

# Design Sprint



**DAY 1**  
UNDERSTAND

**DAY 5**  
TEST



**DAY 2**  
IDEATE

**DAY 4**  
PROTOTYPE

**DAY 3**  
DECIDE

THE DESIGN SPRINT IS A METHOD TO QUICKLY  
BUILD AND TEST IDEAS WITH A HUMAN  
CENTERED DESIGN APPROACH.

# Sprint Days

DAY  
1

- PURPOSE** Understand & agree on the problem
- GOAL** Slow down, share what you know, understand the problem, choose a target
- ACTIVITIES**
- Set/Review the goal
  - Map the flow
  - Interview experts/How might we note-taking
  - Sprint questions

DAY  
2

- PURPOSE** Come up with ideas
- GOAL** Get inspired, brainstorm solutions, sketch ideas into life
- ACTIVITIES**
- Lightning demos
  - Jot down ideas
  - Crazy 8's
  - Solution sketches
  - Recruitment

DAY  
3

- PURPOSE** Decide on an idea and make a storyboard
- GOAL** Get critical, vote ideas off the island, storyboard
- ACTIVITIES**
- Speed critique
  - Dot voting
  - Storyboarding

DAY  
4

- PURPOSE** Make a realistic prototype to test the idea
- GOAL** Build the prototype, pilot test, and revise
- ACTIVITIES**
- Pick your tools
  - Assign roles and swarm
  - Pilot testing/Revisions
  - Write test plan/Gather materials

DAY  
5

- PURPOSE** Test the idea and analyze the data
- GOAL** Listen, learn, take notes, put it all together and pick out insights
- ACTIVITIES**
- Test with study participants
  - Take notes
  - Find patterns (3 of 5 people)

## WE ALWAYS CONTINUE DAY 5 ACTIVITIES ON DAY 6!

- Efficient failures/Flawed successes
- Decide how to follow up (Did the sprint questions get answered? Are there failures that need more exploration?)

## Resources

Ready to plan your first design sprint? Check out these Google Ventures (GV) resources. They're loaded with tons of great information.

- The Design Sprint  
[gv.com/sprint](http://gv.com/sprint)
- Design Sprints – Setting the Stage  
[library.gv.com/sprint-week-set-the-stage-99f2f29ce0e7/](http://library.gv.com/sprint-week-set-the-stage-99f2f29ce0e7/)
- The Design Sprint Kit  
[designsprintkit.withgoogle.com/methods](http://designsprintkit.withgoogle.com/methods)

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