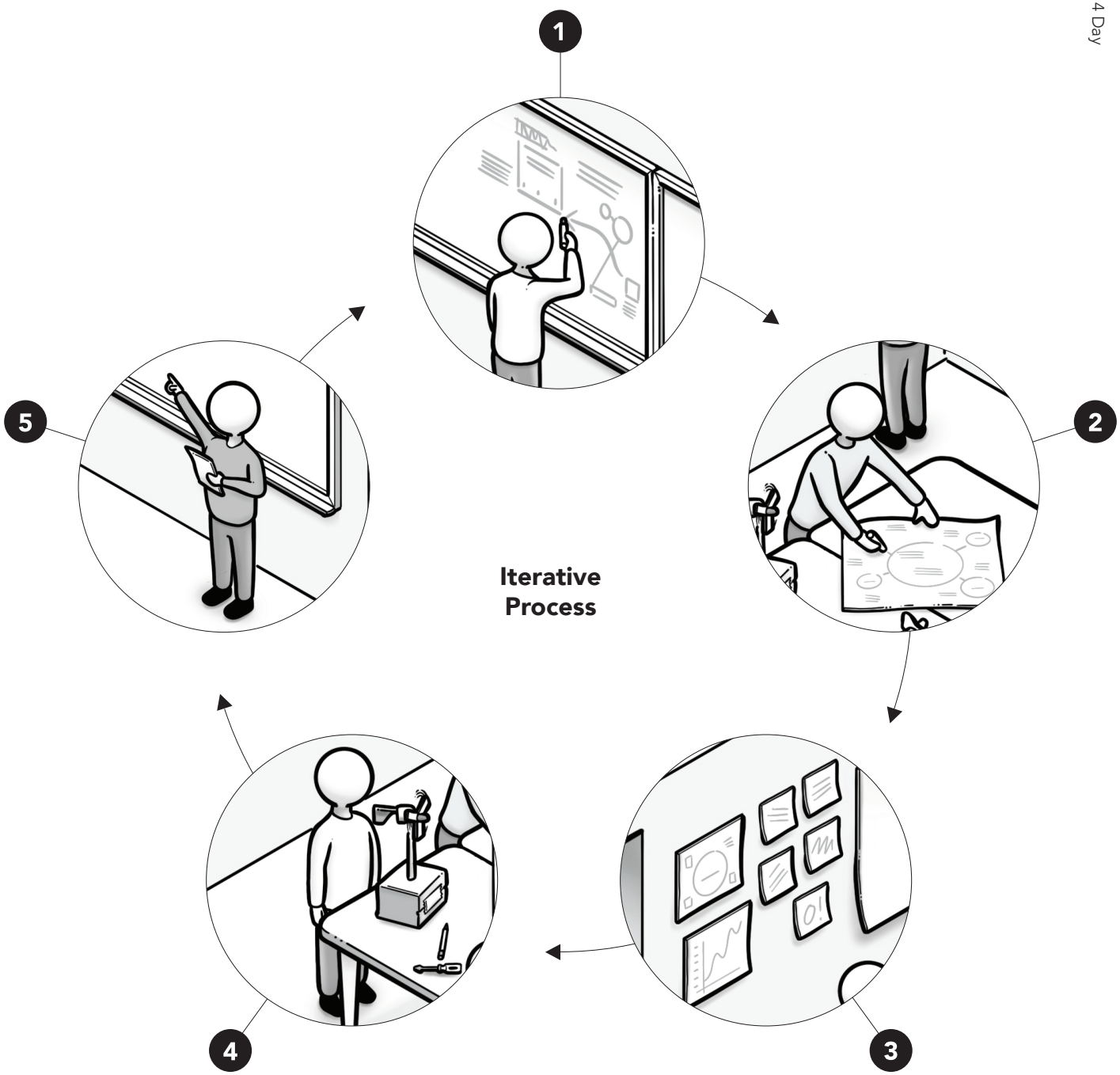
Design Sprint

Adapted from the book, “Sprint, how to solve big problems and test new ideas in just five days”

& How-to Participate in Run a Design Sprint

Contents

Steps

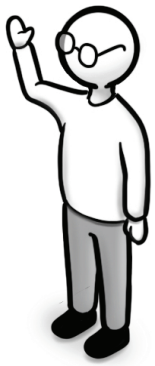


Roles

1. **"The Expert"**
   Bring in a subject matter expert for an hour or so. Have them discuss with the group and allow time for questions and feedback.

2. **"The Facilitator"**
   Guide group discussions, facilitate activities, and keep the process moving forward. Avoid spending too much time on one activity/ discussion as well as repetitive tasks.

3. **"The Synthesizer"**
   Record group conversations and pull out key points from each activity.



"The Expert"

1

"The Facilitator"

2

"The Synthesizer"

3

Setup

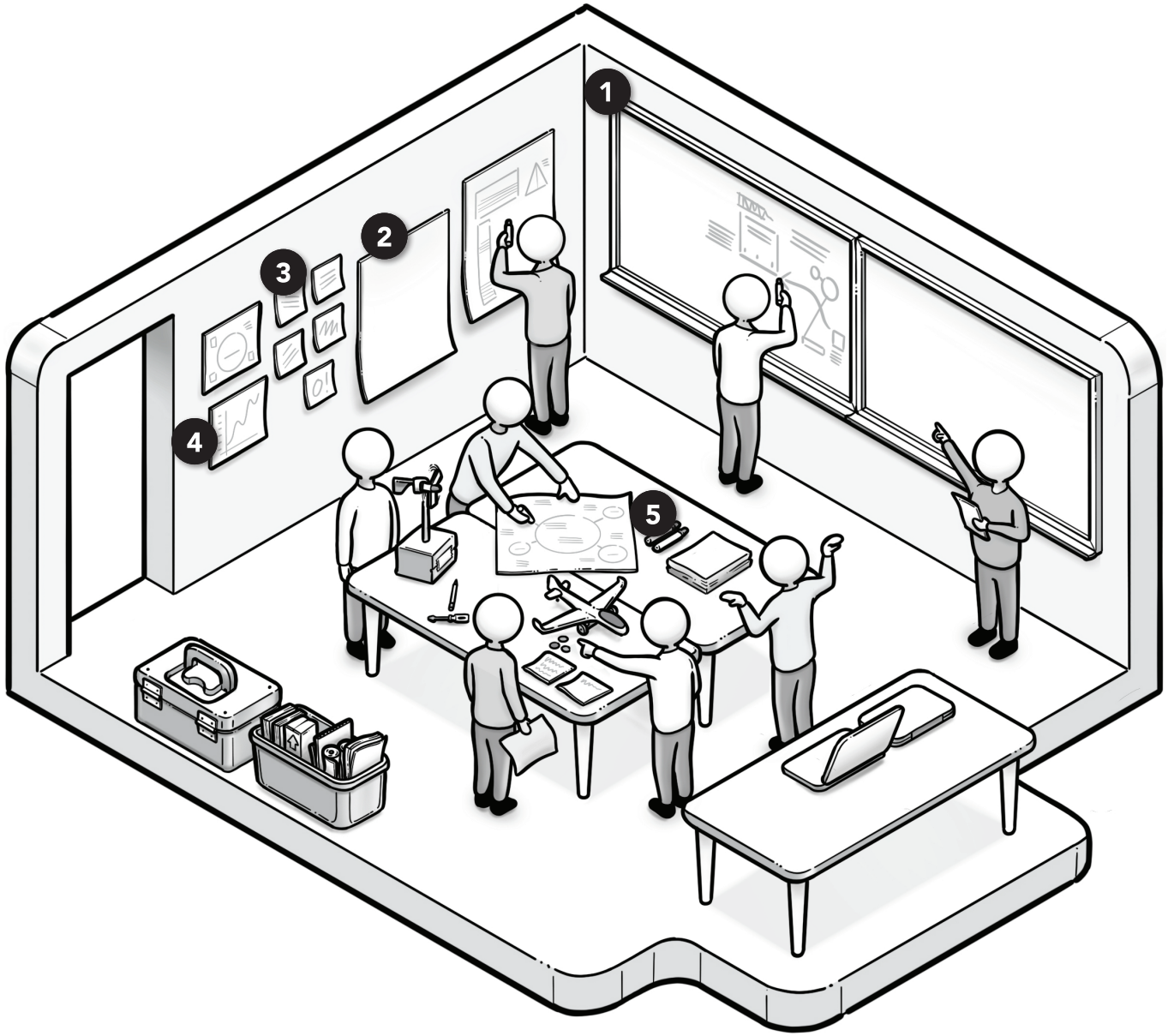
1. **Whiteboard**
   The bigger the better

2. **Big Sticky Notes**
   25in x 30in

3. **Small Sticky Notes**
   3in x 3in or 5in x 5in

4. **Printer Paper**
   8.5in x 11in

5. **White Erase Markers**
   Multiple Colors



Setup

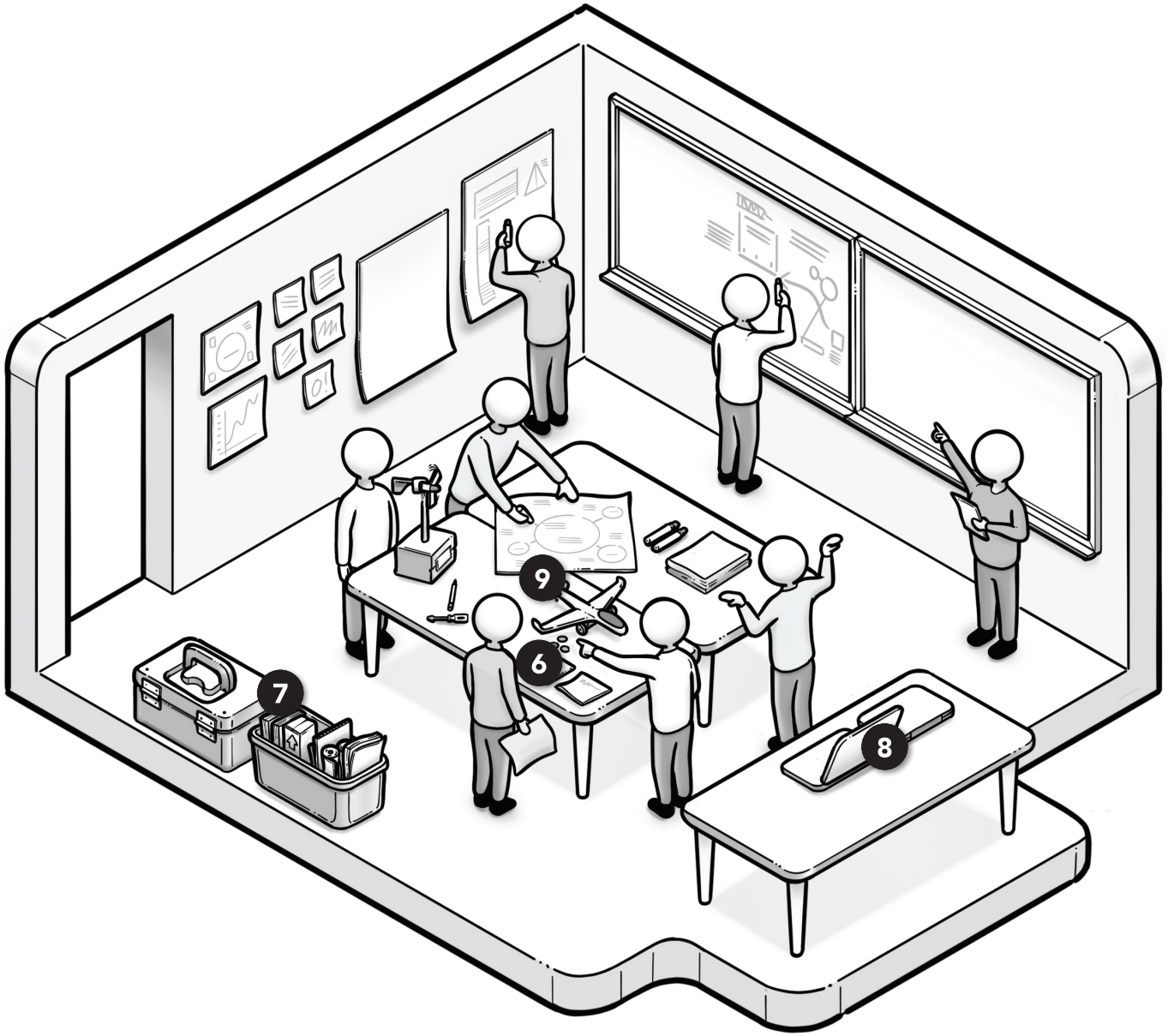
6 Sticky Dots
Stickers work too

7 Tools/Materials
Tape, cardboard, scissors, etc...

8 Computers
Bring your own

9 Inspiration
Bring relevant cool stuff for reference

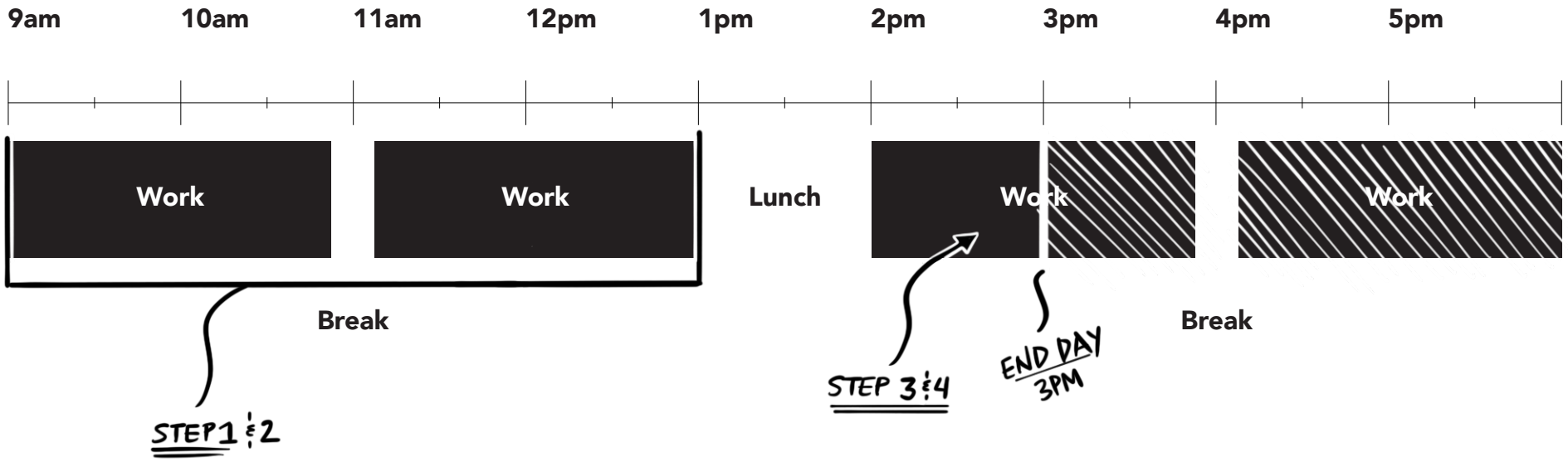
10 Important Stuff! (not seen in drawing)
Projector or big screen, Wifi Router, Printer



Day 1 Schedule

Goal/Objective:

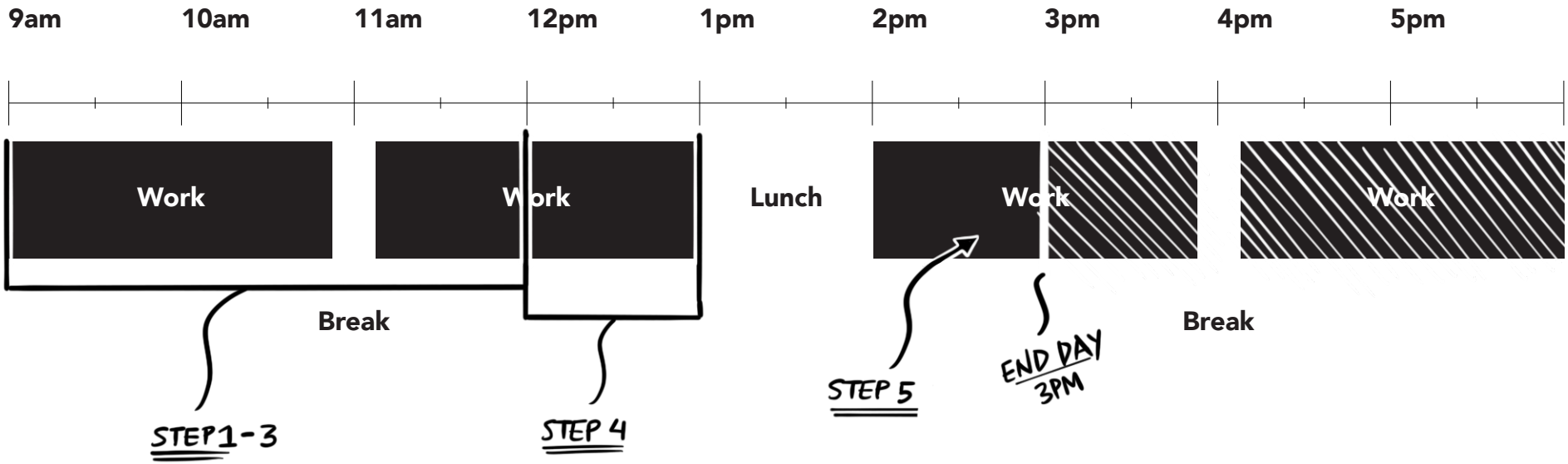
1. Identify long-term goal and clearly outline what questions you want to answer at the end of the Design Sprint. Create a map broadly outlining the steps you need to take to get to your solution.
2. Get feedback from an expert on the outline you and the team have created. If necessary rewrite your long-term goal, guiding questions, and mapping exercise based on the experts feedback.
3. Begin framing challenges identified from the previous exercises into questions. Example, "How might we make learning about career readiness exciting and engaging for 3rd-8th grade youth?"
4. Prepare for Day 2: Pick a target, inspiration boards, research, and ideation.



Day 2 Schedule

Goal/Objective:

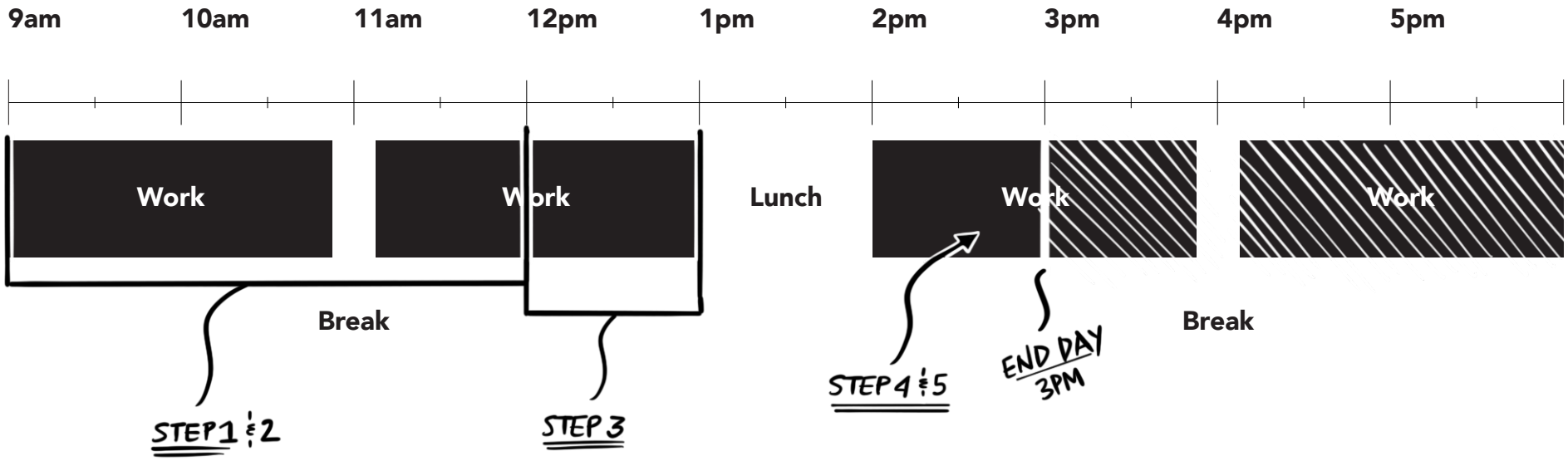
1. Each person/small group will choose a target based on the challenges identified from the day before.
2. As individuals/small groups begin creating inspiration boards and review existing ideas that could be adapted to solve your challenge.
3. Present your inspiration boards, examples, and notes to the group. Allow time for questions and feedback.
4. Turn your inspiration into simple storyboards and sketches. This will help you visualize a rough outline of your solution in action.
5. Prepare your sketches and storyboards for tomorrow mornings heat mapping session.



Day 3 Schedule

Goal/Objective:

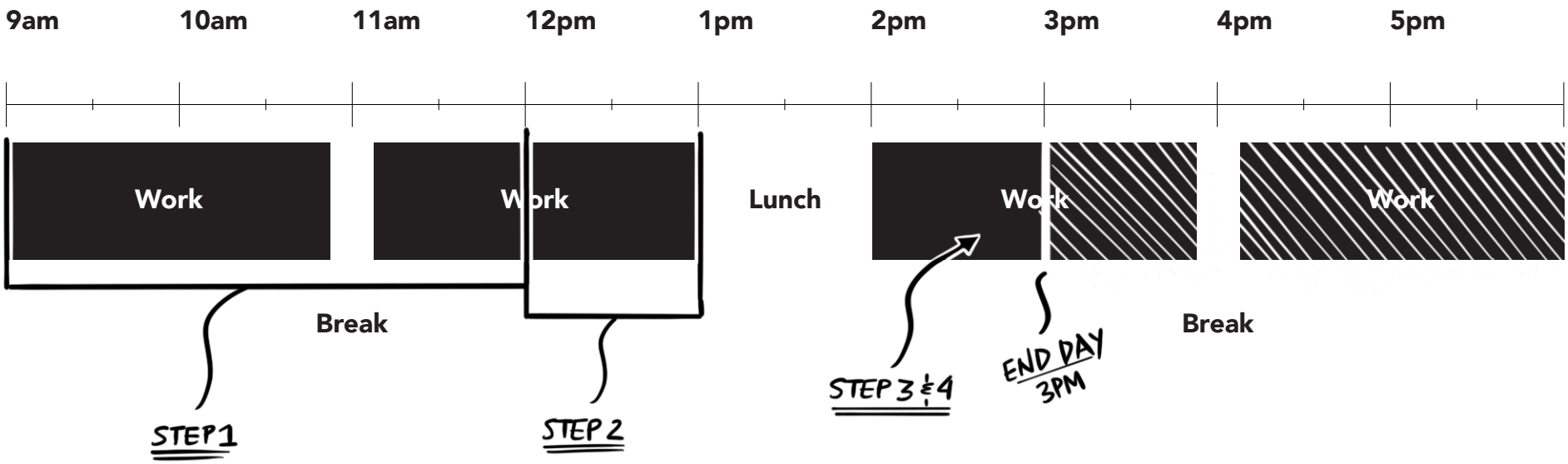
1. Have everyone pin-up their ideas onto walls.
2. Do the heat mapping exercise (Page 13). (You may bring in an expert for this exercise)
3. Afterwards discuss everyones storyboards and sketches and ask the group why they chose specific ideas.
4. Decide on the idea you will go after. Begin refining your storyboard as a blue print for your prototype.
5. Begin Prototyping (Page 14).



Day 4 Schedule

Goal/Objective:

1. Continue prototyping (Page 14).
2. Prepare a simple presentation for the panel of experts.
3. Take detailed notes on what the experts had to say.
4. Reflect as a team on how the design sprint went. Next steps will vary but ideally you will want to test ideas in an after school program.



Tips

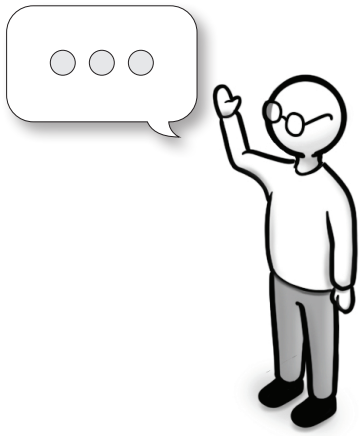
1. Read through each day of the design sprint to get a feel for the flow of the following days/weeks.

2. Begin scheduling testing opportunities with after school sites. This is key for getting an understanding if your ideas really work or not.

3. Towards the middle of the design sprint it can be helpful to have each individual take on a specific role. These roles could include curriculum writers, prototype builders, presentation creator, graphic designer, etc… Find out what each person is best at.

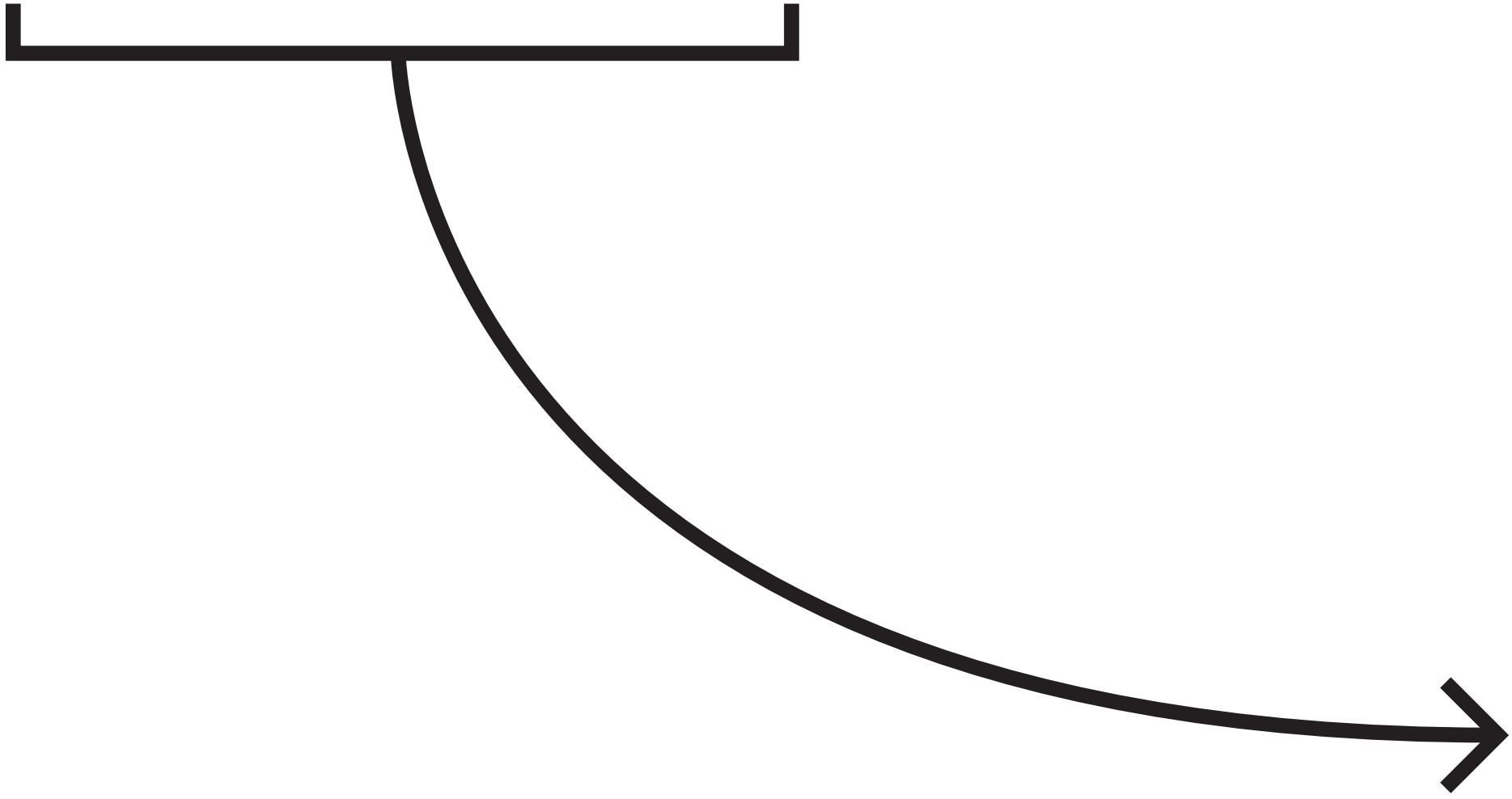
4. Deadlines can be your friend. If things seem to be going slow create daily deadlines where everyone meets as a group at a decided time to show progress that they have made.

5. Bring in experts whenever possible. Especially for 10 day design sprints you will want to break up the days by having someone with new eyes and ears be apart of your discussions.



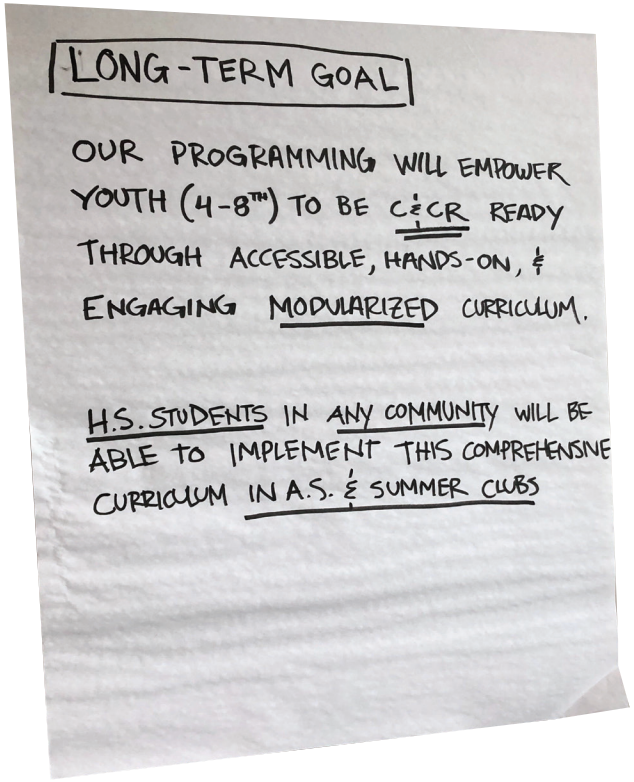
On the following pages are...

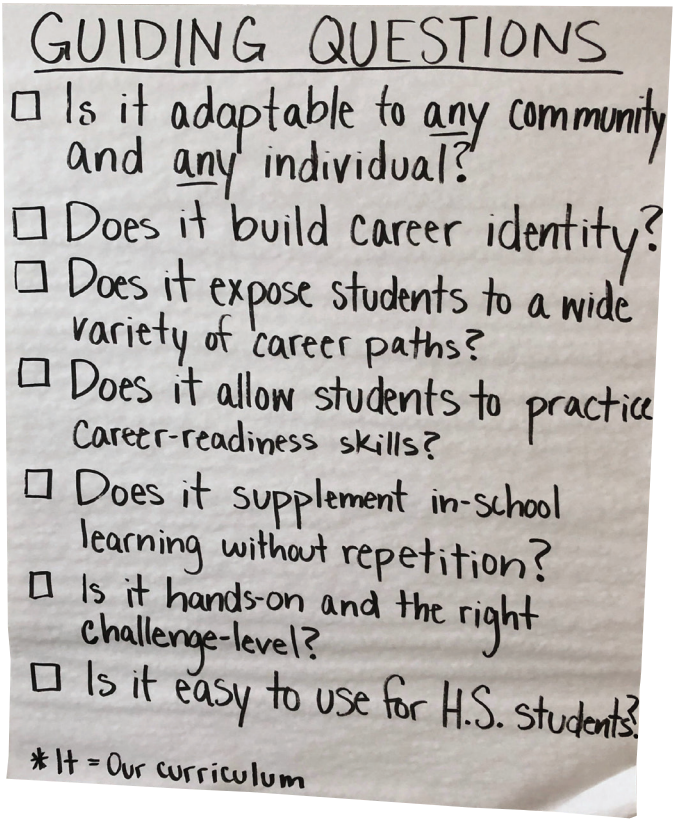
Design Sprints Explained...



1 Long-Term Goal
Why are we doing this project? Where do we want to be six months to a year from now?

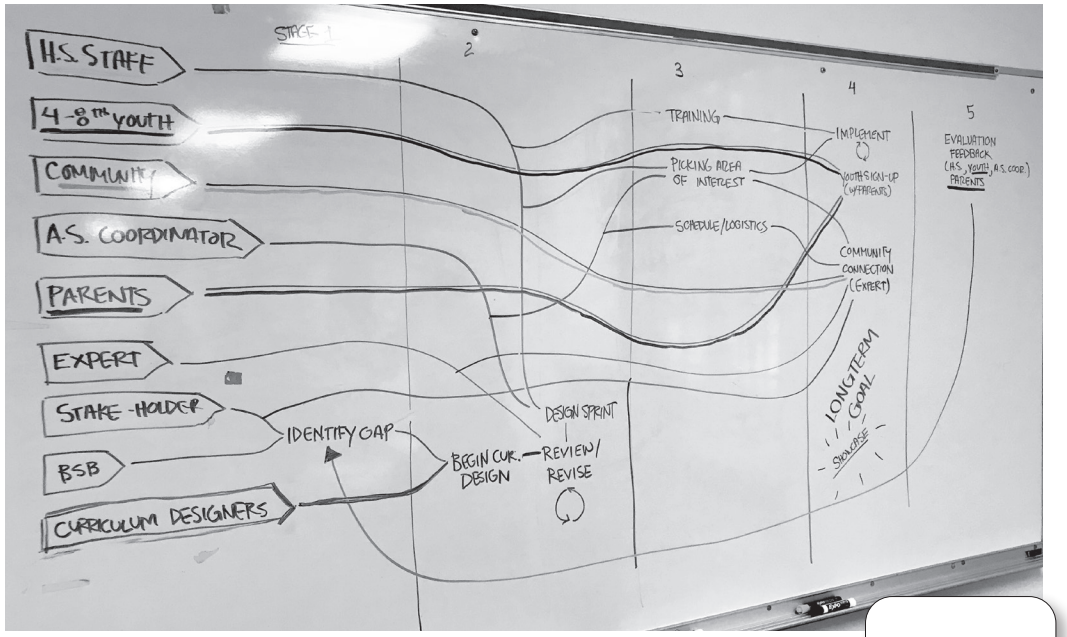
2 Guiding Questions
What questions do we want to answer in our design studio? To meet our long term goal, what has to be true?

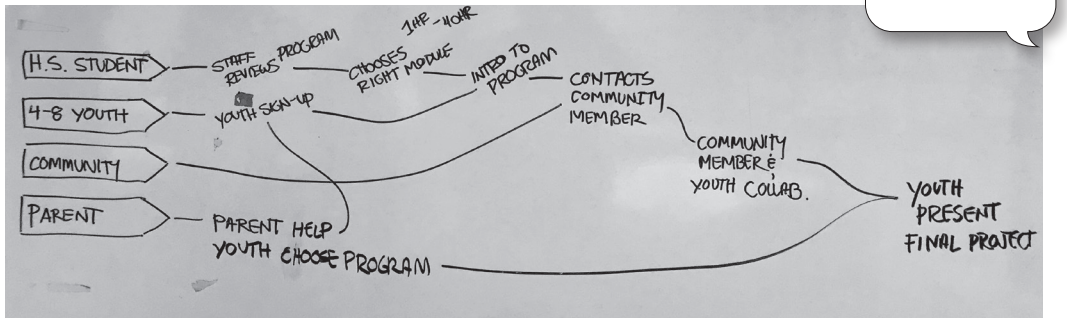


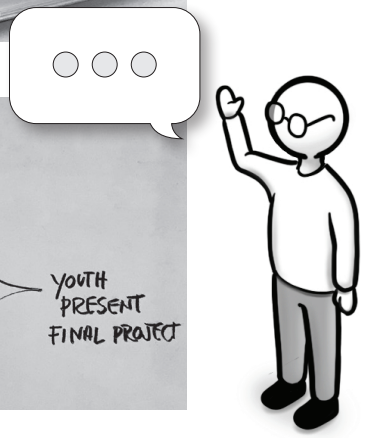


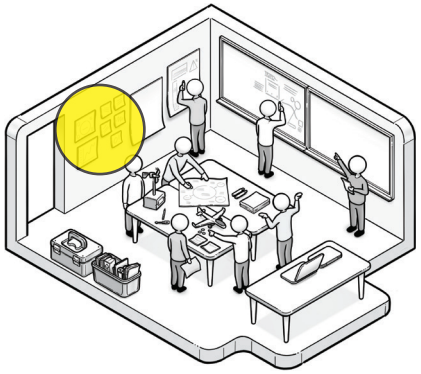
1 Mapping
Create a map with our end goal and user in mind. This should outline broad steps to get to our end goal.

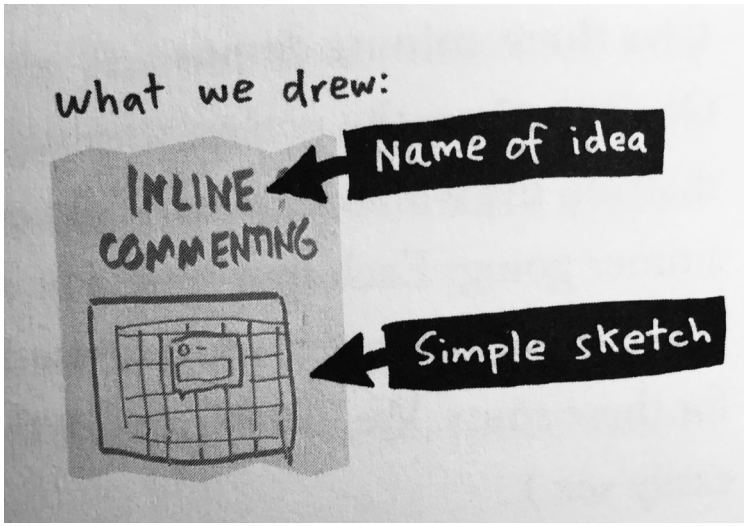
2 Expert Review
Have a subject matter expert come in to review the teams long-term goal, guiding questions, and mapping exercise.







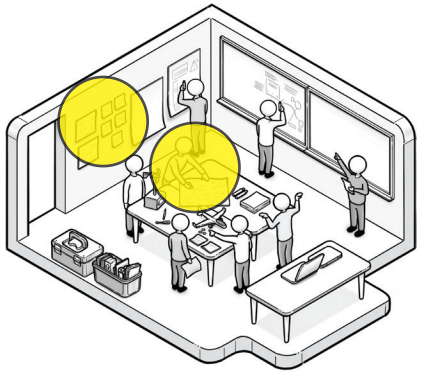




1 **Inspiration Boards**
Find existing examples of ideas that inspire you. Print out pictures that explain your idea and visualize what you want to create.

2 **Ideation**
Pick a name for your idea. Below that create a simple sketch or note. You can also utilize pictures from your inspiration boards to explain your sketch or note.

*Sketching does not require any artistic skill. It can be comprised of simple shapes, arrows, and words.

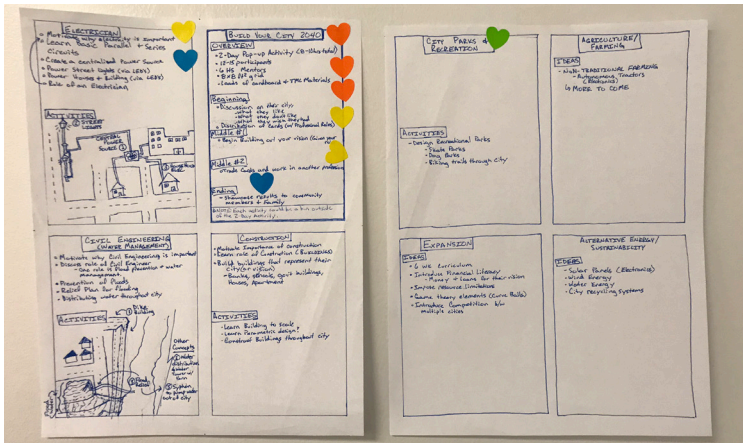


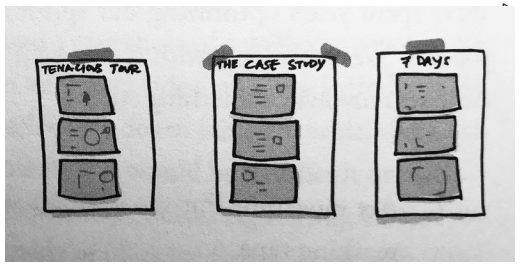
1 Storyboarding

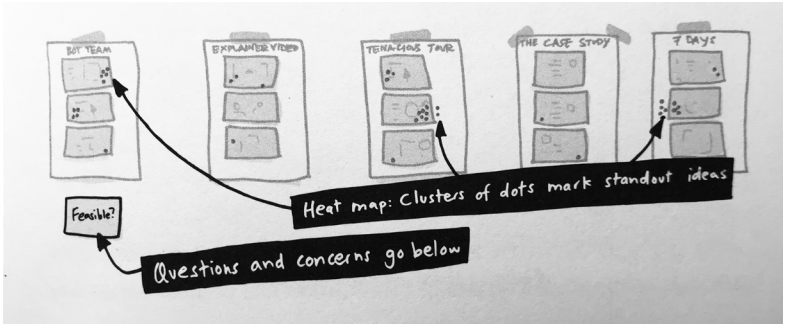
Initial storyboards will be used to explain your idea and will only consist of a beginning, middle, and end. Later, storyboards will be used as a blue print to create your prototypes and will consist of 5-15 steps. In the examples to the right you will see different ways to create storyboards.

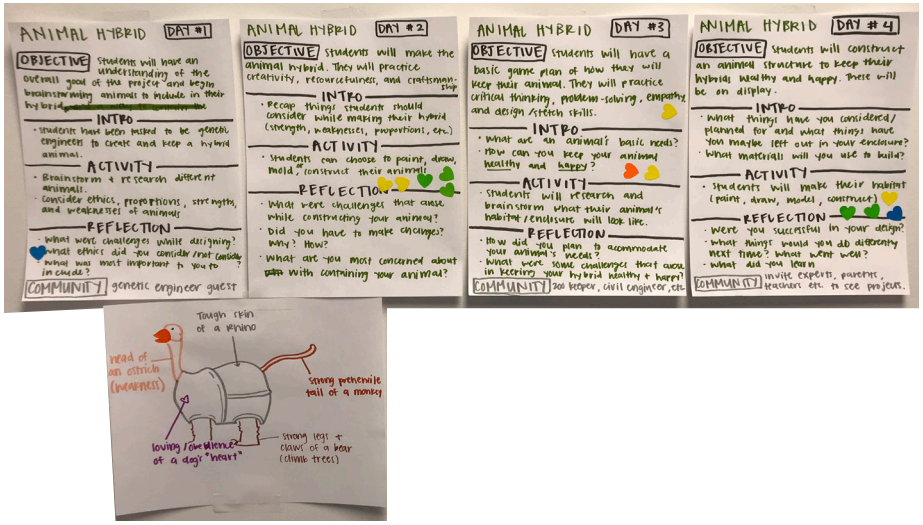
2 Heat Mapping

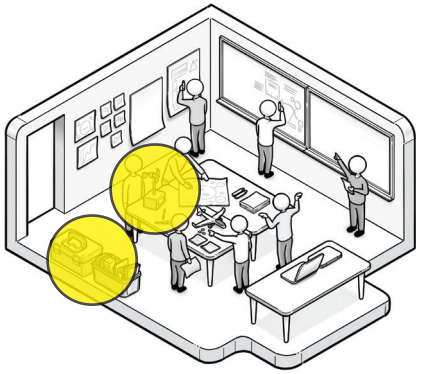
As a group we will silently walk around the room and put stickers on ideas we think are most successful. After 15-30 minutes, discuss each idea as a group. Each person should have a clear direction of which idea they will pursue at the end of the discussion.









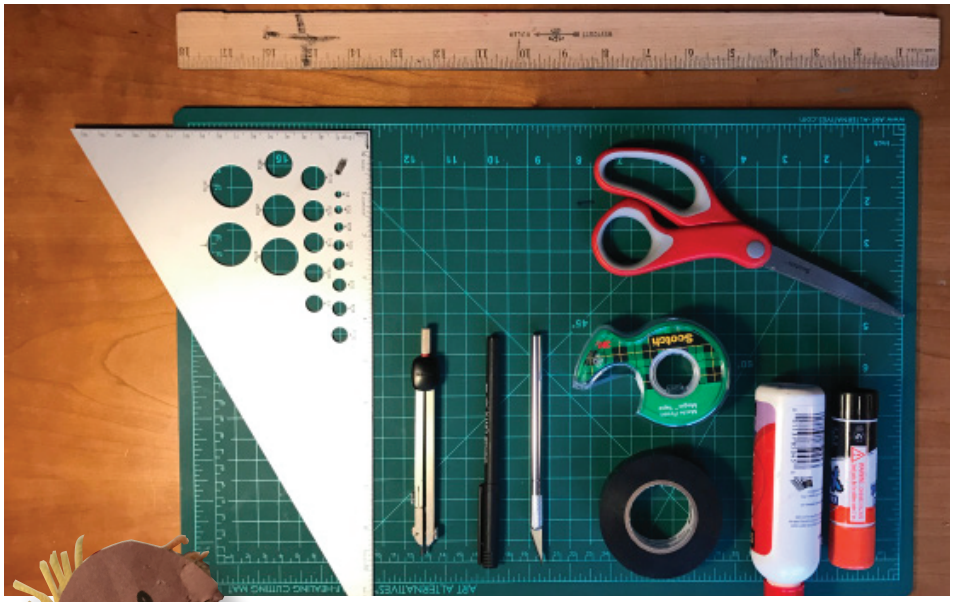


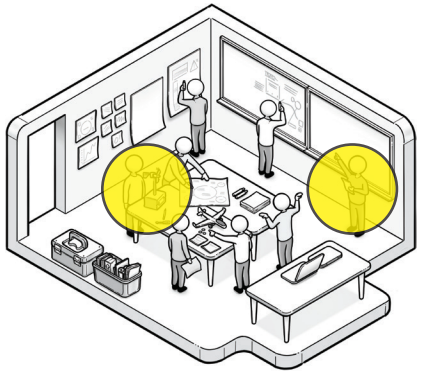
1 Prototyping

Create a "goldilocks" quality prototype. It needs to function and be believable to your user (students and staff) but not overly polished. "Build just enough to learn, but not more."

Picking the right tools for your prototype is key. It will vary depending on what your idea is. You could utilize software, video, foam board, cardboard, existing toys or games etc...

Make, write, asset collect, prepare interview questions (for staff or students), stitch together, and prepare to present your idea to a panel of experts.





1 Test

Ideally, testing your idea on students, 3rd-8th grades is the best way to get feedback and data. You can also utilize your teammates to test how your idea works. As you are testing your idea take notes on what is happening. Review your notes and make the changes accordingly.

2 Present

Create a simple presentation that includes pictures of your storyboards, notes, and inspiration boards. You will present your idea to a panel of experts and receive feedback at the end.