



Improving Design Sprints with Data

Team 5

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Introducing Data to Design Sprints

After 10 years of Design Sprints, we recognise that modern products are data-driven.

Teams are also experiencing more Design Sprints that become incredibly more complex.

We have to get ahead of it.

Right now, Remote Design Sprints can function better than an in-person Sprint. For example, it's much quicker to setup interviews with users in a breakout room than the logistics involved where we would do this in-person.

This resource serves as a great starting point of best practices and suggestions to help you get started..



•relay

Introducing the 3 Problem Spaces for Data



1) How do you pre-select and prepare data before a Sprint?

Demystify data



Have someone dedicated to data in a complex sprint.

Data Analysts love to do something more interesting!

Assimilate Data before the sprint

Design the sprint for asynchronous work, digesting the data at any time

Myth busting

With Stakeholders, ask the question: "What's your hypotheses?"

2) How do you present data so people can work with it?

Make data physical



To be useful, you need to understand what type of data it is

Data Driven

You know the answer you are seeking and it can be answered by data.

Data Informed

Data is one of many inputs + instinct + gut

Data Aware

Acknowledging data and design. Large perspective

Synchronous / Asynchronous Activity

The more complex data are, the more you need to make people to engage with data: Before, during and after the sprint.

Polls & Votes

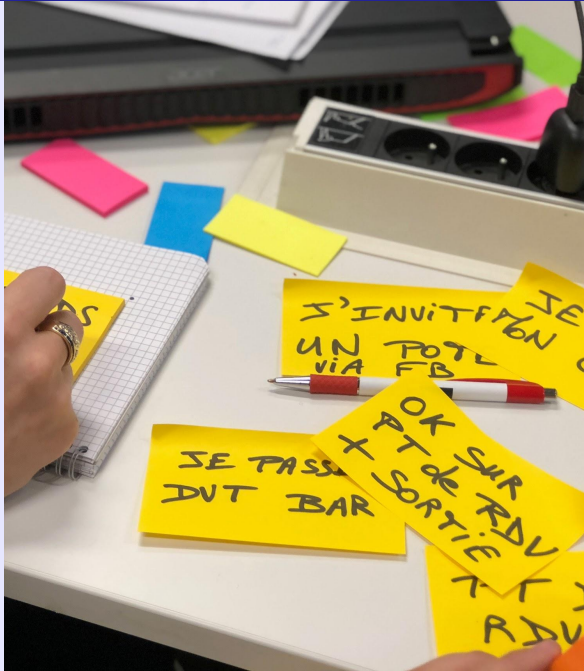
- What do you want to get out of this session ? *Jeopardy*
- Selecting your favourite 3 or creating hypothesis off the data, or a 1 to 1 discussion.

Use Visual Artefacts

- Flash cards
- Museum journeys
- Recordings facing data insights

3) How do you manage data that emerges from the Sprint?

Prioritize & Follow up



Sprint exercises, like affinity mapping, will generate a lot of useful data. Be mindful to:

Don't let this data die in the sprint

Create concrete plans to follow-up

Set expectations with stakeholders

Decide which data will be used going forward, and how

Use criteria to assess and prioritize sprint data:

- Leverage known frameworks (e.g., effort & impact)
- Let people come up their own frameworks as a sprint exercise

Fun ideas to try

For Ingesting Data

- **Gamify the experience** of understanding data – collect badges for learning certain insights
- **Insights museum** – use physical space or breakout rooms to create “insight exhibits”, sprinters visit each exhibit and ask questions

General Understanding/Synthesizing Data

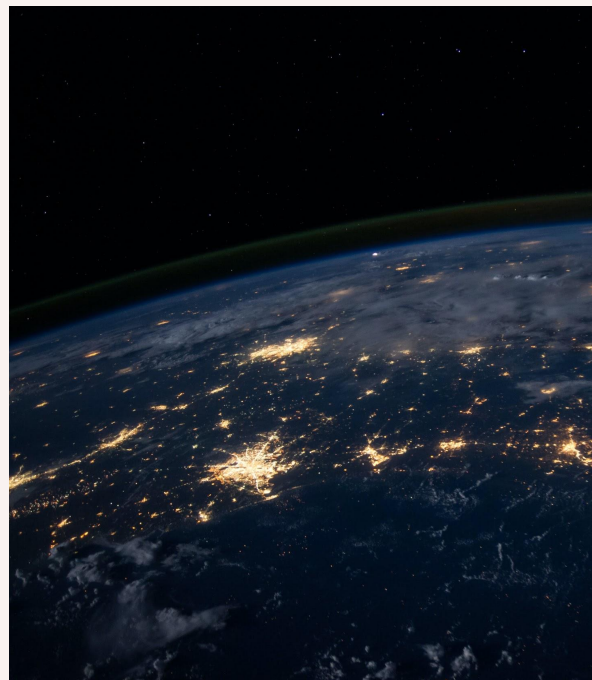
- **Rock, paper, scissors** primes people to let go of ideas and support others
- **Startup energizer:** pitch a startup idea based on paris of random works



Turbo charge your sprint

Hire A Data Analyst

- They can help **prepare data for the sprint**, generating unique insights
- They can **participate in the sprint** - presenting insights or doing ad-hoc analyses for ideas that come up
- They can do **fast-follow analyses** for key ideas from the sprint



Tools to improve Design Sprints with Data

Google Trends

Access to a largely unfiltered sample of actual search requests made to Google. It's anonymized (no one is personally identified), categorized (determining the topic for a search query) and aggregated (grouped together).

<https://trends.google.com/trends/>

Google Consumer Surveys

Survey real people. Get real answers. Hear directly from the types of audiences you care about and make smarter, faster business decisions.

<https://surveys.withgoogle.com/>

Answer The Public

Answer The Public is a keyword tool that visualizes search questions and suggested autocomplete searches in an image called a search cloud.

<https://answerthepublic.com/>

