**DESIGN SPRINT**

SPRINT BRIEF

**SPRINT CHALLENGE:**  …………………………………………………..…………………………………………………

*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: 2014 and 2016.*

**DELIVERABLES:**

…………..………………………………………………………..

*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***

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**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 Arrival and registration*

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!**