

# 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: 2022 and 2024.*

### 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!**

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