Design Sprint

A Design Sprint is a structured process that can be followed to quickly solve problems and test ideas within a five-day timeframe.

This tool can be used by a cross-functional team working together to define a problem, generate solutions, create a prototype and test it with real-life users. This method enables teams to efficiently validate ideas and make informed decisions by rapidly iterating through design and testing phases. A coach facilitates the activity and makes sure that the team stays focused and energized.

Google Ventures aimed to make the approach of a five-day sprint popular with their book: https://www.thesprintbook.com/.

To conduct a successful design sprint, careful preparation is needed. The success of the sprint will be highly influenced by the quality of the briefing held at the beginning and the skills of the facilitator.

Duration	Participants	Facilitation
5 days for the sprint, 1–2 days for the preparation	ideally: 6–8 people	a war room for the sprint timeframe, classical facilitation materials, a highly experienced coach

SOURCE: Google

Design Sprint | **Process**

Preparation 1–2 days overall (several meetings)	DAY 1 8 h	DAY 2 8 h	DAY 3 8 h	DAY 4 8 h	DAY 5 8 h
Get a clear picture by asking the following questions: • What is the topic and who is the sponsor? • Who will facilitate (an internal or external coach?) • Where will the team be working? • Who should be part of the sprint team? • Which experts do we want to invite on Day 1 for inspiration? As soon as all details have been clarified, prepare for the event, including inviting and briefing the sprint team.	The team focuses on understanding the problem, defining the goals and identifying target areas for improvement. They map out the challenge, create a shared understanding and develop a plan that will be used for the rest of the sprint. **OUR TIP FOR THE FACILITATOR**: Encourage active listening and open dialogue to ensure a comprehensive understanding of the problem. Use visualization techniques such as mind maps or journey maps to create a shared understanding and uncover insights.	This day is dedicated to generating a wide range of potential solutions to the problem, as identified on Day 1. Team members brainstorm individually, share their ideas and then collectively choose the most promising concepts to pursue further. **OUR TIP FOR THE FACILITATOR:** Encourage wild and unconventional thinking by setting aside judgments and focusing on quantity rather than quality in the brainstorming sessions. Use creativity methods like Brainwalking (see Tool "Brainwalking").	The team evaluates the various ideas generated on Day 2 and chooses the ones they would like to prototype. They prioritize the solutions based on their feasibility, impact and alignment with project goals. **OUR TIP FOR THE FACILITATOR:** Facilitate a structured decision-making process that considers both quantitative and qualitative factors. Use techniques like dot voting or decision matrices to rank ideas and ensure their alignment with project goals and time constraints.	On this day, the team creates a realistic prototype of the selected solution(s). The prototype is designed as a simplified version that can be quickly tested with users to gather feedback and validate assumptions. **OUR TIP FOR THE FACILITATOR:** Emphasize the importance of rapid iteration and simplicity when creating prototypes. Encourage the team to focus on capturing the core essence of the solution and using low-fidelity tools and materials to quickly bring ideas to life (see Tool "Rapid Prototyping").	The final day involves testing the prototype with real users to gather insights and validate assumptions. The team observes how users interact with the prototype, collects feedback and identifies areas for improvement. **OUR TIP FOR THE FACILITATION:** Set clear objectives and hypotheses for user testing sessions to guide the evaluation process. Encourage the team to approach testing with a curious and open mindset, actively listening to user feedback and reframing assumptions as opportunities for learning and improvement. (see Tool "Feedback Grid").

integratedconsulting.eu