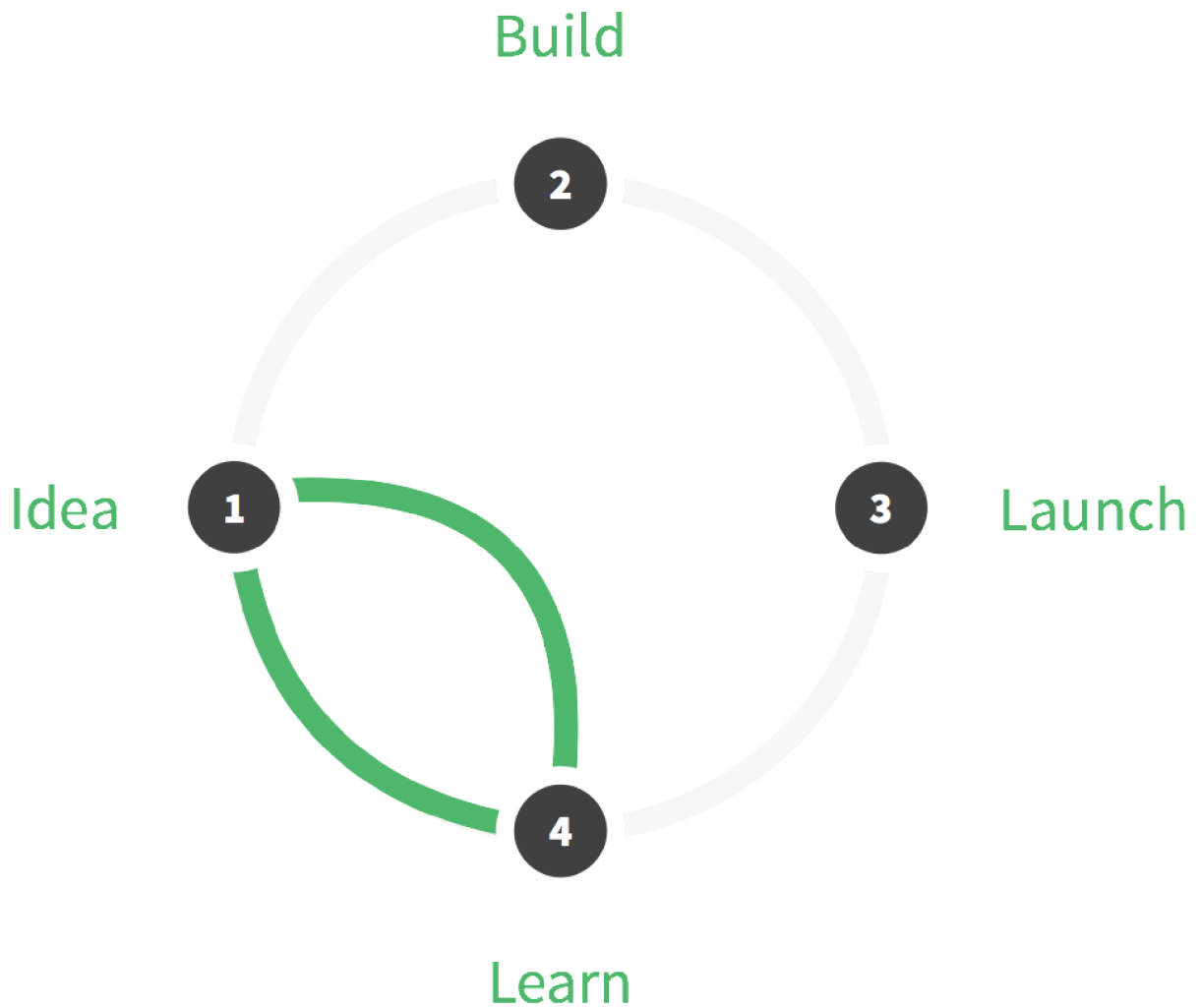


Design Sprints



Introduction

Design is a systematic process that guides a team's attempts to solve complex problems. A Design Sprint is an innovative and proven methodology for designing and validating a solution design using Design Thinking. Ignite leverages this collaborative team activity to focus on ideation through sketching and idea-presentation, critique, prototyping, testing and interaction combining divergent and convergent thinking.

The Design Sprint gives teams an efficient and cost-effective shortcut to ideating and learning without building and launching.

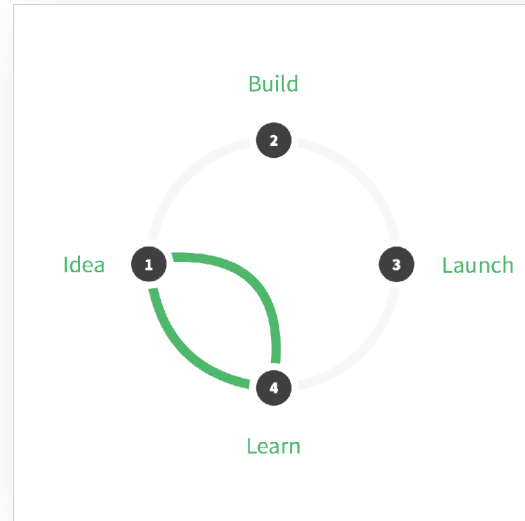


Figure 1. Design Thinking Shortcut

Design Sprints allow teams to fast-forward to a solution to test customer reactions and acceptance (Product Market Fit) using a prototype, before making expensive commitments as shown in Figure 1.

Design Sprints produce business value early by using Design Thinking to (1) explore the problem to identify the right thing to solve, (2) iterate to design and prototype so we can identify the right solutions to build, and (3) leverage these artifacts to build the solutions right during later phases of the project as shown in Figure 2.

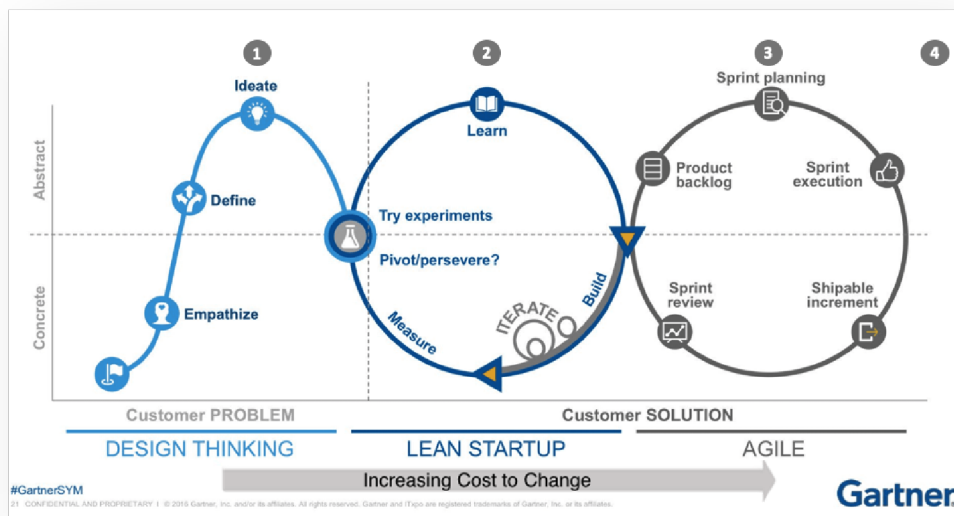


Figure 2. Design Sprint to Agile MVP

Process

Each Ignite Design Sprint is structured to accomplish the following:

- Understand the problem to be solved and the target business outcomes and metrics to be measured for determining success.
- Ideate and innovate solutions.
- Review GlobalGiving's current technology infrastructure as part of understanding the problem.
- Define and build a prototype of the solution.
- Test and Validate Assumptions.
- Deliver a technical architecture and product roadmap to jump start development.
- Recommend a product roadmap revisions to help guide the prioritizations of work
- Provide a foundation for estimating further development.

Each Design Sprint is a multi-stage process, as described in Figure 3 below, that typically runs over the course of five(5) full days to solve big problems and answer critical business questions. A small, dedicated team of 7-9 individuals, progress from a problem target to a validated solution.

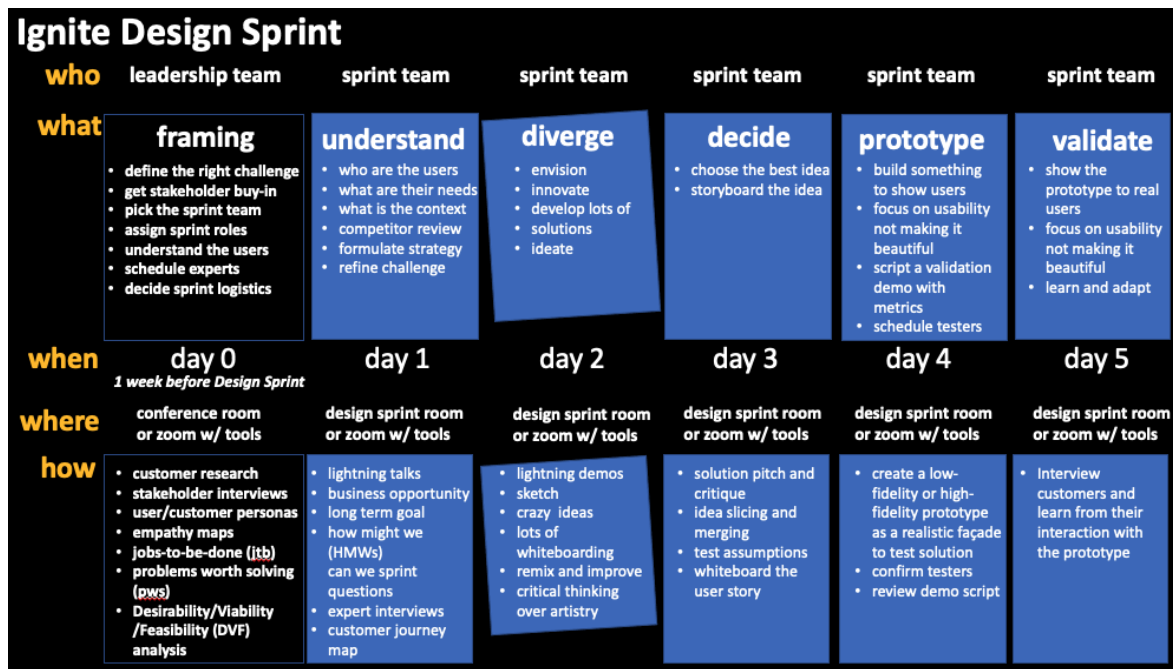


Figure 3. Ignite Design Sprint

Day 0

Problem Framing

A few days before the Design Sprint begins a ½ to full day Problem Framing Session takes place with key stakeholders to:

- Define the right Sprint challenge to be based on the entire context of the business/product/service strategy and link it to overarching business goals/metrics and actual customer problems.
- Ensure stakeholder buy-in by ensuring the Sprint challenge is connected to business value and the results will be welcomed and continue to the implementation cycle post-sprint.
- Pick the right Sprint team, selecting members that can provide the most value to the Sprint.
- Assign Sprint Roles.
- Understand the customers/users who will ultimately test the solution.
- Schedule any experts that may be needed to be interviewed on Day 1.
- Decide on Sprint Logistics such as location, lunches, etc.

Day 1

Understand

The Problem Framing session creates a well-defined problem and identifies the best possible Sprint team to solve it. The information documented from the Problem Framing session should help the Sprint team get up to speed on the problem, the context and all available information and insights.

The first day is about further defining the challenge with the Sprint Team, starting at the end and agreeing to a long-term goal. Reviewing available research, asking the experts to share what they know and then beginning to discuss solutions and picking a target which is an ambitious but manageable vertical slice of the problem that can be solved in the Sprint.

Day 2

Diverge

Focus on solutions. Innovate, ideate, review ideas, review existing solutions to borrow from in the same industry or external, remix, diverge and improve. Sketch out solutions emphasizing critical thinking over artistry. Begin planning customer test by recruiting end-users that fit the target profile.

Day 3

Decide

Decide which solutions in the stack are the strongest. Present and critique each solution, decide which will best achieve the long-term goal. Develop the storyboard scenes from the best solutions into a final storyboard which represents a step-by-step plan for the prototype.

Day 4

Prototype

Turn the storyboard into a prototype to test. The prototype is a realistic facade or graphical representation to be used to test with end-users. Confirm the testing schedule, develop an interview script and success metrics, review the prototype.

Day 5

Validate

Test the prototype to validate assumptions and success metrics. Interview customers and learn by their reactions to the prototype. Conduct a postmortem on the solution, plan for next steps for the Sprint Solution, is it ready for development into an Minimum Viable Product. Plan next Problem Framing session to tackle the next vertical slice.

Key Sprint Roles

It's important to establish a cross functional team with a diverse mix of strengths and backgrounds that will bring all the critical skills to bear on the Sprint target. The general rule is that a Design Sprint team should be no larger than seven people, but this is just a guideline. Keep in mind some roles may be shared by members of the Sprint Team.

- **Sprint Lead/Facilitator** - leads the entire Sprint, keeps things moving.
- **Business Analyst** - responsible for documenting content generated and maintaining the Sprint Capture Document.
- **Solutions Architect** - provides architecture input to proposed solutions.
- **UX/CX Designer** - provides UX/CX support for solution design and prototyping.
- **Decider/Product Manager** - person empowered to make the final call on all important decisions.
- **Experts** - subject-matter experts responsible for teaching others about the topic/challenges.
- **Customer Expert / Recruiter** – responsible for recruiting, qualifying, and scheduling testers for Day 5 - Validation.

Design Sprint Deliverables

Each Design Sprint addresses a vertical slice of the problem space starting with a Sprint goal and ending with a Solution High Level Technical Architecture and Prototype. In addition, the Sprint produces a Sprint Capture Document which can be shared and used as input to the development of a Minimum Viable Product (MVP) using an Agile development process.

- High Level Technical Architecture
- Solution Prototype
- Sprint Capture Document (materials can be used to develop user stories for implementation sprints)
 - Solutions stack
 - Demo Script
 - Storyboard
 - Market Fit Testing Metrics (from Day 5)
 - Discovery, research and expert interview Notes
- Product Roadmap revision recommendations.
- Foundation for estimating further development.

CONCLUSION

A Design Sprint is a step by step process focused on exploring critical business problems through understanding, innovating, brainstorming, designing , prototyping, and testing solutions with users and customers. Engaging in this process helps teams to clearly define goals, to validate assumptions and to provide input to the product roadmap before starting development. Below are some links to resources on Design Thinking.

- [The Google Design Sprint at Google Ventures](#)
- [The Design Sprint Book](#)
- [Design Sprints at the National Gallery of Art](#)
- [Tips for Running a Remote Design Sprint from Slack](#)
- [From Idea to App Store: A Design Sprint Case Study](#)
- [The Design Sprint Book Slack Channel](#)