

Design Sprint 2.0



Step-by-step process for **solving big problems and testing new ideas in just 4 days**. Design Sprint 2.0 is simply the most up-to-date, semi-official version of the Sprint.

One of the biggest differences between the original Design Sprint and the Design Sprint 2.0 is that 2.0 is optimized to work not just in startups, but also in large organizations that don't necessarily have time to commit an entire week to the full process.

- It takes four days instead of five.
- You only need the full Sprint team for two days instead of five

Design Sprint 2.0 - Day 1 - Map & Sketch

On Monday morning, you'll kick off your sprint by sharing knowledge, understanding the problem, and choosing a target for the week's efforts. In the afternoon you will seek inspiration and start producing / sketching potential solutions.

■ present information
 ■ group discussion
 ■ decision making
 ■ individual note & vote
 ■ break
 ■ create

TIME	NAME	DESCRIPTION
10:00 10m	Introduce the Design Sprint 2.0	Step by Step Process for solving big problems and testing new ideas in just 4 days. You only need the full team on Monday and Tuesday.
DEFINE THE CHALLENGE		
10:10 30m	Expert interviews & "How Might We...?" notes	Interview the people that are experts in some parts of the problem in order to bring all team members on the same page.
10:40 15m	Organize HMW notes	Get team members to read all the HMWs by asking them to categorize all the HMW post-it notes.
10:55 15m	Vote on HMWs	Look at the 'How Might We' questions and get people to vote to select the HMWs with the biggest potential.
11:10 15m	Long term goals	Come up with long-term goals and select the main goal that the sprint will focus on. <i>(In 2 years time, if everything worked out perfectly, what would the best case scenario)</i> Instead of a lengthy group conversation, you will use a note-and-vote exercise.
11:25 15m	Coffee Break	
11:40 30m	List sprint questions	Come up with the main question of the sprint with a note-and-vote exercise. This time think about what are the biggest challenges in trying to reach the long-term goal, and turn them into solution-oriented questions.
12:10 45m	Map	Draft a high-level map that shows the main touchpoints where your customers, discover and use your product/service. Note that the map you will create does not need to be very detailed, it is only there to help you pick a scope for the sprint (an area of the product/customer journey to focus on)
12:55 1h 00m	Lunch Break	
PRODUCE SOLUTIONS		
13:55 1h 00m	Lightning Demos	This is a short exercise to inspire your team with products or services that they think they can use as inspiration for their concepts in the next phases of the sprints.
14:55 15m	Coffee Break	
15:10 1h 30m	4 Step Sketch	Consists of 4 steps: <ul style="list-style-type: none"> • Notes • Ideas • Crazy 8-s • Solution sketch

16:40

TOTAL LENGTH: 6h 40m

MATERIALS

- Post-it notes** x 4 in Expert interviews & "How Might We...?" notes | Organize HMW notes | Long term goals | List sprint questions
- markers/sharpies** in Expert interviews & "How Might We...?" notes
- Voting dots** x 3 in Vote on HMWs | Long term goals | List sprint questions
- Markers/sharpied** in Long term goals
- laptop & internet** in Lightning Demos
- post-its** in Lightning Demos
- markers** in Lightning Demos
- Clipboards** in 4 Step Sketch
- A4 paper** in 4 Step Sketch
- Markers/sharpies** in 4 Step Sketch

Design Sprint 2.0 - Day 1 - Map & Sketch - block details

10:00
10m

Introduce the Design Sprint 2.0

Step by Step Process for solving big problems and testing new ideas in just 4 days.

You only need the full team on Monday and Tuesday.

ADDITIONAL INFORMATION

Design Sprint 2.0 is the most up-to-date, semi-official version of the Sprint, as of May 2018, developed further from the original Design Sprint framework by AJ&Smart and Jake Knapp.

One of the biggest differences between the original Design Sprint and the Design Sprint 2.0 is that 2.0 is optimized to work not just in startups, but also in large organizations that don't necessarily have time to commit an entire week to the full process.

INSTRUCTIONS

See the full [introduction of Design Sprint 2.0 by AJ&Smart](#)

Before the Design Sprint starts, as a facilitator, you need everything to be in place before you kick off the sprint on Monday

- **Define the roles** for everyone in your core team (facilitator, decider, prototyper/maker). It must be clear to everyone what their role is and what's expected of them
- **Define the challenge**, you must be able to clearly and easily communicate what problem you are trying to solve in your sprint
- **Select your sprinters**, try and have as broad a cross-section of your business as possible, good ideas come from everywhere.
- **Find the experts**: you need to make sure that the 3 to 5 subject matter experts will be available for the Expert interviews - who can provide your sprinters with the insights they need to understand the challenge.
- **Pick your prototyper**, make sure you have the right person for your prototype, be it wireframes or interactive.
- **Find your testers**, recruit your end user testing candidates, make sure they are a good representation of real users from the real world.
- **Book your location and gather your supplies**, find a room with plenty of wall space for notes and sketches and bring all the usual supplies for creativity and sketching.

DEFINE THE CHALLENGE

10:10
30m

Expert interviews & "How Might We...?" notes

Interview the people that are experts in some parts of the problem in order to bring all team members on the same page.

ADDITIONAL INFORMATION

1. Everybody on the team is sitting around a table and gets markers/sharpiers and a stack of post-it notes.
2. Get people **writing HMW** (How Might We) written in the top left corner of the post-its
3. Ask them that when they hear something interesting or challenging during the expert interviews, **convert it into a question**, starting with "**How Might We ... ?**" and note it down
4. Moderate a round of conversation by interviewing the experts about the problem they want to solve (see leading questions at Instructions)

GOALS

Get everyone on the same page

INSTRUCTIONS

Turning the problems / challenges into positive *How might we* questions changes the perspective of looking at a problem to looking at an opportunity.

Expert interview questions: (Ask the team to answer and discuss the following questions)

1. What is the product/service? What does it do? Who uses the product?
2. What is the problem your product/service is trying to solve?
3. Who is using the product/service currently and who would we like to use the product/service?
4. If everything was on track, what would the product/service look like in two years time? What would be the ideal situation?

MATERIALS

- Post-it notes
- markers/sharpiers

Usually, you start the conversation/interview with the Decider

Individually noting down **How might we** will help to keep everyone engaged and actively listening. As a result, each person will end up with a little stack of notes.

20 minutes is a strict timing, but it's important to have a healthy time pressure for the team. If you see that the whole team really wants to continue further the questions, you may add an extra 10 minutes. Make sure not have the whole Expert Interview process longer than 30 minutes.

10:40
15m

Organize HMW notes

Get team members to read all the HMWs by asking them to categorise all the HMW post-it notes.

ADDITIONAL INFORMATION

After the expert interviews are concluded, ask people to **put their HMW post-its on the wall**.

When all the HMWs are up on the board, ask the whole team to read through the HMWs and **come up with categories to organise** them.

GOALS

Get people to read all the HMW-s.

INSTRUCTIONS

Ask the team members to come up with different categories and sort the notes into them. As the moderator, you may help to facilitate the categorisation, if needed.

Use a different colour of post-its for the category names.

Note: The categories actually won't be used further, the key is to get people to read all the HMWs.

MATERIALS

- Post-it notes

10:55
15m

Vote on HMWs

Look at the 'How Might We' questions and get people to vote to select the HMWs with the biggest potential.

ADDITIONAL INFORMATION

1. **Distribute** red sticky dots to each participants, and give more dots to the Decider.
2. Get people to **vote** which HMWs are the most important.
3. **Create a voting tree**: Take all the HMWs that have been voted up (with at least 2-3 votes), and put them in an order of importance. The more votes an HMW has, the higher it is placed on the tree.

GOALS

Get the focus clear for everyone in the team.

INSTRUCTIONS

Give everyone in your team 2 red dots, and give the Decider 4 red dots.

(You may adjust the number of dots based on the size of your sprint team. E.g. with a really small sprint team, you might give 3 dots to everyone and 5 dots to the Decider)

10 minutes should be sufficient, it is important that people have time to look through all the HMWs.

MATERIALS

- Voting dots

11:10
15m

Long term goals

Come up with long-term goals and select the main goal that the sprint will focus on. (*In 2 years time, if everything worked out perfectly, what would the best case scenario*)

Instead of a lengthy group conversation, you will use a note-and-vote exercise.

MATERIALS

- Post-it notes
- Markers/sharpened
- Voting dots

ADDITIONAL INFORMATION

1. Everyone gets post it-s and **writes down what they think the long-term goal should be**. Take **up to 5 minutes** for this, individually, in silence. (1 goal per person)

2. Put the post-its on the wall and get each team members to **read aloud** what their goal is.
3. Give **one voting dot per person**. Let the Decider stay out of the first voting round, and everyone else adding their red sticky dot to the long-term goal they find most important.
4. After everyone voted, tell the **Decider** to use this information to **decide what the long-term goal should be** and pick the one long-term goal to be pursued.

INSTRUCTIONS

Tip: When distributing the post-it notes, it is useful to get everyone to write on the top area of her post it: "In two years time..." and then give up to 5 minutes to come up with the goal they want to have achieved.

11:25
15m **Coffee Break**

11:40
30m **List sprint questions**

Come up with the main question of the sprint with a note-and-vote exercise.

This time think about what are the biggest challenges in trying to reach the long-term goal, and turn them into solution-oriented questions.

ADDITIONAL INFORMATION

1. Everyone gets post-it notes and individually thinks about what the **biggest challenges** will be in achieving the goal. Turn these challenges into "**Can we...?**" questions. **Note down 2-3 questions** per member. (1 goal per person)
2. Put the post-its on the wall and get each team member to **read aloud** what their questions are.
3. Give **three voting dot per person**, including the Decider. Everyone puts their red sticky dots on the three questions they find most important. Give 5-7 minutes.
4. After everyone voted, ask the **Decider** to **choose one sprint question** that is going to be the ultimate sprint question.

As an end result, you will have both the long-term goal, and the top 3 sprint question written on a board, with the question selected by the Decider on the top.

INSTRUCTIONS

In this exercise, you will put on your pessimistic (or realistic) hat and think about what are the biggest challenges going to be in trying to reach our long-term goal:

- What could stop us from getting there?
- What could be huge hurdles or challenges?

At the end of this exercise, when you identified the 3 most important questions, including the ultimate question that the Decider picked, make sure to record them on a flipchart or whiteboard along with the long-term goal, so these can be visible to the team throughout the whole design sprint.

12:10
45m **Map**

Draft a high-level map that shows the main touchpoints where your customers, discover and use your product/service.

Note that the map you will create does not need to be very detailed, it is only there to help you pick a scope for the sprint (an area of the product/customer journey to focus on)

ADDITIONAL INFORMATION

1. Draw up the **map template** to get started: Write down the top level categories as columns, such as Discovery - Learning - Using - Goal. Add your actor(s) on the left-hand side, and your Goal in the right side.
2. **Facilitate a discussion** to fill in the map
3. Take the **top-voted HMWs** and **put them on the part of the map where they belong to**. This will give you the part of the process that you will **focus** on during the rest of the sprint, which should be confirmed by the Decider.

INSTRUCTIONS

As you draw the map already after you have the Long-term goals and the Sprint questions, you will have an idea of where the map will end.

The point is not to have a very detailed map, but to have the main touchpoints presented on the map so the team can oversee the journey of the customer.

The map should be as simple as possible and you shouldn't spend more time to make the map perfect

MATERIALS

- Post-it notes
- Voting dots

You may choose the type and structure of the map you prefer. In this example (inspired by [AJ&Smart](#))

Discovery - Learning - Using - Goal

- Discovery
 - How does the customer discover what we want to show to him? (e.g.
- Learn
 - How does the customer learn about our solution? (Studies the website)
- Using
 - How do they use our service/product?
- Goal
 - Fill it with the goal we are aiming at (from the Long-Term Goal phrased earlier.)

You may find further explanation and examples of this mapping on the [YouTube channel of AJ&Smart](#)

Tip: it's highly useful, if before starting the Sprint, you already have a solid idea of what the map will look like. This will help a lot to avoid endless discussion and going in circles during the actual mapping.

12:55
1h 00m **Lunch Break**

PRODUCE SOLUTIONS

13:55
1h 00m **Lightning Demos**

This is a short exercise to inspire your team with products or services that they think they can use as inspiration for their concepts in the next phases of the sprints.

MATERIALS

- laptop & internet
- post-its
- markers

ADDITIONAL INFORMATION

1. Give 25 minutes for team members to do a round of **research individually**. Tell each team member to write the big idea from the example on a post-it note. The result should be 3 examples of products or services that each member thinks the team could use as **inspiration** for their concepts in the next phase. Write each idea on a post-it note.
2. After the research round, ask everyone to **present their ideas** one-by-one, and put up the post-it notes on the wall. Before starting the demos, assign one person from the team to take notes (or sketching) on the whiteboard about the key points of each idea.
3. In the exercise, you do actually show the demos. That way you can show instead of just telling your example.

GOALS

Inspiring

INSTRUCTIONS

Tips & Notes:

- When searching for inspiration, you don't have to stay in your own industry. Feel free to borrow inspiration from entirely different businesses.
- Members may also show the team their own ideas (e.g. if they have something they have been working on previously)
- The note-taking on the whiteboard can be done either sketching (if you have someone volunteering from the team who knows how to draw, or a co-facilitator who can draw), or take notes in word form.
- The demos are purely for inspiration, and will not be voted upon

14:55
15m **Coffee Break**

Consists of 4 steps:

- Notes
- Ideas
- Crazy 8-s
- Solution sketch

MATERIALS

- Clipboards
- A4 paper
- Markers/sharpies

ADDITIONAL INFORMATION

Notes:

- Everyone takes a clipboard, A4 papers and a pen. Give 20 minutes to walk around the room, look at everything stuck up on the walls and **just copy down everything**. (HMWs, Long-term goals, sprint questions, etc.)

Ideas:

- Get people to look at the notes they took and ask them to turn things into a little more tangible form by **drawing sketches from their notes**. Give another 20 minutes for this.

Crazy 8's:

- Take an idea from the previous sketches and make some iterations by **drawing that idea 8 different times**. (Use a sheet of paper divided into 8 squares.) Spend 1 minute within each square of the page while trying to draw your idea in new ways each time.
- Warn the team members after each minute passing. Upon this warning, they need to move to the next square, regardless if they are finished or not.

Solution Sketch:

- Give participants **40 minutes to sketch the concept** of the potential solution they have in mind. They need to create something completely self-explanatory individually, as they won't have a chance to explain their concept when it will be presented next day.
- The concepts created here will only be shared the next morning, so to them up now facing the wall.

INSTRUCTIONS

Tips for each step

NOTES :

The main purpose is to get used to writing and marking things down and to take everything into the short-term memory.

Collect everything that is around you on the wall and sketch things down. Don't try to make anything new just copy the things down.

A way to start this: Have everyone write down the long-term goal and the questions.

IDEAS

The sketches people draw from their notes don't need to be beautiful, just needs to be a start. The purpose is that this sketching will help them to move toward the final sketching.

CRAZY 8's

An easy way to divide up your sheet of paper to 8 squares is to fold the paper 3 times.

You may take any idea from your previous notes and sketches that you want to iterate on.

By default, people should sketch 1 idea 8 different ways, but if they're really stuck, they can move onto another idea they have! This is a nice way to take off the pressure a bit.

Usually, one of the ideas from the eight will be good enough to move forward with for the Solution Sketch.

Encourage team members to just try to get something down on the page every 60 seconds. Just keep moving, keep sketching.

The piece of paper they create is theirs, no need to show it to anyone. This purpose is to have something to start with for your solution sketch

SOLUTION SKETCH

The sketch typically spreads over several sheets of paper taped together and augmented with some post-it notes and further explanation written on the sketches.

Tips to brief participants about the sketching:

- It is not a drawing competition, ugly is okay. Just the idea should be clear
- Words are important! Make sure to have clear explanation aside your sketch
- Give it a nickname (the concepts will be anonymous, so other people can easily point to each concept)
- Focus only on one idea (make sure the participants don't get stuck trying to create a giant solution)

Design Sprint 2.0 - Day 2 - Decide & Storyboard



■ present information ■ decision making ■ break ■ individual note & vote ■ create

TIME	NAME	DESCRIPTION
DECIDE - Vote on Solutions		
10:00 10m	Introduction to Day 2	Tuesday morning is spent on deciding what to prototype and the afternoon is about creating a storyboard to guide the prototyping.
10:10 5m	The Art Museum	Reveal the concepts (drawn yesterday) to the team.
10:15 20m	Heat Map Vote	Highlight the most interesting ideas on the Solution Sketches by the team creating a Heat Map
10:35 1h 00m	Speed Critique	The design sprint master presents the Solutions to the team.
11:35 15m	Coffee Break	
11:50 30m	Straw Poll Vote	Everyone on the team should pick one concept that they believe they should prototype, except the Decider.
12:20 10m	Supervote	It involves no one other than the Decider.
12:30 1h 00m	LUNCH BREAK	
THE STORYBOARD		
13:30 30m	User Test Flow	You will use a storyboard to go from the winning concept to your prototype. To speed up the process, everyone writes up a barebones version of their own storyboard (User Test Flow) and then the team votes on which version should be storyboarded and prototyped. Even though it's an extra step, it speeds up the storyboarding process by a million miles and eliminates the "designing by committee" aspect of it.
14:00 1h 30m	Storyboarding	After this initial user flow creation is over, continue with creating the detailed storyboard.
15:30		

TOTAL LENGTH: 5h 30m

MATERIALS

- Voting dots (red) in Heat Map Vote
- Post-it notes x 3 in Speed Critique | Straw Poll Vote | User Test Flow
- Voting dots (green) x 2 in Straw Poll Vote | Supervote
- Markers/sharpies in User Test Flow
- Whiteboard x 2 in User Test Flow | Storyboarding
- Timer to show remaining time in User Test Flow
- Optional: playlist of focus musing in User Test Flow

Design Sprint 2.0 - Day 2 - Decide & Storyboard - block details

DECIDE - Vote on Solutions

10:00 10m Introduction to Day 2

Tuesday morning is spent on deciding what to prototype and the afternoon is about creating a storyboard to guide the prototyping.

ADDITIONAL INFORMATION

By the end of Tuesday, all of the decision-making is done, and your experts can retire and pick up their day jobs again. You've got a clear direction and can move on to prototyping and testing what they asked you to.

10:10 5m The Art Museum

Reveal the concepts (drawn yesterday) to the team.

ADDITIONAL INFORMATION

1. The **Solution Sketches** from yesterday are taped towards to wall. **Turn them around so people can walk around and check them out.**

INSTRUCTIONS

Tip: When turning around the concepts to make them visible to the team, make sure to space them out in the room so people can walk around and observe them easily.

10:15 20m Heat Map Vote

Highlight the most interesting ideas on the Solution Sketches by the team creating a Heat Map

ADDITIONAL INFORMATION

1. Give a sheet of red dots to everyone. Ask people to go around the room, read the concepts, and **every time they see something they find interesting, put red dots on that idea.**

INSTRUCTIONS

Tips:

- Encourage people to use many dots as they want
 - People are usually quite conservative using their dots. You may start yourself to walk around, and put multiple dots on some of the ideas you like yourself.
- Encourage people not to discuss questions. If a question comes up, they should just write it down on a post-it and place the question right under the concept
- Place nice music in the background. ([Example playlist from AJ&Smart](#))

MATERIALS

- Voting dots (red)

10:35 1h 00m Speed Critique

The design sprint master presents the Solutions to the team.

ADDITIONAL INFORMATION

- Gather the team, walk around, and as a **facilitator**, you **summarise each concept** to the team. Be concise and put focus to the ideas where the team indicated their interest by putting red dots.
- Appoint **one person from the team to take notes** about the big ideas from each concept. (It will lead to usually 3-4 post-it notes from each concept).

MATERIALS

- Post-it notes

- Questions that were posted earlier can be answered here (if still relevant): as the facilitator, you read the questions aloud and try to answer them if you can.
 - After recapping each concept, ask the group if there is anything else to highlight or to be clarified

INSTRUCTIONS

When you summarise the concept, your attention should be guided by the red dots the team posted earlier.

This exercise can be challenging as a facilitator because you are not familiar with the proposed solution. You can take advantage of the time you have during the Heat Mapping to walk around, get to know each concept and make notes for yourself what the big ideas are in each concept.

Regarding the questions posted earlier on the concepts, some of them already might not be relevant. As the facilitator, try to decide whether or not is worth trying to answer. If uncertain, ask the group

After finishing the recap of each concept, you can confirm with the group:

- Is there still something that somebody voted on but the facilitator missed it or got it wrong?
- If somebody understood something differently that should be discussed?

11:35
15m

Coffee Break

11:50
30m

Straw Poll Vote

Everyone on the team should pick one concept that they believe they should prototype, except the Decider.

ADDITIONAL INFORMATION

1. Give 5 minutes for people to **make up their mind individually**. This is the final binding vote to decide what will be prototyped
2. Give one green dot to each team member - except the Decider, have everyone to put their initials on their dot, and then **stick their green dot on the concept they chose**.
3. Ask the team to **write down why** they chose this concept on a post-it note (5 minutes)
4. Have **everyone presenting in one minute** why they chose their concept.

MATERIALS

- Voting dots (green)
- Post-it notes

INSTRUCTIONS

Tip: Remind the team that the reason they are choosing this concept should be based on the sprint goals and the sprint questions. Remind them to take a look at the goal and the sprint questions, in order to make sure their choice reflects that.

12:20
10m

Supervote

It involves no one other than the Decider.

ADDITIONAL INFORMATION

1. Give **10 minutes to the Decider** to look over the concepts and **make their decision**. It's up to them if they want to discuss with the team or not.
2. In the end, the **Decider** should **stick their 2 green starred dots on the concept(s) they want to work with**. There are 3 different ways the Decider can vote (see at Instructions)

MATERIALS

- Voting dots (green)

INSTRUCTIONS

There are 3 different ways you can allow the Decider to make their choice with the two green dots they have:

1. Put them both on one concept. This will be the one concept to prototype and test.
2. Put one dot on a concept to choose as the main flow to prototype and the other one on a feature from another concept they would like to test (within the main flow of the concept chosen with the first dot).
3. Put the green dots on two different concepts and pit these two concepts against each other. In this case, you would have to make two different prototypes and test side by side. This option is recommended only to allow if you are experienced as a facilitator and the team has the capacity and experience to effectively prototype and test two concepts in parallel.

12:30
1h 00m

LUNCH BREAK

THE STORYBOARD

13:30
30m

User Test Flow

You will use a storyboard to go from the winning concept to your prototype. To speed up the process, everyone writes up a barebones version of their own storyboard (User Test Flow) and then the team votes on which version should be storyboarded and prototyped.

Even though it's an extra step, it speeds up the storyboarding process by a million miles and eliminates the "designing by committee" aspect of it.

ADDITIONAL INFORMATION

As the winning concepts are often not drawn in a linear storyline, get the team focused to create the basis of storyboarding with this note-and-vote type of exercise:

1. **Everyone** from the team **writes up a 6-step process with action steps** (individual clicks, taps, movements that your user will take to get to the next scene of the storyboard). Each action step should take one post-it note. *Tip: Write down the first and the last action step and fill in the gap. (Look at your map and sprint questions!).* - 8 minutes
2. Every person **reads out aloud their 6 action steps as they put them on the board in rows**. (One minute per person). The Decider should either go first or last. (so she can hear all the other test flows).
3. After everyone has put up their flows, **each team member gets one voting dot, and the Decider gets two. Give 5 minutes to vote**. They should choose one row of a user flow that they think is a good foundation for the prototype. As for the Decider, one vote should confirm the baseline flow, and the other may be used to mark an action step in the other user flows that would be interesting to put into the main test flow. Circle the winning flow.
4. Placing the post-it notes (action steps) of the **winner flow in the empty cells of the 8-screen storyboard**.

MATERIALS

- Post-it notes
- Markers/sharpies
- Whiteboard
- Timer to show remaining time
- Optional: playlist of focus musing

INSTRUCTIONS

Tips:

- The storyboard has 8 screens, while the user flows have 6 actions steps. That's not a problem: when you put on the action steps on the empty storyboard, then you will have 2 empty cells. But usually, during the storyboarding, some action steps will turn into more than 1 screens.

Further useful resources:

- [The Storyboard Blueprint: How to Nail Your Test Flow and Streamline Your Sprint](#) - by Michael Smart (AJ&Smart)
- Video explanation: [Design Sprint 2.0: Storyboarding Hack](#)

14:00
1h 30m

Storyboarding

After this initial user flow creation is over, continue with creating the detailed storyboard.

ADDITIONAL INFORMATION

See some tips for storyboarding at the Instructions.

INSTRUCTIONS

Tips:

- During the actual storyboarding, you may use any part of the sketches that might be helpful (literally cutting and pasting pieces of the sketches).
- For the storyboarding, it is definitely recommended that you have a designer on the team to make your prototypes flow a bit more naturally
- It is not recommended to do alternative steps in the storyboarding. Better stick to one path for the test, to keep it as simple as possible for the prototyping and testing.

MATERIALS

- Whiteboard

Design Sprint 2.0 - Day 3 - Prototype



■ present information ■ group discussion ■ create ■ break ■ design ■ test

TIME	NAME	DESCRIPTION
PROTOTYPE		
10:00 10m	Introduction to Day 3	On Day 3 you will build a realistic prototype of the solution in your storyboard so you can simulate a finished product for your customers. Design Sprint prototyping is all about a "fake it till you make it" philosophy: With a realistic-looking prototype, you'll get the best possible data from tomorrow' test, and you'll learn whether you're on the right track.
10:10 10m	Pick the right tools	Don't use your everyday tools. They're optimized for quality. Instead, use tools that are rough, fast and flexible.
10:20 10m	Divide and conquer	The Facilitator should help the sprint team divvy up these jobs: <ul style="list-style-type: none">• Makers (2 or more),• Stitcher (1),• Writer (1),• Asset Collector (1 or more),• Interviewer (1)
10:30 2h 30m	Prototype	Work on the prototype + Prepare for the interviews next days.
13:00 1h 00m	LUNCH BREAK	
14:00 1h 00m	Prototype	Work on the prototype
15:00 15m	Trial Run	Run through your prototype. Look for mistakes. Make sure the Interviewer and the Decider reviews it.
15:15 45m	Finish Prototype	Finalise the prototype based on the feedback of the trial run.

16:00

TOTAL LENGTH: 6h 00m

MATERIALS

Prototyping tools in Pick the right tools

PROTOTYPE

10:00
10m

Introduction to Day 3

On Day 3 you will **build a realistic prototype** of the solution in your storyboard so you can simulate a finished product for your customers. Design Sprint prototyping is all about a "fake it till you make it" philosophy: With a realistic-looking prototype, you'll get the best possible data from tomorrow's test, and you'll learn whether you're on the right track.

ADDITIONAL INFORMATION

It's focused working mode for the team to create, and you should **have a couple of huddles throughout the day** to make sure that everything is on track.

Make sure to update the client at the end of the day to keep them involved and show them what the team have been doing throughout the day.

INSTRUCTIONS

To prototype your solution, you'll need a temporary change of philosophy: from perfect to just enough, from long-term quality to temporary simulation. This "*prototype mindset*" is made up of four simple principles:

- You can prototype anything
- Prototypes are disposable
- Build just enough to learn but not more
- The prototype must appear real

The team should strive to create a prototype with just enough quality to evoke honest reactions from customers.

Further useful resources:

- [Design Sprint \(original 5-days edition\) Thursday](#)

10:10
10m

Pick the right tools

Don't use your everyday tools. They're optimized for quality. Instead, use tools that are rough, fast and flexible.

ADDITIONAL INFORMATION

See more tips for tools at Instructions.

INSTRUCTIONS

You will find some tips in this article by Jonathan Courtney: [The Best Prototyping Tools for Every Level of Fidelity](#)

MATERIALS

- Prototyping tools

10:20
10m

Divide and conquer

The Facilitator should help the sprint team divvy up these jobs:

- Makers (2 or more),
- Stitcher (1),
- Writer (1),
- Asset Collector (1 or more),
- Interviewer (1)

ADDITIONAL INFORMATION

You can also break the storyboard into smaller scenes and assign each to different team members.

INSTRUCTIONS

Introduction of the main roles: (as described in the [Sprint book](#) p187-188)

- **Makers** create the individual components (screens, pages, pieces, and so on) of your prototype. These are typically designers or engineers, but they could include anyone on your sprint team who likes to feel the force of creation flow through his or her fingers. You'll want at least two Makers on your prototyping day.
- The **Stitcher** is responsible for collecting components from the Makers and combining them in a seamless fashion. This person is usually a designer or engineer, but can be almost anyone, depending on the format of your prototype. The best Stitcher is detail-oriented. He or she will probably give everyone some style guides to follow in the morning, then start stitching after lunch as the Makers complete their components.
- Every sprint team needs a **Writer**, and it's one of the most important roles. Words are important in your sketches - it's impossible to make a realistic prototype with unrealistic text. A dedicated Writer becomes extra important if you work in a scientific, technical, or other specialized industry.
- You'll want at least one **Asset Collector** on Thursday. It's not a glamorous role (although "asset collector" does sound glamorous), but it's one of the keys to rapid prototyping. Your prototype will likely include photos, icons, or sample content that you don't need to make from scratch. Your Asset Collectors will scour the web, image libraries, your own products, and any other conceivable place to find these elements. This speeds up the work of your Makers, who don't have to pause and go collect every bit and piece they need for the prototype.
- Finally, there's the **Interviewer**, who will use the finished prototype to conduct Friday's customer interviews. On Thursday, he should write an interview script. (We'll go into detail about the structure of this script in Chapter 16 on page 201.) It's best if the Interviewer doesn't work on the prototype. This way, he won't be emotionally invested in Friday's test, and won't betray any hurt feelings or glee to the customer.

10:30
2h 30m **Prototype**

Work on the prototype + Prepare for the interviews next days.

ADDITIONAL INFORMATION

With the work split into parts, it's easy to lose track of the whole. The Stitcher checks for quality and ensures all the pieces make sense together

There are a few tasks that need to be taken care of while the prototype is being worked on:

- Write the interview script
- Remind customers to show up for Thursday's test. Buy gift card for customers (if needed)

13:00
1h 00m **LUNCH BREAK**

14:00
1h 00m **Prototype**

Work on the prototype

15:00
15m **Trial Run**

Run through your prototype. Look for mistakes. Make sure the Interviewer and the Decider reviews it.

ADDITIONAL INFORMATION

1. Have everyone pause work and gather around, and then ask the Stitcher to walk through the entire prototype, narrating as he goes.
2. Double-check against the storyboard to make sure everything made it into the prototype. The trial run is also a great time to revisit your sprint questions. It's one last check to make sure your prototype will help you get answers.

INSTRUCTIONS

The primary audience for the trial run is the Interviewer, who will be talking with customers on Friday. The Interviewer needs to be familiar with the prototype and the sprint questions so he can get the most out of the interviews. But the whole team will benefit from watching the trial run.

It is also recommended to invite the Decider to review the Trial Run, so they can make sure everything matches what they were expecting.

15:15
45m **Finish Prototype**

Finalise the prototype based on the feedback of the trial run.

Design Sprint 2.0 - Day 4 - Test



■ present information ■ test ■ break ■ group discussion

TIME	NAME	DESCRIPTION
TEST		
09:00 0	Introduction to Day 4	By now, you've created promising solutions, chosen the best, and built a realistic prototype. That alone would make for an impressively productive week. But you'll take it one step further as you interview customers and learn by watching them react to your prototype. This test makes the entire sprint worthwhile: At the end of the day, you'll know how far you have to go, and you'll know just what to do next.
09:00 1h 00m	Set up your Research Lab	Make sure that you have the infrastructure set up for the upcoming 5 users interview. <ul style="list-style-type: none">• Two rooms (one for the interview, one for the team)• Set up hardware (webcam to record your customers' interaction with the prototype and one-way video stream to the team; screengrab/screen recording if the prototype is online.)• Interview grid in the team-room Alternatively, you may also do interviews online, in this case, set up the video conferencing infrastructure.
10:00 2h 00m	User Tests	You will have 5 interviews over the next hours, and a lunch break in-between. Allocate 45-60 minutes for each user test.
12:00 1h 00m	LUNCH	
13:00 3h 00m	User Tests - part 2	Continue with the remainder of the user tests
16:00 15m	Coffee Break	
16:15 45m	Conclusions and Wrap-up	After the interviews are over, look for patterns. At the end of the day, read the board in silence and write down patterns. Make a list of all the patterns people noticed. Label each as positive, negative, or neutral. Wrap up the sprint by reviewing your long-term goal and your sprint questions. Compare with the patterns you saw in the interviews. Decide how to follow-up after the sprint. Write it down.

17:00

TOTAL LENGTH: 8h 00m

MATERIALS

- Interview room (or online video conferencing room) in Set up your Research Lab
- Video recording and screen recording for the interviews in Set up your Research Lab
- Post-it notes in Set up your Research Lab

Design Sprint 2.0 - Day 4 - Test - block details

TEST

09:00
0

Introduction to Day 4

By now, you've created promising solutions, chosen the best, and built a realistic prototype. That alone would make for an impressively productive week. But you'll take it one step further as you interview customers and learn by watching them react to your prototype. This test makes the entire sprint worthwhile: At the end of the day, you'll know how far you have to go, and you'll know just what to do next.

09:00
1h 00m

Set up your Research Lab

Make sure that you have the infrastructure set up for the upcoming 5 users interview.

- Two rooms (one for the interview, one for the team)
- Set up hardware (webcam to record your customers' interaction with the prototype and one-way video stream to the team; screengrab/screen recording if the prototype is online.)
- Interview grid in the team-room

Alternatively, you may also do interviews online, in this case, set up the video conferencing infrastructure.

MATERIALS

- Interview room (or online video conferencing room)
- Video recording and screen recording for the interviews
- Post-it notes

ADDITIONAL INFORMATION

You might want to set up your research lab already on the day before, so there are no last-minute technical glitches.

INSTRUCTIONS

Two rooms. In the sprint room, the sprint team will watch a video feed of the interviews. You'll need a second, smaller room for the actual interviews. Make sure the interview room is clean and comfortable for your guests.

Set up hardware. Position a webcam so you can see customers' reactions. If your customer will be using a smartphone, iPad, or other hardware devices, set up a document camera and microphone.

Set up video stream. Use any video-conferencing software to stream video to the sprint room. Make sure the sound quality is good. Make sure the video and audio are one-way only.

Interview grid: Draw a grid on a whiteboard. Create a column for each customer interview and add a row for each question you want to have answered (e.g. Overall concept, Onboarding, etc...)

10:00
2h 00m

User Tests

You will have 5 interviews over the next hours, and a lunch break in-between. Allocate 45-60 minutes for each user test.

ADDITIONAL INFORMATION

Take notes as you watch. Write down direct quotes, observations, and interpretations. Indicate positive or negative.

Use two different colours of post-it notes, one of the Positives (e.g. green post-it notes) and Negatives (e.g. orange).

After each interview, put up your post-it notes on the appropriate section of your interview grid. Briefly discuss the interview, but wait to draw conclusions.

See more tips at Instructions

INSTRUCTIONS

A couple of tips from the [Sprint book](#) and the [Google Ventures Sprint: Friday recap](#):

Key Ideas:

- **Five is the magic number** - after five customer interviews, big patterns will emerge. Do all five interviews in one day,
- **Watch together, learn together.** Don't disband the sprint team. Watching together is more efficient, and you'll draw better conclusions.
- **A winner every time.** Your prototype might be an efficient failure or a flawed success. In every case, you'll learn what you need for the next step.

How to conduct the interviews:

- **Friendly welcome.** Welcome the customer and put him or her at ease. Explain that you're looking for candid feedback.
- **Context questions.** Start with easy small talk, then transition to questions about the topic you're trying to learn about.
- **Introduce the prototype.** Remind the customer that some things might not work, and that you're not testing him or her. Ask the customer to think aloud.
- **Tasks and nudges.** Watch the customer figure out the prototype on his or her own. Start with a simple nudge. Ask follow-up questions to help the customer think aloud.
- **Debrief.** Ask questions that prompt the customer to summarize. Then thank the customer, give him or her a gift card, and show the customer out.

Interviewer Tips

- **Be a good host.** Throughout the interview, keep the customer's comfort in mind. Use body language to make yourself friendlier. Smile!
- **Ask open-ended questions.** Ask "Who/What/Where/When/Why/How?" questions. Don't ask leading "yes/no" or multiple-choice questions.
- **Ask broken questions.** Allow your speech to trail off before you finish a question. Silence encourages the customer to talk without creating any bias.
- **Curiosity mindset.** Be authentically fascinated by your customer's reactions and thoughts.

Meanwhile, in the sprint room, the team watches the interviews over a live video feed and takes notes.

12:00
1h 00m **LUNCH**

13:00
3h 00m **User Tests - part 2**

Continue with the remainder of the user tests

16:00
15m **Coffee Break**

16:15
45m **Conclusions and Wrap-up**

After the interviews are over, look for patterns. At the end of the day, read the board in silence and write down patterns. Make a list of all the patterns people noticed. Label each as positive, negative, or neutral.

Wrap up the sprint by reviewing your long-term goal and your sprint questions. Compare with the patterns you saw in the interviews. Decide how to follow-up after the sprint. Write it down.

ADDITIONAL INFORMATION

.... and the Sprint is over. Prepare the wrap-up report and hi-fidelity prototype to the client.

You may use the next day to have a retrospective about the sprint.
