Design Sprints
Better Products with the Google Design Sprint
We are a 45-person powerhouse of design and development experts that have delivered game-changing results for over 100 clients.
WHAT IS A DESIGN SPRINT?
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A highly collaborative process we’ve adapted from Google to **prototype** your ideas and **test them** on **real users** in just **five days**.
When to try Google Design Sprints

- Launching a new product or service
- Reimagining a existing product or service
- Extending an existing experience to a new platform
- Improving user experience gaps (e.g. a high rate of cart abandonment)
“I’m so impressed with how they operate. They introduced agile and design thinking to a big corporation like Tyson Foods.”

Rizal Hamdallah, Leader of the Innovation Lab at Tyson Foods
Design Sprint Roles

- Decider
- Facilitator
- Additional People
DESIGN SPRINT PREP

Design Sprint Overview

Understand
Diverge & Converge
Decide
Prototype
Test & Learn
DAY 1

Understand 🌍

GOAL
Gain a high-level understanding of the problem space.

ACTIVITIES
- Introductions
- Lightning talks
- How might we
- Create user journeys
- Problem statement
- Define success & goals
  - Success Island
  - Hopes and fears
DAY 2
Diverge & Converge

GOAL
Generate as many potential solutions to the problem statement identified in Day 1.

ACTIVITIES

- Find and share some inspiration or analogous examples
- **Crazy 8s**
- Present and share ideas
- Create paper prototypes
Theme: Bring it!

Mirror, Mirror On the Wall
Decide

**GOAL**
Choose, refine, and flesh out best idea or ideas from Day 2.

**ACTIVITIES**
- Critique concepts
- Pick one concept by dot voting
- Storyboard
DAY 4

Prototype

GOAL
Create something tangible to put in front of potential consumers.

ACTIVITIES
• Turn storyboard into reality
• Create a realistic facade
• Confirm Friday schedule
• Write interview script
DAY 5

User testing 🖥

GOAL
Find out how well the idea is conceived in the market.

ACTIVITIES
- Interview customers and learn
- Summarize findings
DESIGN SPRINT PREP

Design Sprint Overview

- **day 1**: Understand
- **day 2**: Diverge & Converge
- **day 3**: Decide
- **day 4**: Prototype
- **day 5**: Test & Learn
DESIGN SPRINT PREP

Design Sprint Overview

Understand

Diverge & Converge
day 2

Decide
day 3

Prototype
day 4

Test & Learn
day 5
WORKSHOP TIME!
Day 1: Understand
Our fictional project is for Heidi Klum’s new startup. She has a new product idea she is calling Stylecast.

Idea

• Help people figure out what to wear based on weather

• Immediate goal to create something to increase user engagement

• Goal in 1-2 years to work with retailers (affiliate and in-app purchases)

Considerations

• $350K

• Mobile?
DAY 1

**Understand** 🧥

**GOAL**

Gain a high-level understanding of the problem space.

**ACTIVITIES**

- Introductions
- Lightning talks
- How might we
- Create user journeys
- Problem statement
- Define success & goals
  - Success Island
  - Hopes and fears
Lightning Talks with Heidi

Areas to cover:

• Project Vision
• Business Goals
• User Needs
• Competition
• Technical Consideration
How Might We

- Be clear and to-the-point
- One idea per sticky
- It can’t be voted on if it’s not written down

How might we work with big brands as a small affiliate?

How might we integrate with other apps?

How might we differentiate ourselves from competitors?
You’ll have grouped insights into project vision, business and user goals and tech considerations.
**User Journey**

- Start with first step in the experience, then add each step until you have a full user flow – a finished task.
- Identify and highlight pain points as you go
- Dot Vote
Day 2: Diverge & Converge
DAY 2

Diverge & Converge

GOAL
Generate as many potential solutions to the problem identified in Day 1.

ACTIVITIES
- Find some inspiration
- Crazy 8s
- Present to group
- Make detailed sketches

EXAMPLE DAY 2 OUTPUT
DAY 2

Diverge & Converge

Crazy 8s
DAY 2

Diverge & Converge 🖊️

Let's do some crazy 8s!

Wake up
Look at phone
Check weather
Get ready
Choose outfit
Let's do some crazy 8s!

How can we help someone quickly choose an outfit in the morning based on real-time weather conditions?

8 mins
Present ideas to your groups.

10 mins.


**Day 2**

**Diverge & Converge**

**Paper Prototypes**

- 1 idea that you like best
- Create a more robust flow that shows a full interaction
- Give it a theme

**Example**

Theme: Bring it!
DAY 2

Diverge & Converge

Turn favorite concept into more robust sketch

20 mins.

DON’T FORGET TO THEME IT!
Day 3: Decide
DAY 3

Decide 🌟

GOAL
Choose, refine, and flesh out the best ideas from Day 2.

ACTIVITIES
- Review concepts from end of Day 2
- Pick your ideas and direction by dot voting on concepts
- Storyboard what flows will be considered for testing
Let's decide on a concept!

10 mins.
Story Board

After you decide on your top concept(s)

• Agree on a shared understanding of what you are building.

• Map out the workflow.

• Boil it down to 1-2 key user flows to be tested.
Lastly, Assign Roles for the next day

- Who is creating mocks or individual screens?
- Who will make the flows and connect those screens in your prototyping tool?
- Who will provide the content and gather assets?
- Who is going to be conducting the interview and writing the script?
Day 4: Prototype
DAY 4

Prototype

GOAL
Create something tangible to put in front of potential consumers.

ACTIVITIES
- Turn storyboard into reality
- Create a realistic facade
- Confirm Friday schedule
- Write interview script
Some of the tools you can use to create and test prototypes

- Paper prototypes
- Slide decks
- Sketch, Illustrator, XD
- Invision
- Marvel for web
- Marvel Pop App
- Axure
- Flinto
Day 5: User testing
DAY 5

User testing

GOAL

Find out how well the idea is conceived in the market.

ACTIVITIES

• Interview customers and learn
• Summarize findings
Testing Day!

<table>
<thead>
<tr>
<th></th>
<th>Sam</th>
<th>Sarah</th>
<th>Maria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select outfit</td>
<td><img src="image1" alt="Stickers" /></td>
<td><img src="image2" alt="Stickers" /></td>
<td><img src="image3" alt="Stickers" /></td>
</tr>
<tr>
<td>Edit outfit</td>
<td><img src="image4" alt="Stickers" /></td>
<td><img src="image5" alt="Stickers" /></td>
<td><img src="image6" alt="Stickers" /></td>
</tr>
<tr>
<td>Manually choose outfit</td>
<td><img src="image7" alt="Stickers" /></td>
<td><img src="image8" alt="Stickers" /></td>
<td><img src="image9" alt="Stickers" /></td>
</tr>
<tr>
<td>Overall impressions</td>
<td><img src="image10" alt="Stickers" /></td>
<td><img src="image11" alt="Stickers" /></td>
<td><img src="image12" alt="Stickers" /></td>
</tr>
</tbody>
</table>
Let's do some usability testing!

15 mins.

https://tinyurl.com/txi-prototype
GOOGLE DESIGN SPRINT

We are done!

Understand

Diverge & Converge

Decide

Prototype

Test & Learn

day 1

day 2

day 3

day 4

day 5
Q&A TIME!
THANK YOU!