Design Sprints

Voice Action Sprint

3-Day Structure

Google
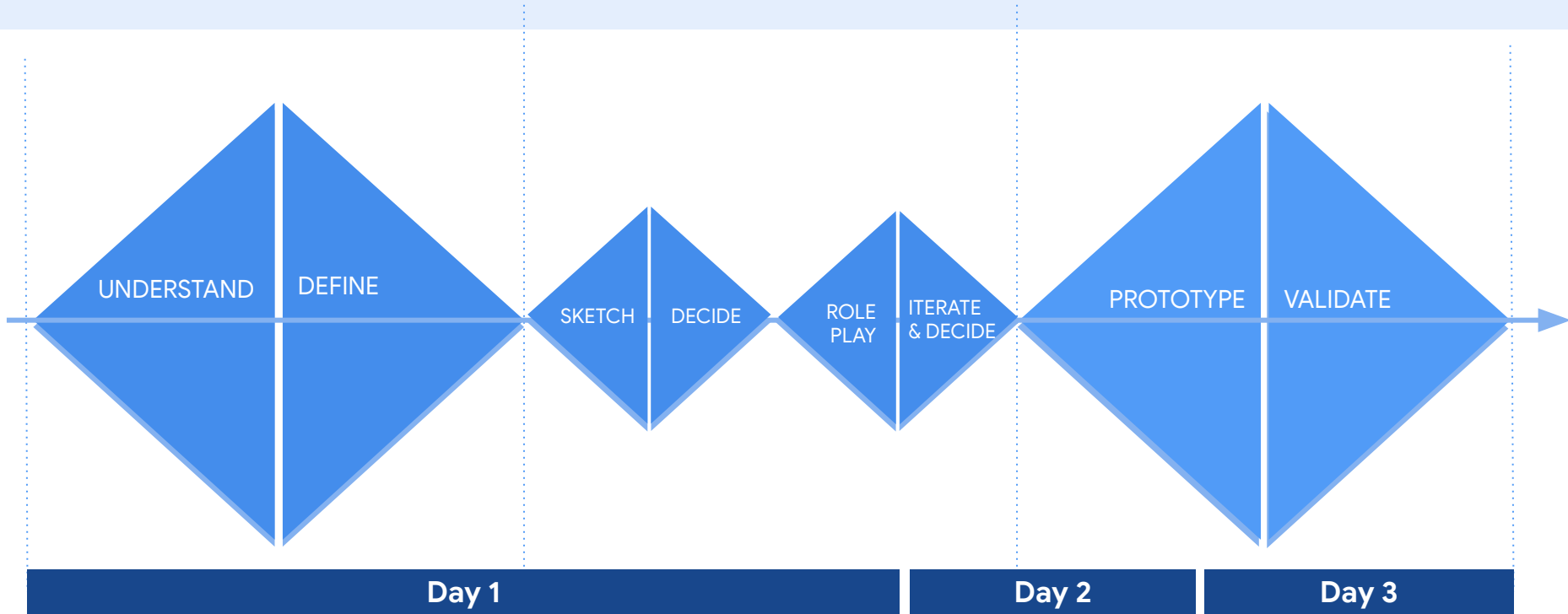
Day 1 Schedule

09:30	**Welcome & Introductions** Overview of sprint and rules, Ice Breaker, Meet the team, Introduce the Challenge
10:00	*Understand:* Lightning Talks
11:30	"How Might We's" & Affinity mapping
12:00	*Define:* User Value Matrix Brand Persona Definition
12:30	**Lunch**
13:15	Boot Up Note taking

13:20	*Sketch:* Crazy 8's, Sharing
14:00	Assumptions & Sprint Questions Voting to select a Use Case
14:40	Role Playing Round 01: Role Play & First Critique
15:30	**Break**
	Round 02: Role Playing & Dialog Documentation
16:30	Discuss Error Recovery Round 3: Create error recovery flows & Review
17:00	End of Day Reflections & Notes for Day 2

Introductions

Who is joining us this week
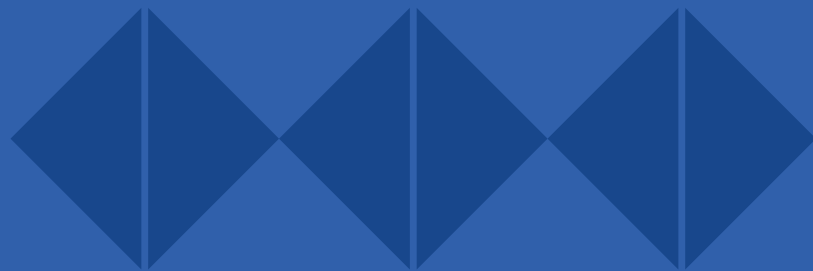
Hello!

Your Name

[Title]
[Product Area]
[Company]

Your Name

[Title]
[Product Area]
[Company]

Icebreaker

"Whatchamadrawits"
Introduce yourself through your drawing.
Please tell us your name, your role and how this drawing relates to your creative life.

5 minutes

True creativity comes from having 3 things:

• a wealth of knowledge
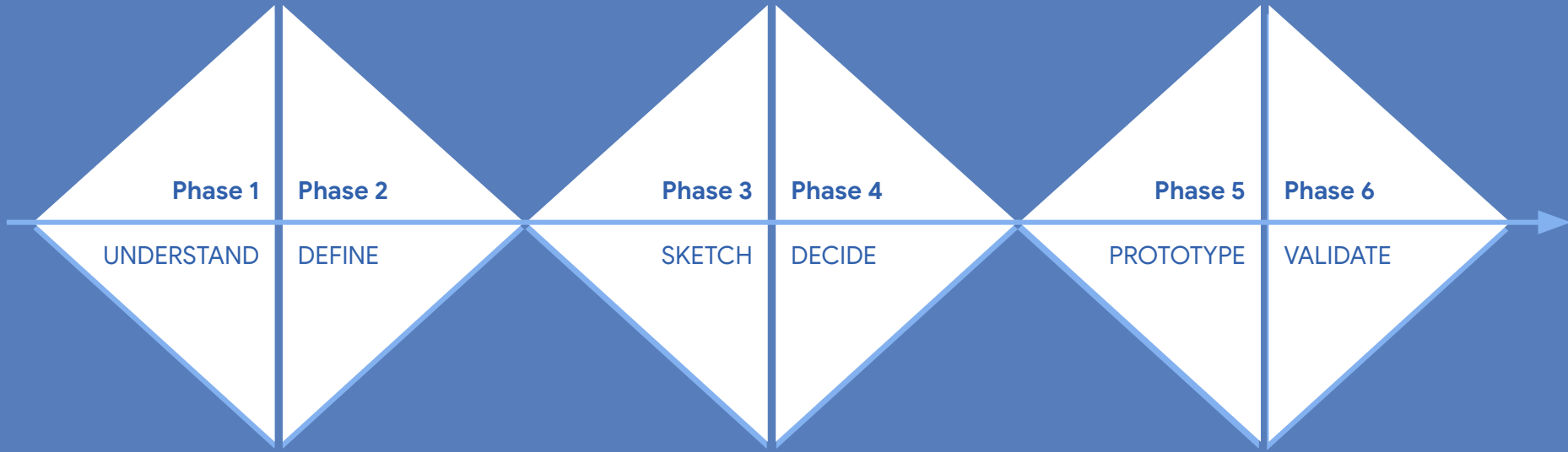• the passion for ideating
• the ability to filter out the bad ideas.*

*The Psychology of Discovery and Invention - Mihaly Csikzentmihalyi

Today we are going to follow a process that is designed to support all 3 of those things.

Overview of Design Sprints

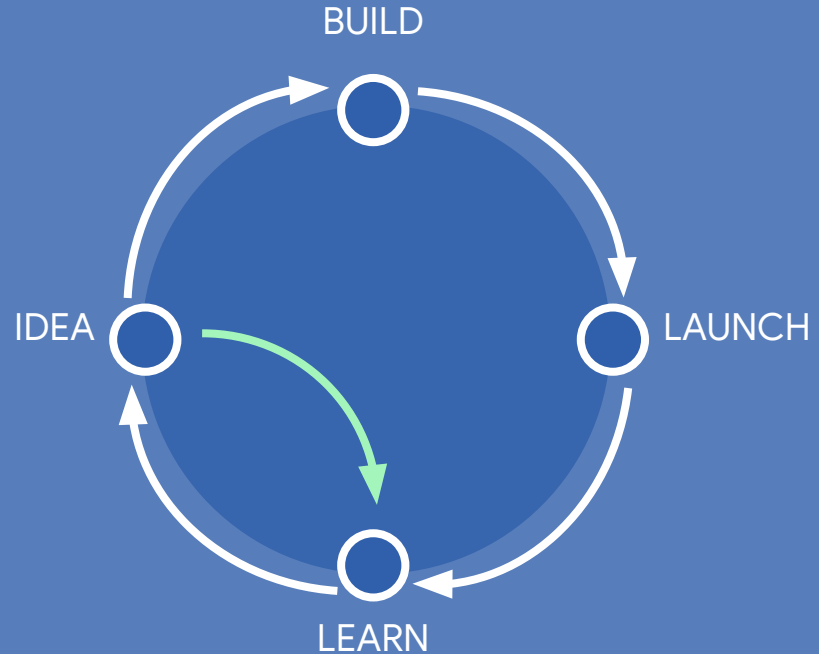# Framework to support divergent and convergent thinking

Phase 1 **Phase 2**

Phase 3 **Phase 4**

Phase 5 **Phase 6**

UNDERSTAND DEFINE

SKETCH DECIDE

PROTOTYPE VALIDATE

What is a Design Sprint?

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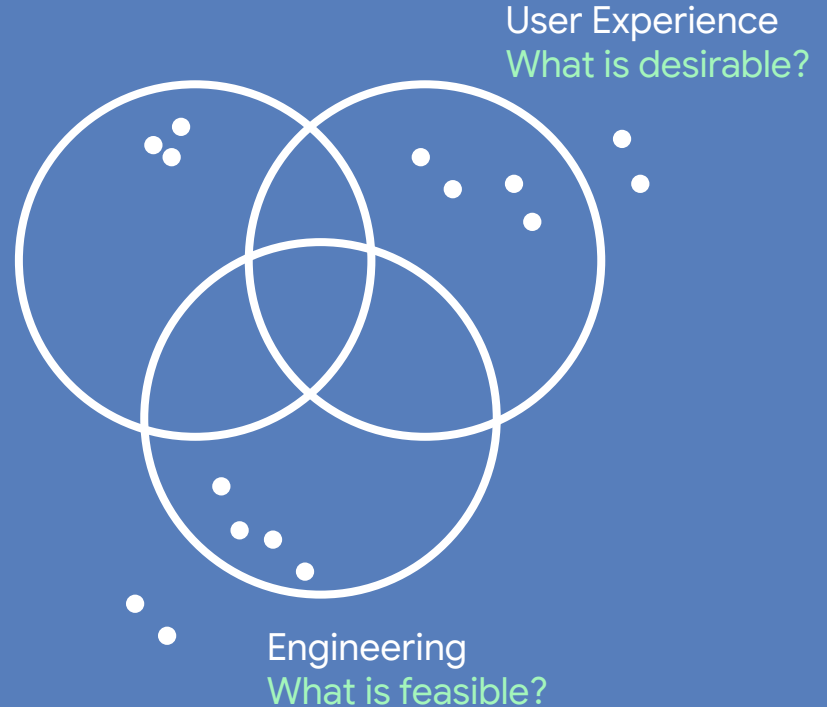
BUILD

IDEA

LAUNCH

LEARN

The 360 View

Design is not an individual sport. To that end, we leverage the sprints to include all points of view, and align around a new world together.

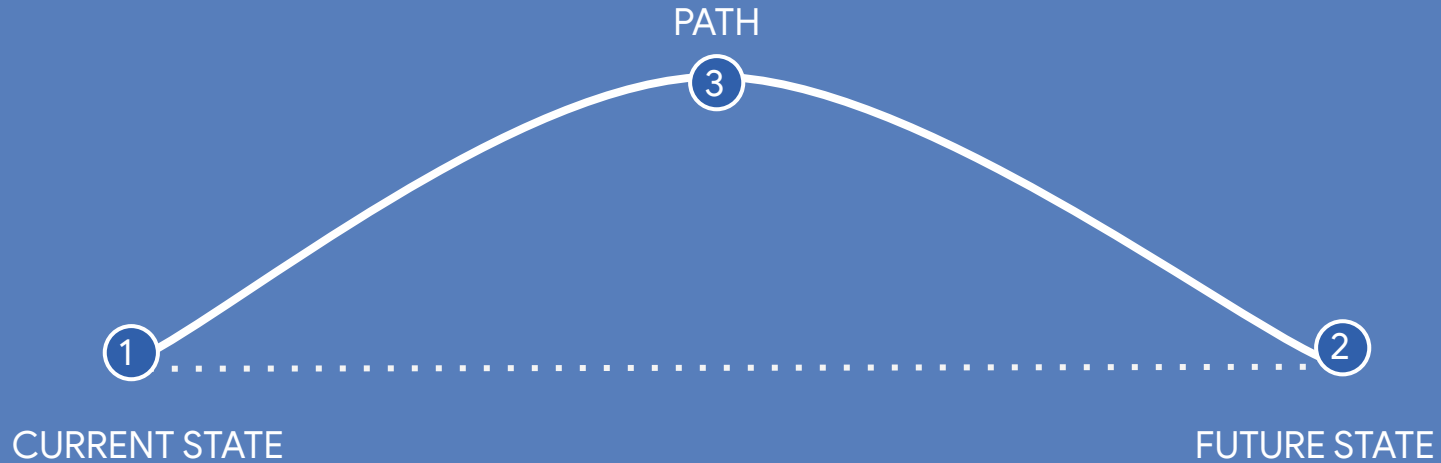User Experience
What is desirable?

PM & Marketing,
Sales, Strategy
What is profitable?

Engineering
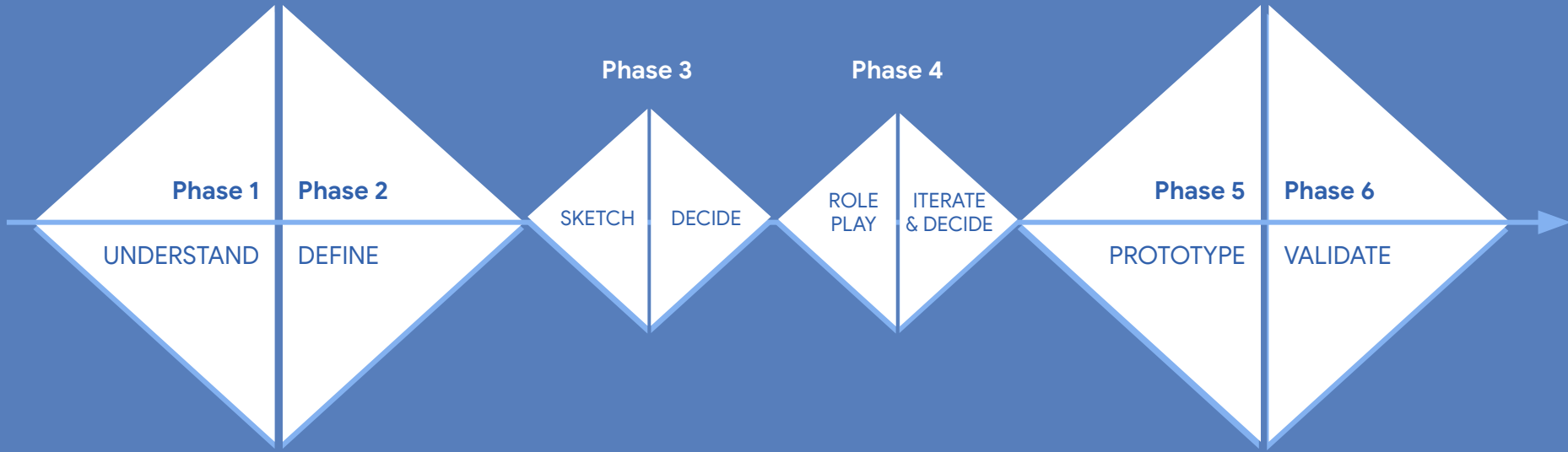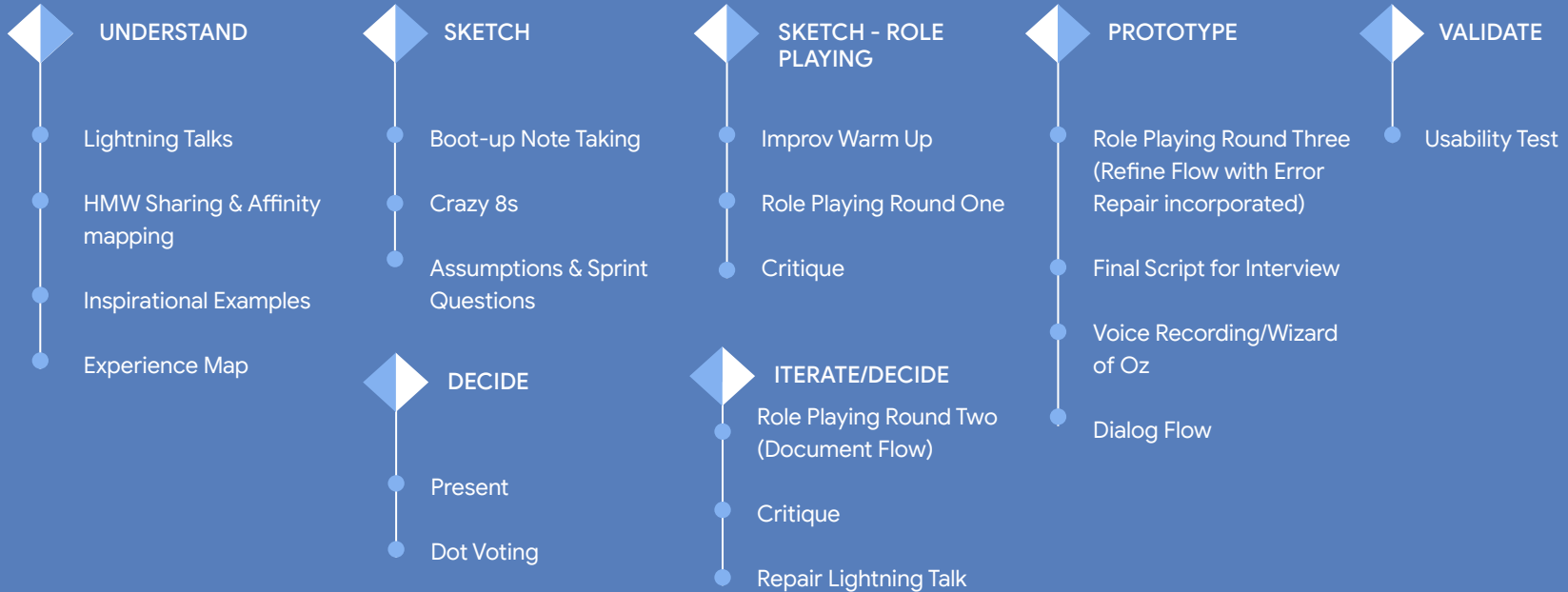What is feasible?

Paint The Future

At the core, sprints are about the future.
They help us create a SHARED sense of our
NOW, our VISION and PATH.

Overview of Design Sprints

Voice Action Sprint Structure

Phase 1 — UNDERSTAND
Phase 2 — DEFINE
Phase 3 — SKETCH | DECIDE
Phase 4 — ROLE PLAY | ITERATE & DECIDE
Phase 5 — PROTOTYPE
Phase 6 — VALIDATE

Voice Action Sprint Framework

UNDERSTAND

- Lightning Talks
- HMW Sharing & Affinity mapping
- Inspirational Examples
- Experience Map

SKETCH

- Boot-up Note Taking
- Crazy 8s
- Assumptions & Sprint Questions

DECIDE

- Present
- Dot Voting

SKETCH - ROLE PLAYING

- Improv Warm Up
- Role Playing Round One
- Critique

ITERATE/DECIDE

- Role Playing Round Two (Document Flow)
- Critique
- Repair Lightning Talk

PROTOTYPE

- Role Playing Round Three (Refine Flow with Error Repair incorporated)
- Final Script for Interview
- Voice Recording/Wizard of Oz
- Dialog Flow

VALIDATE

- Usability Test

Let's dive in

Why are we here today?

CHALLENGE STATEMENT:

Your Challenge Here
[Goal] + [User Type] + [Platform] + [Timeframe]

DELIVERABLES:

Your Deliverables here

Key things to focus on

1. Make the technical feel natural and human
2. Find ways to be proactive even though this is voice - Assistant has limited push options
3. Create a strong differentiator for this from other experiences

Understand

Let's explore the problem space.

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

Lightning Talks

Project vision/business goals

User research/user journey

Conversation Design Principles

Brand Persona Creation

Conversational Task Examples

Error Repair

🕐 10-20 minutes each
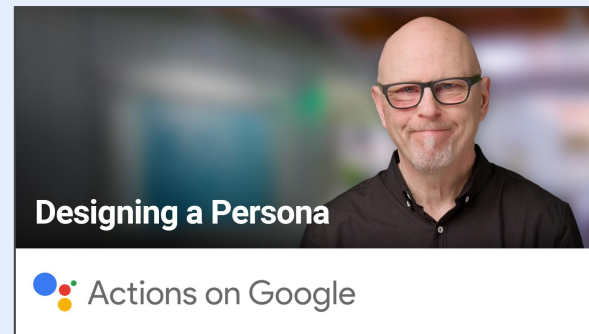
[Lightning Talk Title]
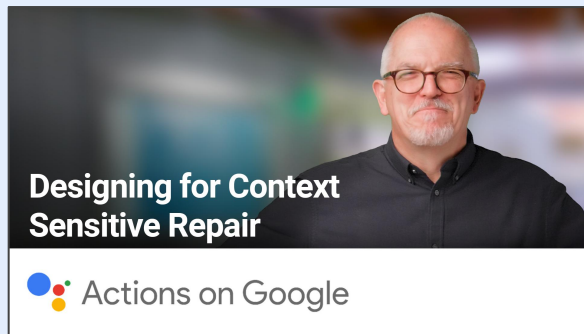
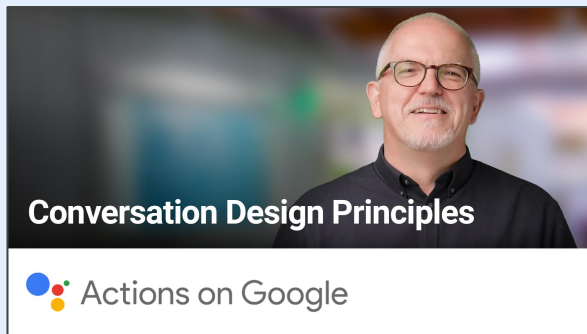[Lightning talk presenter]

You will need to curate and plan lightning talks personalized to your sprint.

The following slide (slide 25) has a link to some videos that provide lightning talks relevant to Conversation Design and creating Voice Actions.

Conversation Design Videos

https://www.youtube.com/playlist?list=PLOU2XLYxmsIJ1AJ_AAd3qptC1h6INtTFr

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**

Share & Affinity Map

Each team member places their stickies on the board - describing the idea while placing them. 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.

🕐 **3 minutes per person**

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
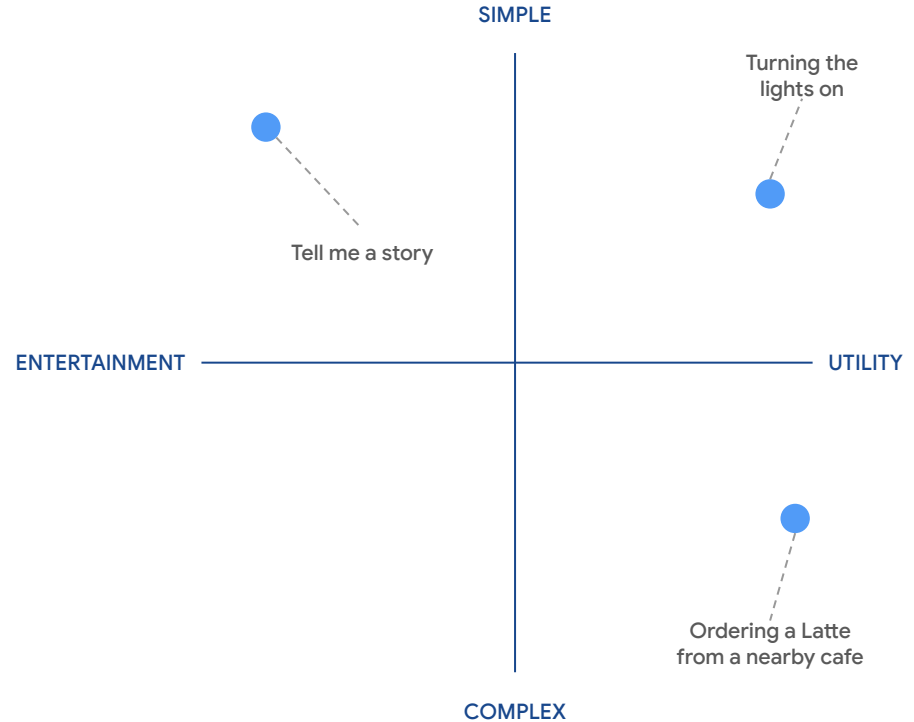
🕐 Give the group 10 min max

Share out to the larger group

Voted HMW's and focus areas

User Value Matrix

A User Value Matrix will help clarify and determine where the voice action fits in the user story

Brand Persona Definition

- Personas help you design and write your conversations.
- Before you can write a dialog, you have to have a clear picture of who is communicating.
- A good persona evokes a distinct tone and personality, and it's simple enough to keep top-of-mind when writing dialog.
- It should be easy to answer the question: "What would this persona say or do in this situation?"

Brand Persona Definition

Step one, fill in the following:

Brand name:	Attributes:	Tone of voice:
e.g. Betty Crocker	*Family friendly*	*Helpful*
	Established	*Wise*
	Quality	*Personal*
		Relaxed

Brand Persona Definition

Step two: Develop a mental picture of this person, how would you describe them ?

Age

Gender

Relationship to you

Education

Locale

Lunch!

We'll resume 1:15pm.

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.
Today we will take 10 min.

🕐 10 minutes

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

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

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.
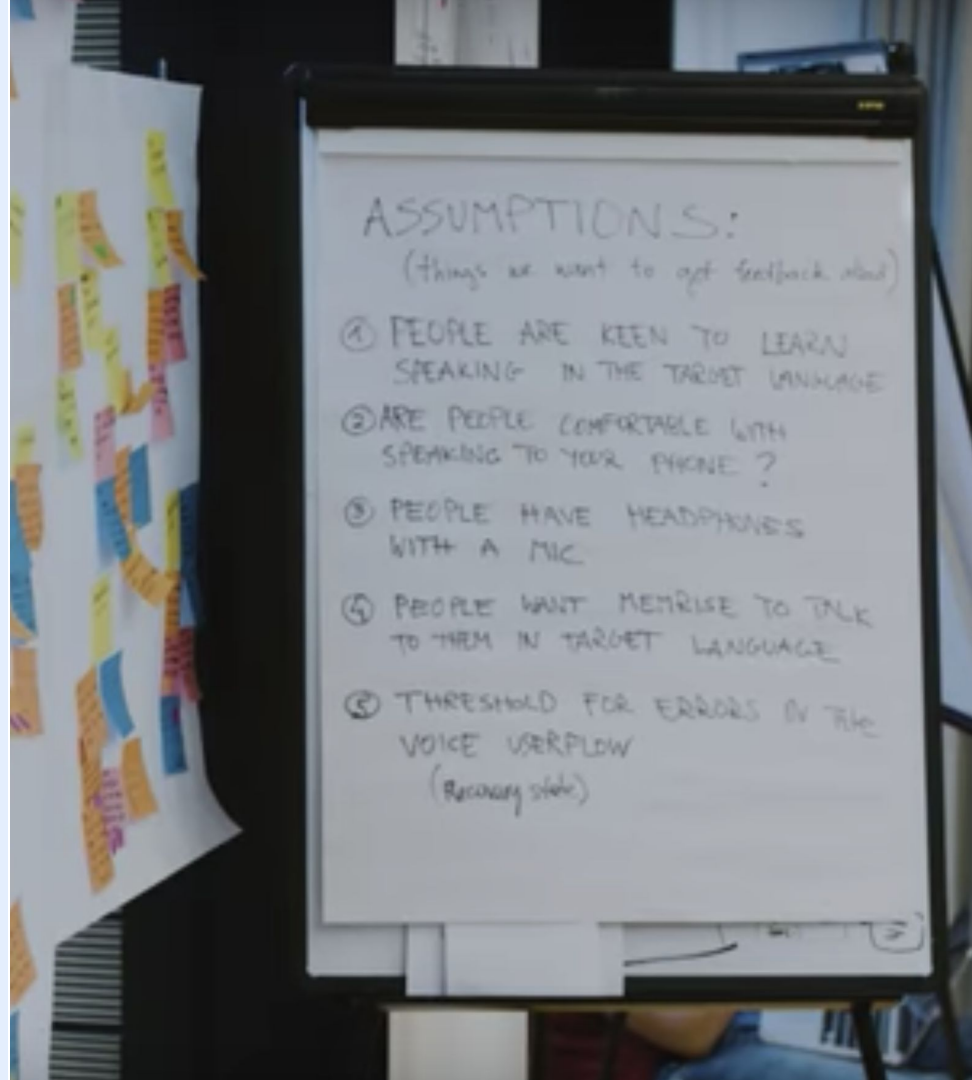
Assumptions & Sprint Questions

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

🕐 20 minutes

Role Playing

Role playing is a great way to sketch out some voice action ideas.
One person plays the role of the product, and another the role of the user.

We will be borrowing some improve guidelines as our rules of rehearsal:

1. Do it. Don't just say it
2. Use what you have
3. Play seriously
4. Extra special rule: "**Yes and...**"

Round 1 — Role Play

Have the conversation

1. Introduce your brand persona
2. Provide the user a clear path forward
3. Be natural and brief but add your persona
4. Ask easy questions - avoid information overload
5. Remember your prop!

🕐 30 minutes

Round 1 — Critique

Review as a team

1. Does the introduction work?
2. Is the brand persona clear?
3. Is it natural and realistic?
4. Is there a clear call-to-action at each turn?

🕐 10 minutes

Round 2 — Role Play & Capture

1. Iterate on what you did in round 1, but this time incorporate the team's critique
2. Act it out again
3. Capture it on post-its

🕐 30 minutes

Break!

Be back in 10 minutes!

Round 3 — Repair

In this round, we will be doing some contextual repair, where we consider what happens when the experience breaks.

1. Identify error repair situations
2. Define experience flow for recovery
3. Revise the flow to incorporate

🕐 75 minutes

Congrats on the first day!

How is everyone?

Hello again!

Welcome back to Day 2

Day 2 Schedule

09:30	Daily Inspiration & Recap of Day 1
9:40	Technical Limitations
10:00	Finalize Conversation Flows
10:30	Decide between Dialog Flow or Wizard of Oz
10:50	Begin Prototype User Test Script Writing

12:30	**Lunch**
13:30	Prototyping
17:00	Close of Day

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

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.

Phase 5: Prototype

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	Opening with Recap of Day 2 Finish Prototypes
11:00	User testing session 1
11:45	Debrief
12:00	**Lunch**
12:30	User testing session 2
13:15	Debrief
13:30	User testing session 3

14:15	Debrief
14:30	User Participant 4
15:15	Debrief
15:30	User Participant 5
16:15	Debrief
16:30	Final Share out
17:00	**Congratulations!**

Phase 5: Prototype

Prototype more

Today you should have:

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

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
[Task 1]				
[Task 2]				
[Task 3]				
[Task 4]				
[Task 5]				

Congratulations on the final day!

How is everyone?