WHERE DOES THE DESIGN SPRINT COME FROM?

The big idea with the Design Sprint is to build and test a prototype in less than a week. The method comprises the best practices from Design Thinking, UX Design, Lean Startup and Agile to develop and test products and services in a few days using a proven step-by-step checklist. It allows you to see how customers will react to your ideas before you invest all the time and expense of building a real product.

But there is more to the Design Sprint than just efficiency. It also allows you to solve problems in a smarter, more respectful way, so you can make the best of everyone's contribution within the team and spend your time on work that really matters.
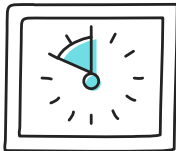
ALL YOU NEED IS...

A TEAM
From 7 to 9 people (one person in charge and several experts from the company in marketing and sales, finance, UX Design and IT and/or logistics).
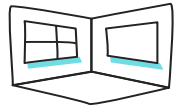
A ROOM WITH LARGE BLACKBOARDS
A large, well-lit room with walls or whiteboards, panels, or white paper attached

TIMER OR CHRONOMETER
Fundamental for controlling time and setting the pace of the Sprint.

OFFICE SUPPLIES
Sticky notes of two different sizes, markers, A4-size sheets, duct tape and round stickers will be your allies in shaping your ideas.

HEALTHY SNACKS
Fruits, dairy products, nuts, chocolate, coffee or tea are ideal to maintain the energy level high throughout the day.

WHO DOES WHAT?

You can act in different roles, e.g. as a decision maker, moderator or expert. For the creation of the prototype, team members need to act as makers, writers, asset collectors, stitchers and interviewers. Choose the role that best suits you or your experience and helps your team and make sure that decision-makers and facilitators have the necessary skills.
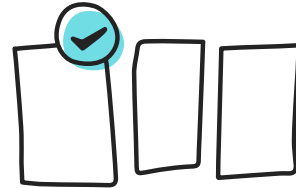
HOW DOES IT WORK?

1. Understand
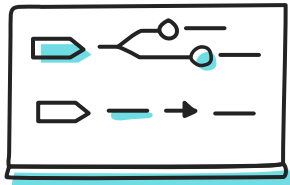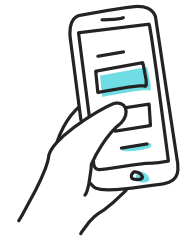
2. Collect Ideas & Sketch

3. Decide

4. Prototype

5. Validate

On Monday, you make a map of the problem. On Tuesday, each individual sketches solutions. On Wednesday, you decide which sketches are strongest. On Thursday, you build a realistic prototype. And on Friday, you test that prototype with five target customers.