

DESIGN SPRINT

SPRINT BRIEF

SPRINT CHALLENGE:

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What is the challenge that you want to solve in the sprint?

Here are 4 things that make a great challenge:

- *The challenge is something real that the team needs to deliver*
- *It's stated in a way that sounds inspiring - something to solve for*
- *It's clear and concise*
- *It includes a time frame (next quarter? 3 years from now?)*

Example: Redesign the future of self-driving cars as a service, focusing on two future milestones: 2014 and 2016.

DELIVERABLES:

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What do you want the team to create during the sprint? Example: user journey flows for X and Y. Vision video... Website prototype.

- *Aim for the highest quality deliverables possible. Digital polished work, videos, interactive prototypes.. win over sketches.*
- *List all platforms that we need to design for (web, mobile, tablet) / (physical product + website) / (environment)*

LOGISTICS:

Who:

When:

Where:

Sprint Master:

APPROVERS & RESOURCES:

Stakeholders:

Who needs to sign off on the project so it can launch? We want to include this person's view in the sprint so we can plan a path to launch that's fast and smooth.

WIP: Stakeholders

For short term sprints: Assignment development team, if any:

It's recommended that you start a design sprint by having assigned development resources to carry the work after the sprint. This is easier in the case of short-term focused sprints.

For long-term / vision sprints: Plan to secure resources:

Vision sprints take a long-term view of planning. In order to succeed, your team needs to have a plan of approvals for how to integrate the sprint within the organizational roadmap.

PROJECT TIMELINE:

1. Current state of the project

What's been created already? If this is a new project with no history, just say so. If this is a 4 year project with lots of history, summarize.

2. Roadblocks

What stands in your way?

3. Early wins, if any.

Has our team demonstrated any wins or learnings in your space already?

4. Estimated launch plan

When is the projected launch for the piece we are designing? What is this likely to be at launch - a website, campaign, service, physical product... Make sure to list that in the challenge statement as well.

SPRINT SCHEDULE - 3 Days

DAY 1

9:00	<i>Arrival and registration</i>
9:30	Welcome & Introductions Overview of Sprint and rules - (5 min) Ice Breaker/Meet the team (15 min) Introduce the Challenge - (3 min) Directions for HMW's - (2 min)
10:00	Understand: Lightning Talks Business Perspective - Voice of the User - User Journeys and Pain Points Design Evolution/Product Audit Competitive Landscape Technological Opportunities
11:30	HMW's and Affinity Mapping

12:30 Lunch

13:30 Review existing User Journey
Map out an improved journey
Success Metrics

14:30 Comparable Problem in Parallel Space

15:00 Boot up
Crazy 8's Sketching

16:00 Solution Sketch

17:00 End of day Team check-in

DAY 2

9:30 Open with a Daily Inspiration & Recap of Day 1
Present Solution Sketches
Assumptions & Sprint Questions
Vote and decide on what to Prototype

11:00 Begin Storyboarding

12:30 Lunch

13:30 Finish Storyboard

14:00 Assign tasks & Start Prototyping

17:00 End of Day Check in

DAY 3

9:30 Opening with Recap of Day 2
Finish Prototype
Prepare script for user sessions

12:15 Lunch

13:00 User testing session 1/2

13:45 Debrief

14:00 User testing session 3/4

14:45 Debrief

15:00 User testing session 4/5

16:00 Debrief & Share back to the team

17:00 End of Sprint!