Collaborate, Innovate and Accelerate with Design Sprints.

Chris Hodges / UX Designer / Mendix
What is a Design Sprint?

Why use a Design Sprint?

Who are they for?

How does a Sprint look?

What happens next?

Tips and Tricks.
Design Sprints.

A five day process.

For validating ideas and solving big challenges.

Through prototyping and testing ideas with real world users.
In five days...

Understand.
Map out the problem and pick an area to focus.

Ideate.
Create competing solutions.

Prototype.
Make together a realistic prototype.

Decide.
Choose your winners.

Test.
Get feedback from real live users.
Result...

A Testable Solution.
But.. Why?
Slack: Courting Enterprise Customers

Success Story
Google: Streamlined Hiring Process
Success Story
Zurich: FaceQuote
Success Story
They help to...

- Foster Innovation & Collaboration.
- Less Risk, Speed & Momentum.
- Shared ownership & Alignment.
- Real Feedback.
Who is involved?
4–6 People
Across Disciplines
Across Department
And... The right supplies
How does a Sprint look?
“Unleash Innovation and Creativity within our Company.”
HMW

1. Collect as many ideas as possible.
2. Share ideas with the rest of the Company.
Let’s Crazy with 8s
Welcome to Your Company

Join a world-class team that's disrupting the status quo.

First name

Last name

Upload photo

Get started
What happens next?
The Good, Bad and the Amazing.

A Valiant Victory.
Yay! You solved your problem. You’re now ready to execute.

An Imperfect Win.
Learnt what works, what doesn’t and the reason behind it.

A Successful Failure.
Didn’t quite hit the mark, but you learned something and saved months of work.
Different directions...

MVP
Create a solid proposal for the design and engineering work going forward.

Another Sprint
Address a different aspects, or progressively add detail and depth to the results.
Tips & Tricks
Prepare in Advance

Have your UI resources and Connectors ready.
Prototype not PowerPoint

Answer questions by producing prototypes (not PowerPoint presentations).
Create a Space

Make a **free space** to question, think and create. No idea is a Bad Idea.
Practical Tips

End with Action

Create an actionable plan for your next steps.
And finally... Scale it.