



Product Design Sprint

3-Day Structure

Google

The Sprint Plan

Overview Schedule

Day 1

Welcome
Understand
Define
Sketch

Day 2

Decide
Storyboard
Prototype

Day 3

Prototype
Validate

Day 1 Schedule

09:30 Welcome & Introductions
Overview of the Process
Sprint Challenge
Ice breaker

10:00 Understand: Lightning Talks

11:30 “How Might We’s”
Affinity mapping

12:00 Lunch

13:00 Experience Maps

14:00 Define Success and Set Goals

14:30 Bootup Note taking

14:40 Sketching - Crazy 8’s
Crazy 8’s Presenting & Voting

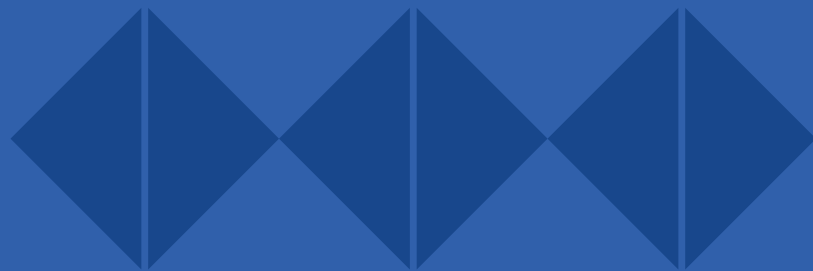
15:10 Solution Sketch

17:00 End of Day share out



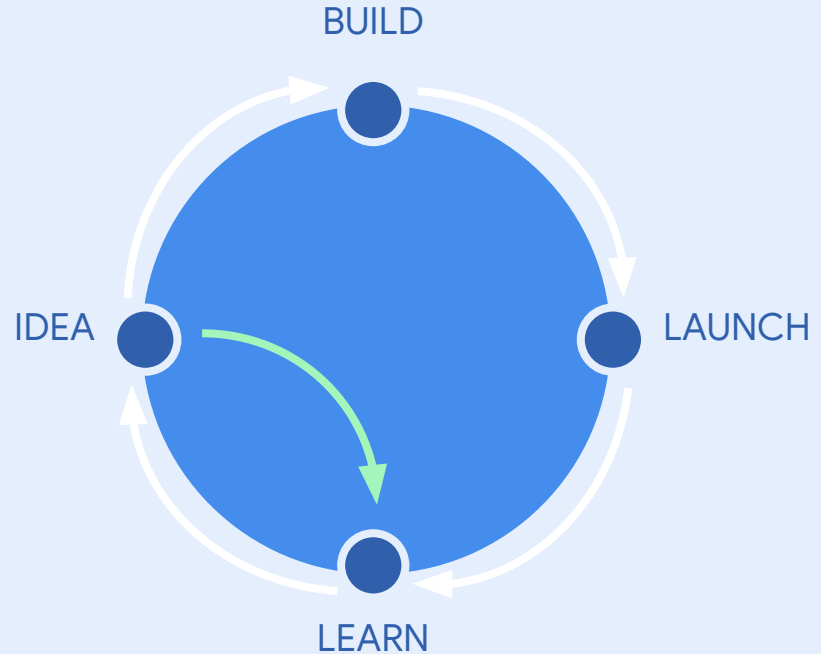
Introductions

Who is joining us this week

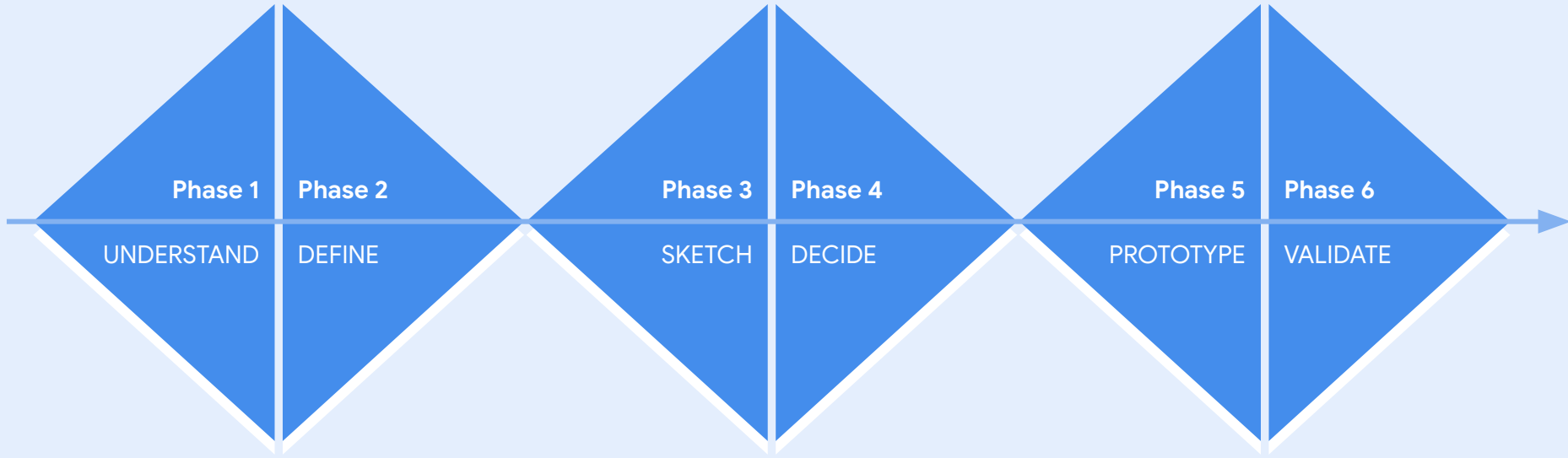


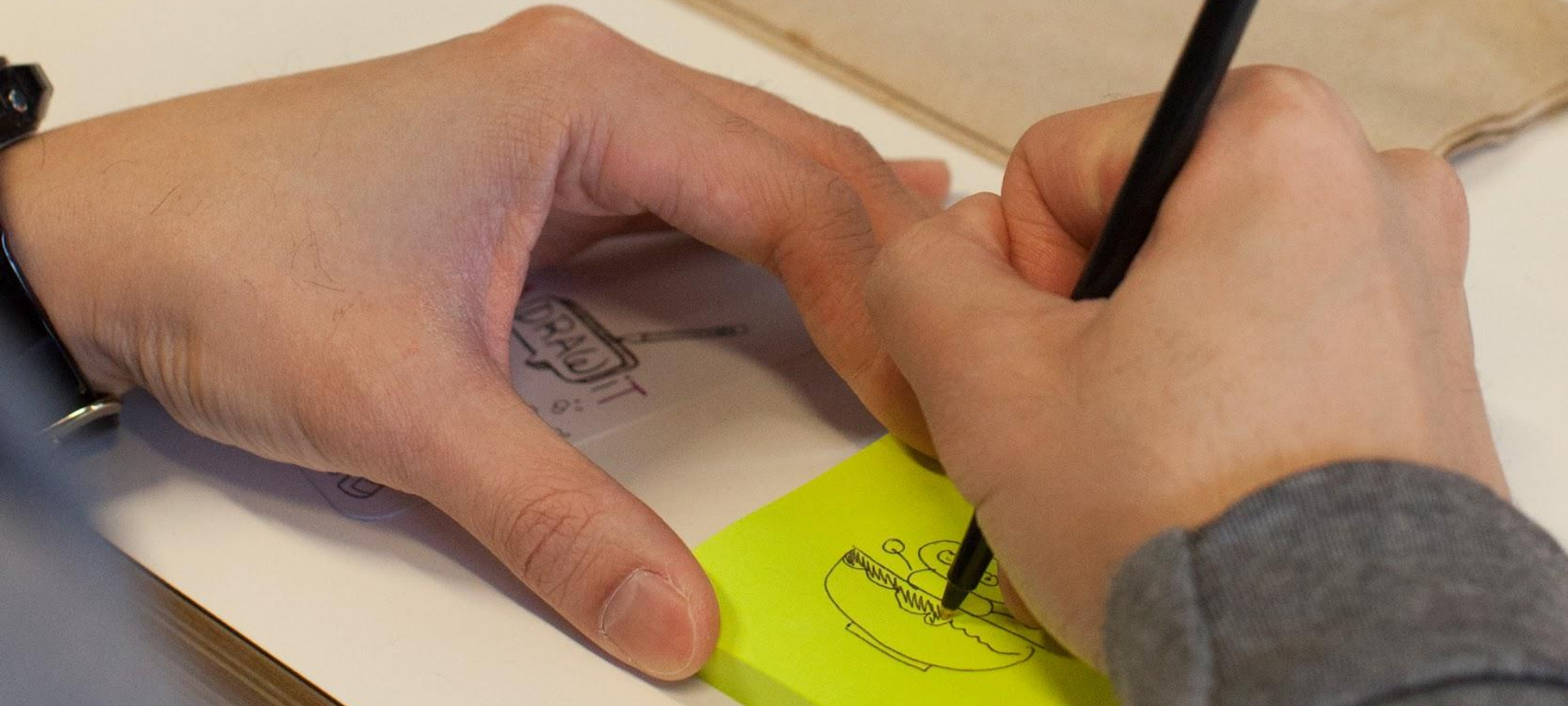
What is a Design Sprint?

A design sprint is a framework for answering critical business questions through design, prototyping, and testing ideas with users.



Framework to support divergent and convergent thinking





Icebreaker

“Whatchamadrawits”

Let's dive in

Why are we here today?



CHALLENGE STATEMENT:

YOUR CHALLENGE HERE

[GOAL] + [USER TYPE] + [PLATFORM] + [TIMEFRAME]

DELIVERABLES:

YOUR DELIVERABLES HERE



Understand

Let's explore the problem space.

Phase 1: Understand

How Might We?

As you listen to the upcoming Lightning Talks, capture your ideas on post it notes

To do that we use a note taking method called **How Might We's**.

How: assumes opportunities exist.

Might: says we don't have to find something

We: is all about doing this together



Writing “How Might We”

Write with a thick dark sharpie.

Be succinct.

One idea per sticky note.

Not too broad, and not too narrow.

If you don't write it down it can't be voted on.

HMW...

**USE LOCATION
TO SHOW
RELEVANT
RESULTS?**

HMW...

**MAKE PEOPLE
HAPPY?**

Too broad

HMW...

**MAKE THE
BUY BUTTON
BLUE?**

Too narrow

Phase 1: Understand

Lightning Talks

Project Vision/ Business Goals

Voice of the User/User Research

Existing Product Audit/Design Evolution

Competitor Audit

Technology Considerations & Opportunities



10 minutes each



A note for sprint masters

The following slides are example questions to consider to help fully explore and articulate the problem space. Your sprint may not cover all of these, please consider them a guide as you schedule your lightning talks

Project Vision / Business Goals

Questions for the Stakeholder:

- Where do you want the product to be next year?
- Where do you want it to be in 5 years?
- What are the primary challenges you need to overcome?
- What keeps you up at night?

What is the business opportunity:

- Increased revenue?
- Increased user engagement time or depth?
- Improved loyalty and return use?
- Differentiation from competitors?
- Improved product or service quality?
- Reaching a new user group or market?
- Other opportunities described by stakeholders?

Voice of the user

Who are your users?

- Do they have different behaviors?
- Do you describe them with personas? Or patterns?
- Are there multiple journeys through the product?

What is the end-to-end user experience?

- How do users arrive or begin?
- What are the entry points?
- What is the ideal or target path or flow?
- What are the key moments or touch-points along the way?
- Is this a single or multi-session experience?
- How does the experience end?
- What are the exit points?
- How do we reach or serve users after they have finished?

Existing Product Audit/Design Evolution

What does the product look like today?

(Include screenshots)

- How has it evolved over time?
- What have we tried that has worked?
- What have we tried that has not worked?

Competitor Audit

What do we already know about our competitors?

(Include screenshots)

- Has there been any market research?
- What is the competitive landscape?
- What are the recent trends in this space?
- Which similar, related, or relevant products should we look at?
- What other industries, verticals, or products could we learn from?
- What are the strengths and weaknesses of our competitors?
- Can we do a SWOT analysis? (Strengths, Weaknesses, Opportunities, Threats)

Technology: Considerations & Opportunities

How will the solution be built? Data sources? Devices?

- Is the solution likely to be web-based? mobile?
Embedded?
- Where will data and information come from?
- Will user data be used for personalization?
- How will privacy be addressed?
- How will accessibility be addressed?
- What devices are likely to be used for the solution?
- What product areas are involved and need to be coordinated?
- Are there external partners involved?

Lunch

We'll meet back at in an hour



Phase 2: Define

How Might We

You should have a stack of HMW post-its, if you don't please take a few minutes to collect your thoughts write them down.



5 minutes for each person



Phase 2: Define

Affinity Mapping

Start grouping ideas into categories. Don't worry if the categories aren't immediately apparent. Look for overlaps or duplicates to get started.

Revise or change the categories to create the most useful mapping.



10 minutes



Phase 2: Define

Voting

Each team member gets 3 dots.

- It's ok to vote on your own.
- It's ok to put more than one dot on the same note
- We'll pay more attention to notes that have multiple votes, so think strategically
- We are not trying to get to one direction at this point in time



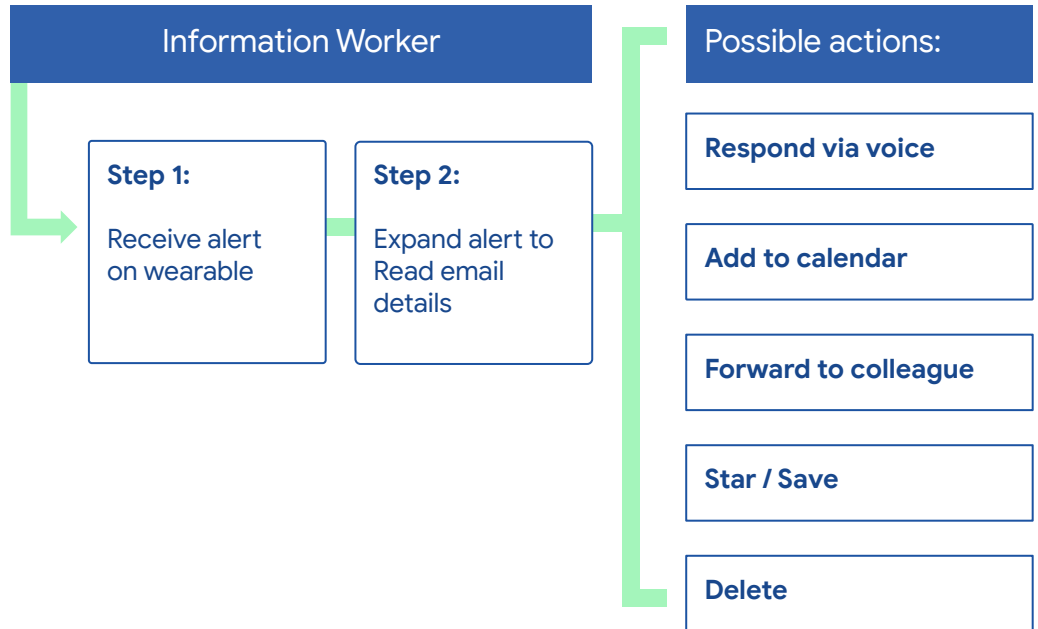
Give the group 10 min max



Specific User Journey

Start with the first step in their experience, then add each step until they have completed their task.

Include descriptions for each step, identify and highlight pain points as you go.



Set your goals and success metrics

Choose a target based on the HMW discussion

- What user or users will you focus on?
- What key moments or pain points do you want to sketch around to have the most impact?

Decide on your success metrics

- What does success look like?
- How will you measure it?
- Do you need any new measurement tools?

What is HEART?

The 5 categories of HEART. You might find it helpful to consider these five categories of metrics as you define your goals.

Happiness User attitudes, often collected by a survey.

Engagement Frequency, intensity or depth of interaction.

Adoption Gaining new users of a product or feature

Retention The rate at which existing users are returning.

Task-completion ... Efficiency, effectiveness and error rate.

Phase 3: Sketch

Comparable solution in a different problem space

Each sprinter should look for ideas outside of the current field, look at parallel industries for similar problems to draw inspiration.

Share out these examples.



3 minutes



Phase 3: Sketch

Boot Up

Take some time to collect your thoughts:

- review white boards
- review HMW's
- review goals

Write a list of ideas that you think are compelling and want to draw out.



10 minutes



Phase 3: Sketch

Crazy 8's

Fold your paper into 8 rectangles. Sketch 1 idea in each rectangle rather than a storyboard.

Go for quantity, don't worry about making these beautiful, these are just for yourself.

Try to get beyond your initial idea.

8 ideas in 8 min



8 minutes



Phase 3: Sketch

Share & Vote

Give each person 3 minutes to present their ideas. Then provide each person with 3 dots to vote on the sketches.



10 minutes



Phase 3: Sketch

Solution Sketch

- Each person selects their best idea
- Sketch it out showing multiple states of the ideas
- Include words to create a sketch that can communicate on its own
- Add a memorable title



10 minutes



Congrats on the first day!

How is everyone?



Hello again!

Welcome back to Day 2



Day 2 Schedule

09:30	Open with a Recap of Day 1	12:00	Lunch
09:40	Solution Sketch Assumptions and Sprint Questions	13:00	Start Prototyping
10:20	Decide what to Prototype Begin storyboarding Assign tasks	14:00	Write scripts Align mock flows to scripts
		17:00	End of Day Check-in

Phase 4: Decide

Review & Present

Hang the sketches up as if in a gallery or museum.

Then allow each person 3 minutes to present their solution sketch.



3 minutes per person



Assumptions & Sprint Questions

Directions

1. List all the assumptions that are underlying your concepts
2. What do you want to learn with the User Test?
3. List the questions that you want to answer
4. Prioritize if the list is long to the top 3 questions

Rumble or all-in-one

If you have more than one winning solution, involve the whole team in a short discussion about whether to do a Rumble or combine the winners into a single prototype.

It is possible one prototype will encapsulate the best ideas, but if not a Sprint is a great place to test out two competing ideas.

Phase 5: Prototype

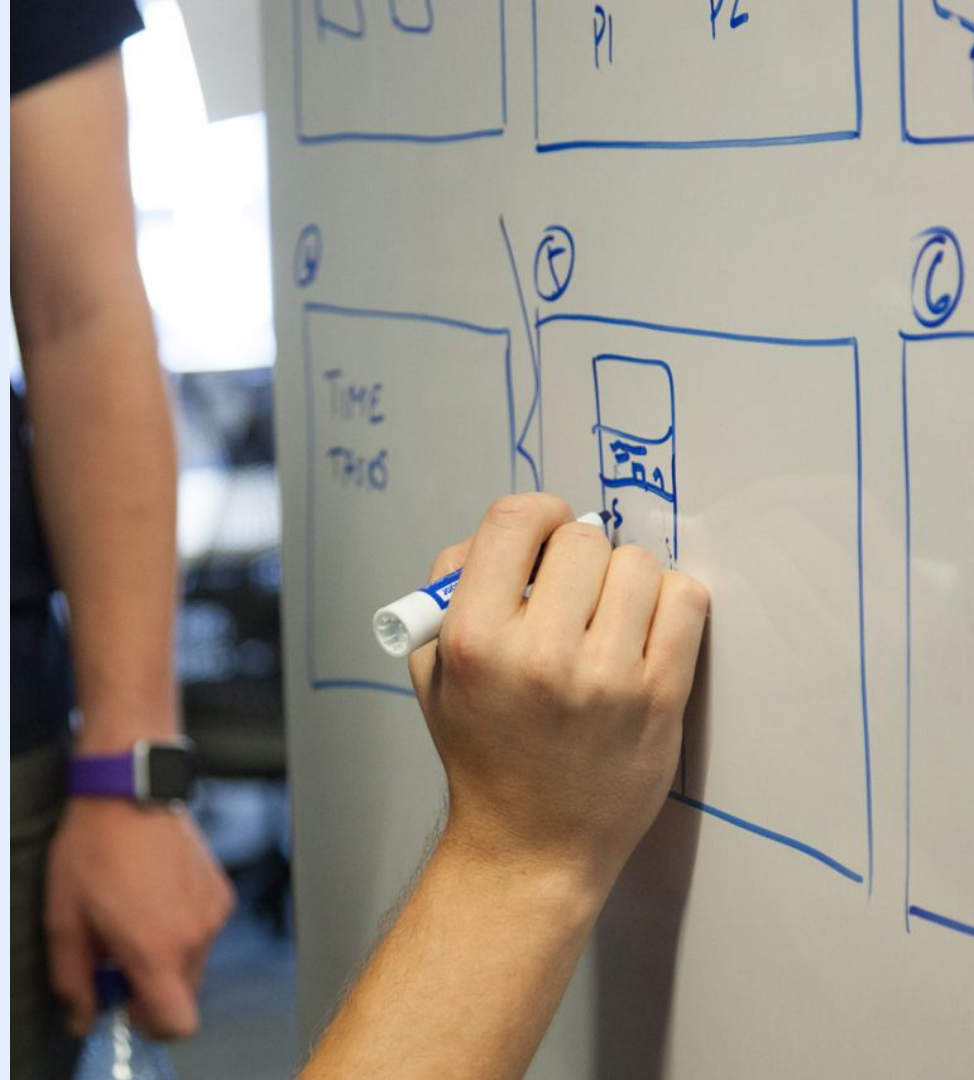
Storyboard

Creates a shared understanding of what you're building.

Maps out the exact pieces and flow you need, and everyone will be clear on what they will do.

You will take what you are going to create and boil it down to 4-5 key moments

- Start outside of the software
- Focus on emotions
- Enough fidelity to start building a prototype



Phase 5: Prototype

Prototype

Your Sprint is an attempt to identify the solution to a problem. Your prototype is a chance to see how good the ideas from your Decide phase are.

To do this you have to make it **real enough** that you can get a realistic response from a potential user when you're in the Validate phase.



Assign roles. Who's doing what?

Mocks

Name(s)

User Flows

Name(s)

Prototype

Name(s)

Presentation

Name(s)

Congrats on finishing the second day!

How is everyone?



Hello again!

Welcome back to Day 3



Day 3 Schedule

09:30	Finish Prototypes Review	14:00	User Participants Sessions 3 & 4
		14:45	Debrief
12:00	Lunch	15:00	User Participants Sessions 5 & 6
13:00	User Participant Sessions 1 & 2	15:45	Debrief
13:45	Debrief	16:00	Final Share out
		17:00	Congratulations!

Phase 5: Prototype

Prototype more

Today you should have:

- Storyboard complete
- Identified 5 key moments
- High-fidelity mocks for those moments
- Partially built quick prototypes



Phase 6: Validate

Usability Testing

- Validate the ideas that you have with the users that would be most likely to use your solution.
- Book a conference room or a usability lab in advance



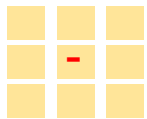



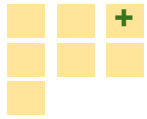
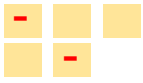





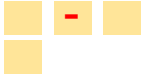
45 minute review



Whiteboard note-taking

	Gene	Rachel	Liz	Mike
Search for best flight itinerary				
Check airfare cap				
Book flight				

Whiteboard note-taking

	Gene	Rachel	Liz	Mike
Search for best flight itinerary				
Check airfare cap				
Book flight				

Reviews Recap

The Close of The Design Sprint





Congratulations on the final day!

How is everyone?