

5-Day Design Sprint

Understand	Sketch	Design	Prototype	Validate	
<ul style="list-style-type: none"> Uncover and Define the Design Challenge. 	<ul style="list-style-type: none"> Sketch Solutions to the Design Challenge. 	<ul style="list-style-type: none"> Decide on the Solution that will be Prototyped. 	<ul style="list-style-type: none"> Create a Tangible Solution. 	<ul style="list-style-type: none"> Validate the Solution. 	
<ul style="list-style-type: none"> ✓ Present the 'Big Challenge'. ✓ Present any Sprint Constraints. • <u>Lightning Talks.</u> <u>Analytics Review.</u> (Engagement, Retention, Transaction, Conversion Funnel Analysis.) <u>Competitive Analysis.</u> (1:1 Feature Audit, Competitive UR-UT Results.) <u>Customer Feedback.</u> (C-SAT, Open-Ended Surveys, Customer Support Audit.) • <u>HEART Metrics and KPIs Review.</u> • <u>Goals, Signals and Measures Canvas.</u> (Create a <i>shared understanding</i> of what success will look like for <i>our</i> Solution.) 	<ul style="list-style-type: none"> • <u>Persona Review.</u> (Review & Validate our key Personas — their goals, situations and their use of the product with respect to the 'Big Challenge'.) • <u>Journey Map.</u> (Current state map of our Product or Service.) • <u>4 W's Table.</u> (Capture the Problems and Pain Points we have identified through research.) (Who, What, Where, Why) • <u>"How Might We".</u> (Reframe Problems into Opportunities for Design.) (Share HMWs and Group into Themes.) • <u>Dot Vote + Decider.</u> (Pick a Target HMW.) 	<ul style="list-style-type: none"> • <u>Lightning Demos.</u> (Seek Inspiration to our challenge elsewhere.) • <u>4-Step Sketch Process.</u> (Notes, Ideas, Crazy 8's, Solution Sketching.) 1) <u>Notes.</u> Review key information. Collect thoughts. 2) <u>Ideas.</u> Rough designs of Solution ideas. 3) <u>Crazy 8's.</u> Generate a wider variety of Solution approaches. 4) <u>Solution Sketch.</u> More detailed storyboard of each participant's favorite Solution. 	<ul style="list-style-type: none"> • <u>Art Gallery.</u> (Post Individual Solution Sketches.) • <u>Present & Critique.</u> (Group Discussion.) • <u>Dot Vote + Decider.</u> (Pick a final Solution Sketch to Prototype.) • <u>Detailed Storyboard.</u> (Define step by step the Prototype that we will build.) 	<ul style="list-style-type: none"> ✓ Assign Tasks. <u>Writer:</u> Writes realistic text to ensure that the language makes sense to the user. <u>Asset Collector:</u> Responsible for scouring the web to provide photos, icons or relevant content to assist the Makers. <u>Makers:</u> Create the individual components of the Prototype. <u>Stitcher:</u> Collects the components from the Makers and combines them into a usable Prototype. <u>Interviewer:</u> Writes the script for Friday's Usability Testing. 	<p>[Internal: Team. Colleagues. Stakeholders.]</p> <ul style="list-style-type: none"> • <u>Full Demo.</u> <p>[External: Users.]</p> <ul style="list-style-type: none"> • <u>Moderated Remote UT.</u> (5 Users) (With Qualitative Feedback.) <p>[Learn and Iterate.]</p> <ul style="list-style-type: none"> • <u>The 'Big 4' Questions of UT.</u> (Value, Can Use, Performance as Expected, Further Iteration Required.) • <u>Task Learnings Grid.</u>

