inexpensive to produce.

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Decide

- Each stakeholder presents his solution sketch and the team votes to determine the solutions that should be tackled in the prototyping phase.
- If there is no clear consensus following the voting, the development team may decide to consider assumptions that involve project constraints and resources.

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Prototype

- Minimally viable product based on the solution selected from the sketch phase.
- May be based on the portions of the customer journey map you want to evaluate with potential users in the validate phase.
- Team should be **developing test cases** based on the user stories as the prototype is being built.

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Validate

- Developers watch users try out the prototype.
- Helps discover major issues with the UX design.
- Critical for capturing potential learning opportunities by exposing decision makers to user feedback in real time.

Day 5: Validate