design sprints for developers
warm-up challenge #1
warm-up challenge #2
How do you **know** the code you write will be used?
A tale of an idea
## B. Problem Statement/Market Opportunity

Describe the problem or issue this idea will solve. Use either the Revenue Generating Idea prompts on the left or the Infrastructure Investment Ideas on the right to aid you.

### Revenue Generating Idea

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What customer problem are you trying to solve?</td>
<td>Our customers consistently ask us where they can find other businesses like themselves. Example quotes include:</td>
</tr>
</tbody>
</table>

- I wish I had a way of finding other businesses like me so I could see what they're doing
- It would be great to find other businesses that use Constant Contact within my community
- If I knew who else within my neighborhood used Constant Contact, I could more easily do co-marketing efforts
- I would just love it if Constant Contact helped me network with other businesses like mine
- It would be cool if I could tap into other Constant Contact customers to brainstorm ideas and share expertise
A team of 12,..?!

$90k,..??
no. @#$%’n. way.
NEW
for salads
JELL-O
K BRAND
NET WT. 3 OZ.
gelatin salad mix
ADD WATER
Innovation Team

Existing CTCT Team

MVC
Minimum Viable Concept

New Team

PRODUCT

build

scale

pilot

clarify

integrate

EXISTING PRODUCT

Project Team

Evolution

Revolution
### README.md

```
| 1. Understand | Update Understand | a month ago |
| 2. Diverge    | Update Diverge    | a month ago |
| 3. Converge   | Fix typo          | 3 months ago |
| 4. Prototype  | Add more clarity around roles during prototyping | 6 months ago |
| 5. Test       | Minor formatting  | 6 months ago |
| Exercises     | Fix link to 'crazy-eights.md' | 5 months ago |
| Previous-Sprints | Add previous sprints section | 10 months ago |
| Images        | Add phases image  | 10 months ago |
| CONTRIBUTING.md | Add updates to contributing | 8 months ago |
| LICENSE.md    | Add license       | 6 months ago |
| README.md     | Add credit and point to hire us | 5 months ago |
```

[Diagram with icons and labels: understand, diverge, converge, prototype, test]
https://github.com/thoughtbot/design-sprint
design sprint
design
spike
product discovery
discovery session
deep
dive
discovery sprint
Understand  Diverge  Converge  Build  Test
<table>
<thead>
<tr>
<th>Empathize</th>
<th>Define</th>
<th>Ideate</th>
<th>Prototype</th>
<th>Test</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Discovery</strong></td>
<td><strong>Interpretation</strong></td>
<td><strong>Ideation</strong></td>
<td><strong>Experimentation</strong></td>
<td><strong>Evolution</strong></td>
</tr>
</tbody>
</table>

**PHASES**

**1**
**DISCOVERY**
- I have a challenge. How do I approach it?

**2**
**INTERPRETATION**
- I learned something. How do I interpret it?

**3**
**IDEATION**
- I see an opportunity. What do I create?

**4**
**EXPERIMENTATION**
- I have an idea. How do I build it?

**5**
**EVOLUTION**
- I tried something new. How do I evolve it?

**STEPS**

**1-1** Understand the Challenge
**1-2** Prepare Research
**1-3** Gather Inspiration

**2-1** Tell Stories
**2-2** Search for Meaning
**2-3** Frame Opportunities

**3-1** Generate Ideas
**3-2** Refine Ideas

**4-1** Make Prototypes
**4-2** Get Feedback

**5-1** Track Learnings
**5-2** Move Forward
<table>
<thead>
<tr>
<th>Define</th>
<th>Understand</th>
<th>Ideate</th>
<th>Prototype</th>
<th>Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empathize</td>
<td>Define</td>
<td>Ideate</td>
<td>Prototype</td>
<td>Test</td>
</tr>
<tr>
<td>Under</td>
<td>Diverge</td>
<td>Decide</td>
<td>Prototype</td>
<td>Validate</td>
</tr>
<tr>
<td>Protocly</td>
<td>Test</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unpack</td>
<td>Sketch</td>
<td>Decide</td>
<td>Prototype</td>
<td>Test</td>
</tr>
<tr>
<td>Define</td>
<td>Understand</td>
<td>Ideate</td>
<td>Build</td>
<td>Test</td>
</tr>
<tr>
<td>Understand</td>
<td>Diverge</td>
<td>Converge</td>
<td>Build</td>
<td>Test</td>
</tr>
</tbody>
</table>
**Phase 1**  
Understand  
- Get the Background
- Get Inspired
- Define the Problem
- Know the User
- Daily Retrospective

**Phase 2**  
Diverge  
- Gear Up
- Generate Solutions
- Team Sketching
- Prototype Sketch
- Daily Retrospective

**Phase 3**  
Converge  
- Scrutinize Your Work
- Structure Interviews
- Prototype Sketch
- Finish Prototype

**Phase 4**  
Build  
- Build Prototype
- Daily Retrospective  

**Phase 5**  
Test  
- Test Interviews
- Daily Retrospective
- Project Wrap-up
<table>
<thead>
<tr>
<th>Understand</th>
<th>Duration</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>Introductions</td>
<td>0:05</td>
<td>1:35:00 PM</td>
</tr>
<tr>
<td>Rules of the Design Sprint</td>
<td>0:10</td>
<td>1:45:00 PM</td>
</tr>
<tr>
<td>Introduce the Idea Parking Lot</td>
<td>0:05</td>
<td>1:50:00 PM</td>
</tr>
<tr>
<td>Review Agenda</td>
<td>0:05</td>
<td>1:55:00 PM</td>
</tr>
<tr>
<td>Pitch Practice</td>
<td>0:15</td>
<td>2:10:00 PM</td>
</tr>
<tr>
<td>Facts and Assumptions</td>
<td>0:15</td>
<td>2:25:00 PM</td>
</tr>
<tr>
<td>Problem Statement</td>
<td>0:03</td>
<td>2:28:00 PM</td>
</tr>
<tr>
<td>User Journey Map</td>
<td>0:10</td>
<td>2:38:00 PM</td>
</tr>
<tr>
<td><strong>Diverge</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job-Stories</td>
<td>0:05</td>
<td>2:43:00 PM</td>
</tr>
<tr>
<td>8-Ups (aka Crazy Eights)</td>
<td>0:05</td>
<td>2:48:00 PM</td>
</tr>
<tr>
<td><strong>BREAK HERE</strong></td>
<td><strong>3:00</strong></td>
<td><strong>3:30:00 PM</strong></td>
</tr>
<tr>
<td><strong>Converge</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100 Test Assumptions Table</td>
<td>0:15</td>
<td>3:58:00 PM</td>
</tr>
<tr>
<td>Wireframe Prototype</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Team Sketching - I</td>
<td>0:15</td>
<td>4:13:00 PM</td>
</tr>
<tr>
<td><strong>Build</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Build it!</td>
<td>0:15</td>
<td>4:28:00 PM</td>
</tr>
<tr>
<td><strong>Test Interview Prep</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Define Pre-roll questions</td>
<td>0:02</td>
<td>4:30:00 PM</td>
</tr>
<tr>
<td>Define Tasks</td>
<td>0:03</td>
<td>4:33:00 PM</td>
</tr>
<tr>
<td>Define post-roll questions</td>
<td>0:05</td>
<td>4:38:00 PM</td>
</tr>
<tr>
<td><strong>Test</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>#1</td>
<td>0:05</td>
<td>4:43:00 PM</td>
</tr>
<tr>
<td>#2</td>
<td>0:05</td>
<td>4:48:00 PM</td>
</tr>
<tr>
<td><strong>Wrap-up</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sprint Retrospective</td>
<td>0:10</td>
<td>4:58:00 PM</td>
</tr>
</tbody>
</table>
understand

Get the Background
- Introductions
- Rules of the Design Sprint
- Introduce the Idea Parking Lot
- Review Agenda
- Pitch Practice
- Review Research and Past Work

Get Inspired
- Goals & Anti-goals
- Existing Product, Competitors, and Substitutes
- Facts and Assumptions

Define the Problem
- Problem Statement
- Challenge Map(s)

Know the User
- Who / Do
- Personas
- User Journey Map

Wrap-up
- Daily Retrospective
understand

Get the Background
- Introductions
- Rules of the Design Sprint
- Introduce the Idea Parking Lot
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- Problem Statement
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Know the User
- Who / Do
- Personas
- User Journey Map

Wrap-up
- Daily Retrospective
pitch practice
facts, assumptions, questions
what’s an assumption?
Connect 9 dots
Use four straight lines or less
Do not lift pen once you start
No reversing
ten minutes...
questions
five minutes...
so.. what’s the problem?
problem statement
user journey
ten minutes...
**Gear Up**
Review Agenda and Rules
Pitch Practice
Background Phase Recap
Job-Stories

**Generate Solutions**
Mind Map
8-Ups (aka Crazy Eights)
Storyboard
Silent critique
Group critique
Super vote

**Wrap-up**
Daily Retrospective
Diverge

Gear Up
Review Agenda and Rules
Pitch Practice
Background Phase Recap
Job-Stories

Generate Solutions
Mind Map
6-Ups (aka Crazy Eights)
Storyboard
Silent critique
Group critique
Super vote

Wrap-up
Daily Retrospective
job stories
When ___SITUATION___ happens, I want/need ___MOTIVATION___ so that I can ___OUTCOME___.
three minutes...
six-up:
six different ideas in 5 minutes
five minutes...
break
3:00 to 3:30pm
storyboard
ANALYZING CAMPAIGN RESULTS

KEY METRICS FOR SUCCESS

Sarah, the Director of Boston Non-Profit, doubled her fundraising last year, as a result this year’s goals are even higher.

As Sarah is crafting her next set of challenges, analytics of past performance guide her towards success. She selects 3 key metrics to track.

Sarah exports the results to different stakeholders by email [brands], [boss], social media, or Excel. The follow-through is appreciated by everyone!
ten minutes...
converge

Get Started
Describe Converge
Pitch Practice (yes, again!)

Scrutinize Your Work
Recap Background
$100 Test Assumptions Table
Identify Alternative

Wireframe Prototype
Team Sketching - I
Ritual Dissent
Team Sketching – II
Final Sketch

Wrap-up
Daily Retrospective
Get Started
Describe Converge
Pitch Practice (yes, again!)

Scrutinize Your Work
Recap Background
$100 Test Assumptions Table
Identify Alternative

Wireframe Prototype
Team Sketching - I
Ritual Dissent
Team Sketching – II
Final Sketch

Wrap-up
Daily Retrospective
dot vote

venn diagram

2x2 matrix
assumptions table
**Assumption**

- **Test by...?**
  - 50
  - **P-type Analytics/Tracking**
    - How do they track? Importance?
  - 50
  - **Show User ENG Consequence**
    - How do they measure consequences?
  - 50
  - **Tech Question**
    - How do they measure really?
  - 30
  - **Inquiry**
    - Show examples
    - See #1
  - 30
  - **Ask: How do they & base?**
    - Seek to & base
  - 30
  - **Show: Ability to Segment**
    - Desire to go beyond
  - 30
  - **Ask: Touchpoint Threshold | Virality?**
    - Successful sign-up - no help + no questions

**Valid if...?**

- **Response = Important**
- They do something w/data
- Share examples of accept scenario
- Possible
- Have tried
- Reaction
ten minutes...
wireframe
ten minutes...
Prototype
Refine Screens
Build it!

Test Interview Prep
Define Pre-roll questions
Define Tasks
Define post-roll questions
Confirm Interviews

Wrap-up
Daily Retrospective
build

Prototype
Refine Screens
Build it!

Confirm Interviews
Define Pre-roll questions
Define Tasks
Define post-roll questions
Confirm Interviews

Wrap-up
Daily Retrospective
paper prototype
interview structure
Pre-roll questions
Tasks / Interview
Post-roll questions
ten minutes...
Interviews
#1
#2
#3
#4
#5
#6

Wrap-up
Daily Retrospective
Sprint Retrospective
test with two teams
five minutes...
five minutes...

second test
what worked? was validated?
what’s next?
DESIGN SPRINT

WEEK 1

- Define
- Understand
- Ideate
- Build
- Test

WEEK 2

- Refine
- Build
- Test

WEEK 3

- Refine
- Build
- Test

WEEK 4

- Refine
- Build
- Test

JUMP START

AGILE SCRUM
DESIGN SPIKE
1 Week Sprints

Sprint Planning

Sprint Review

Daily Scrum

Product Backlog

Spike Done

Regular Sprints
Pause

Non-Dependent Development Work

Regular Sprints
Resume
MORE?

design sprint

Early Release on O’Reilly Media
designsprintbook.com
hello@ctodd.com
@iamctodd