

SMALL BUSINESS



WELCOME
to the
INNOLOFT

this is your DESIGN SPRINT kit

**THIS SPRINT KIT IS TO
HELP YOU MAKE THINGS
PEOPLE NEED, WANT
AND WILL PAY FOR.**

Don't worry, we'll walk you through it all

WHAT IS A DESIGN SPRINT?

A Design Sprint is a flexible product design framework that serves to maximize the chances of making something people want. It is an intense effort conducted by a small team where the results will set the direction for a product or service. It emerged from the application of design thinking frameworks from Stanford's d.school to software development ideologies such as Agile and Scrum.

Google Ventures brought the term to life in 2013 although there are many different terms. We have heard them called number of different things: Discovery, Product Discovery, Discovery Sessions, Deep Dives, and Design Spikes. Regardless of the nomenclature, they all serve to accomplish the same goal: **design the right product for the right audience.**



DEFINE

What's the problem?

DEFINE

What's the problem?

At the start, defining the problem you seek to solve is critical for generating a solution that will stick. We have seen far too many products and services that are searching for a problem. You'll use a **Job Story** to help you define the problem, and a **Problem Validation Board** to see if that problem is worthy of solving.

JOB STORY

When __SITUATION__ happens,
I want/need _MOTIVATION_ so
that I can __OUTCOME__.

EXAMPLE

When a new customer joins my email list,
I want to be notified **so that** I can
start a conversation **with** them.

DEFINE

What's the problem?

fill this out

When [REDACTED],

I want/need to [REDACTED] so

that I can [REDACTED].

From the customer perspective!

DEFINE

What's the problem?

Context	Motivation	Outcome	Test	Valid?
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When a new customer joins my email list

I want to be notified

to start a conversation with them.

Interview 5 customers, ask what happens when a customer joins their list. Determine how much they care and what the next steps are

YES!

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--	--	--	--	--

fill this out

UNDERSTAND

Who cares?

UNDERSTAND

Who cares?

To further understand the problem we need to see who cares. We ask the questions: Who's involved? What do we want them to do? This is accomplished with a **WHO|DO** table.

List out the stakeholders and arrange them by order of importance in each category.

fill this out →

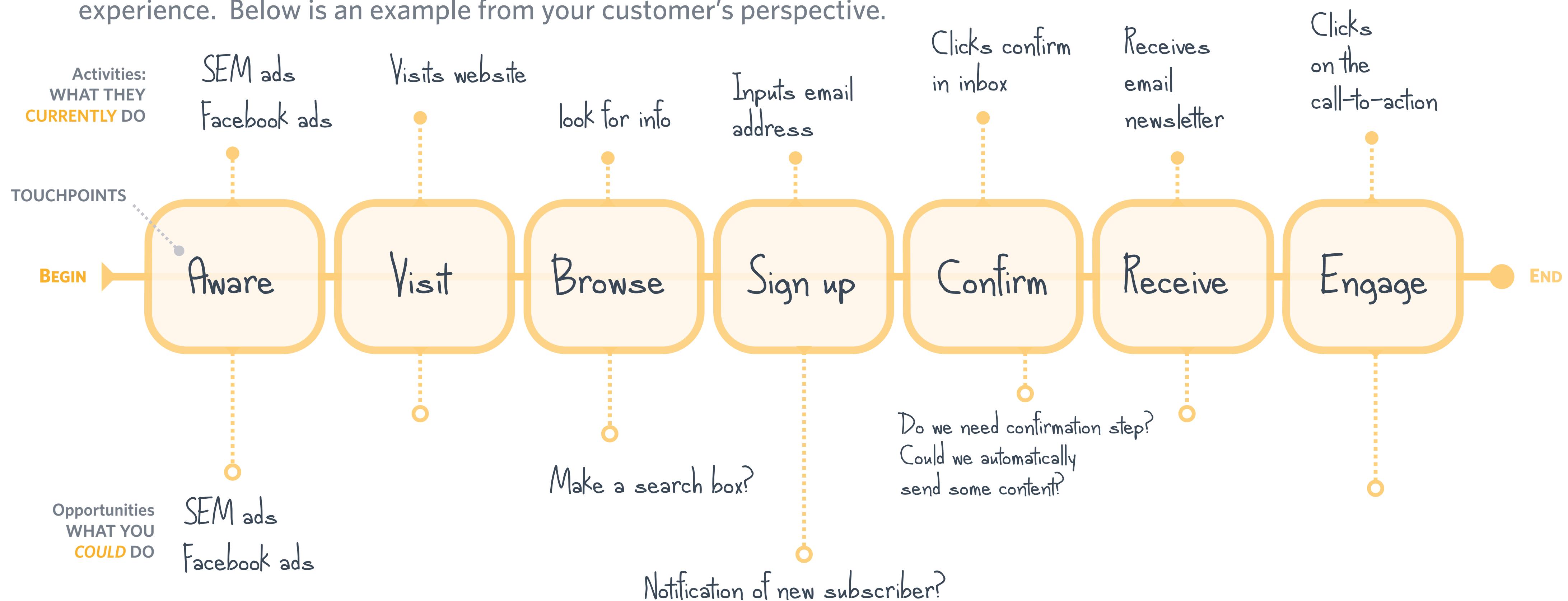
	WHO?	DO?	Level of Importance
CUSTOMERS	New subscribers	Sign-up to email Read email	High 
			Low 
CLIENTS			High 
			Low 
USERS			High 
			Low
OTHER			

UNDERSTAND

Who cares?

To further understand the context we use a **Journey Map** to identify opportunities for you to improve their experience

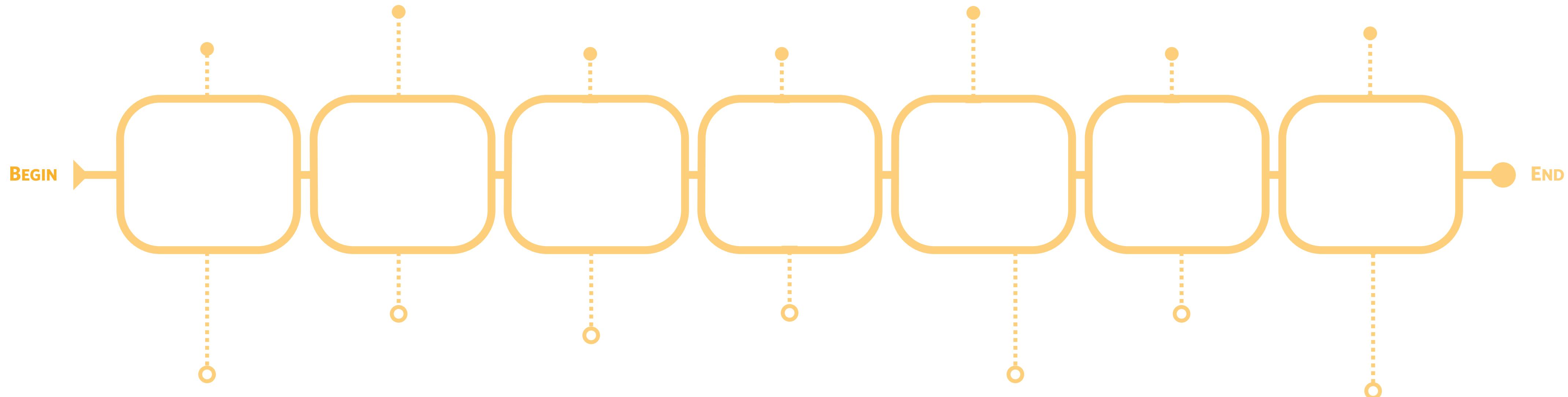
1. Brainstorm all the touch points involving your product or service with your customer.
2. Order the touch points chronologically on the line from beginning to end.
3. Map your and their activities to the related touch points.
4. Once these have been defined, brainstorm opportunities for each touchpoint to make the product or service a better experience. Below is an example from your customer's perspective.



UNDERSTAND

Who cares?

Activities:
WHAT THEY
CURRENTLY DO



Opportunities
WHAT YOU
COULD DO

IDEATE

How can you solve it?

IDEATE

How can you solve it?

With the problem identified, clarified and placed into context, it's time to explore the possibilities!

To generate many options we have two exercises for you to complete. **Six-Ups** and **Storyboards**.

SIX-UP

1. Take a sheet of paper and fold into 6 equal areas (letter tri-fold, then in half)
2. Set the timer for 5 minutes
3. Draw 6 completely different solutions for that problem in 5 minutes.
4. Advance to a new idea every 50 seconds!
5. Repeat this as many times as you like. We recommend twice for 12 ideas



STORYBOARD

1. Select one of the 6 (or 12) ideas to move forward with.
2. Draw out the scenario for your chosen idea, consider human-human interactions, not just human-device interactions
3. Share the story with someone and solicit feedback
4. Incorporate feedback and recreate the storyboard



six different ideas here



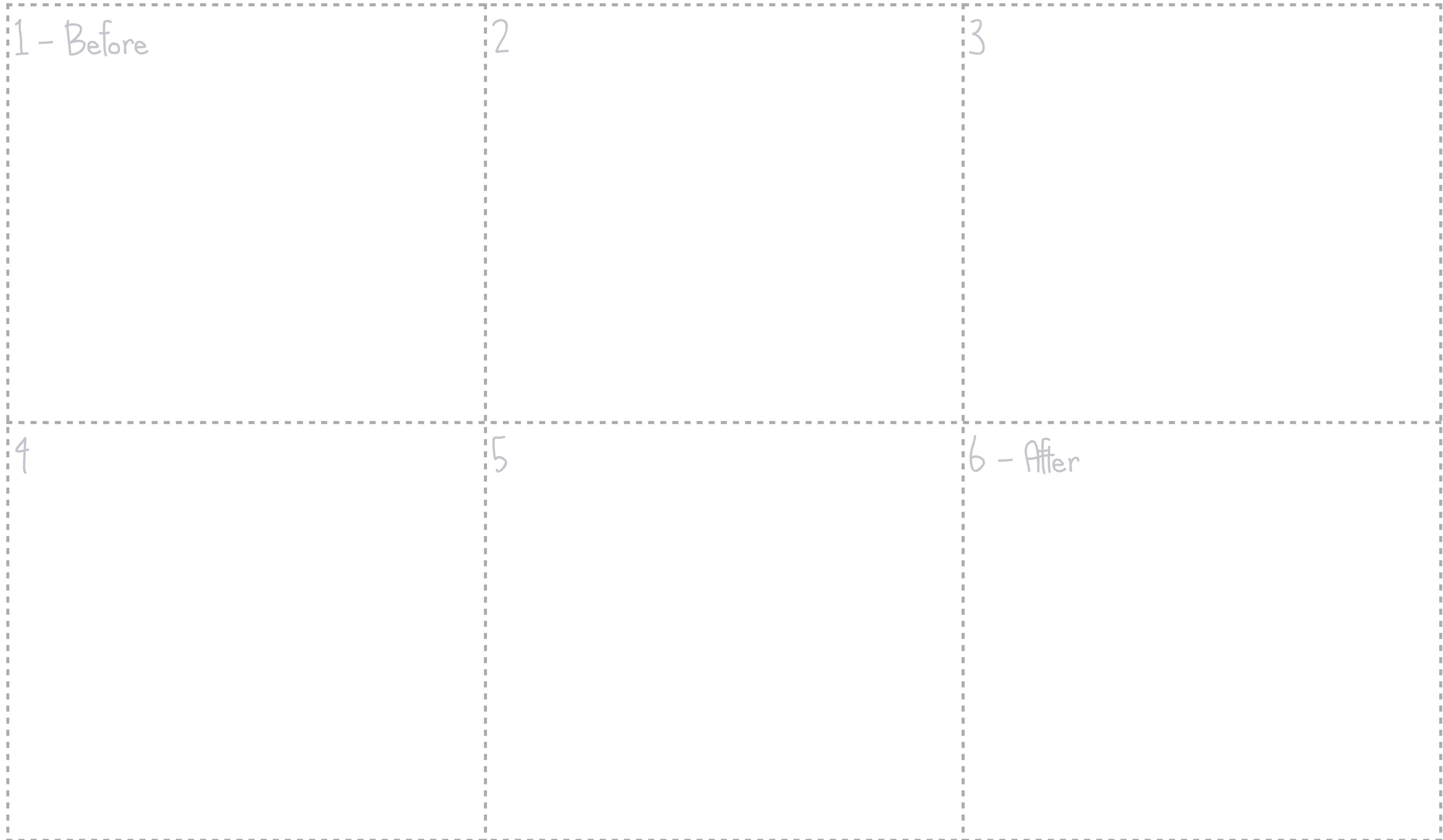
A large dashed rectangular box with a grid of six smaller dashed squares inside, intended for drawing six ideas.

six different ideas here

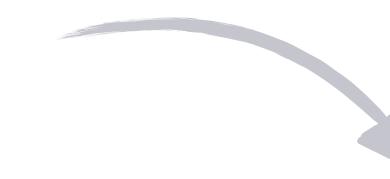


A large dashed rectangular box occupies the central portion of the slide. Inside this box is a faint grid consisting of two horizontal dashed lines and two vertical dashed lines, creating a cross shape that divides the interior into four quadrants. This grid is intended to help users structure their ideas.

one idea, fleshed out



one idea, fleshed out



1 - Before

2

3

4

5

6 - After

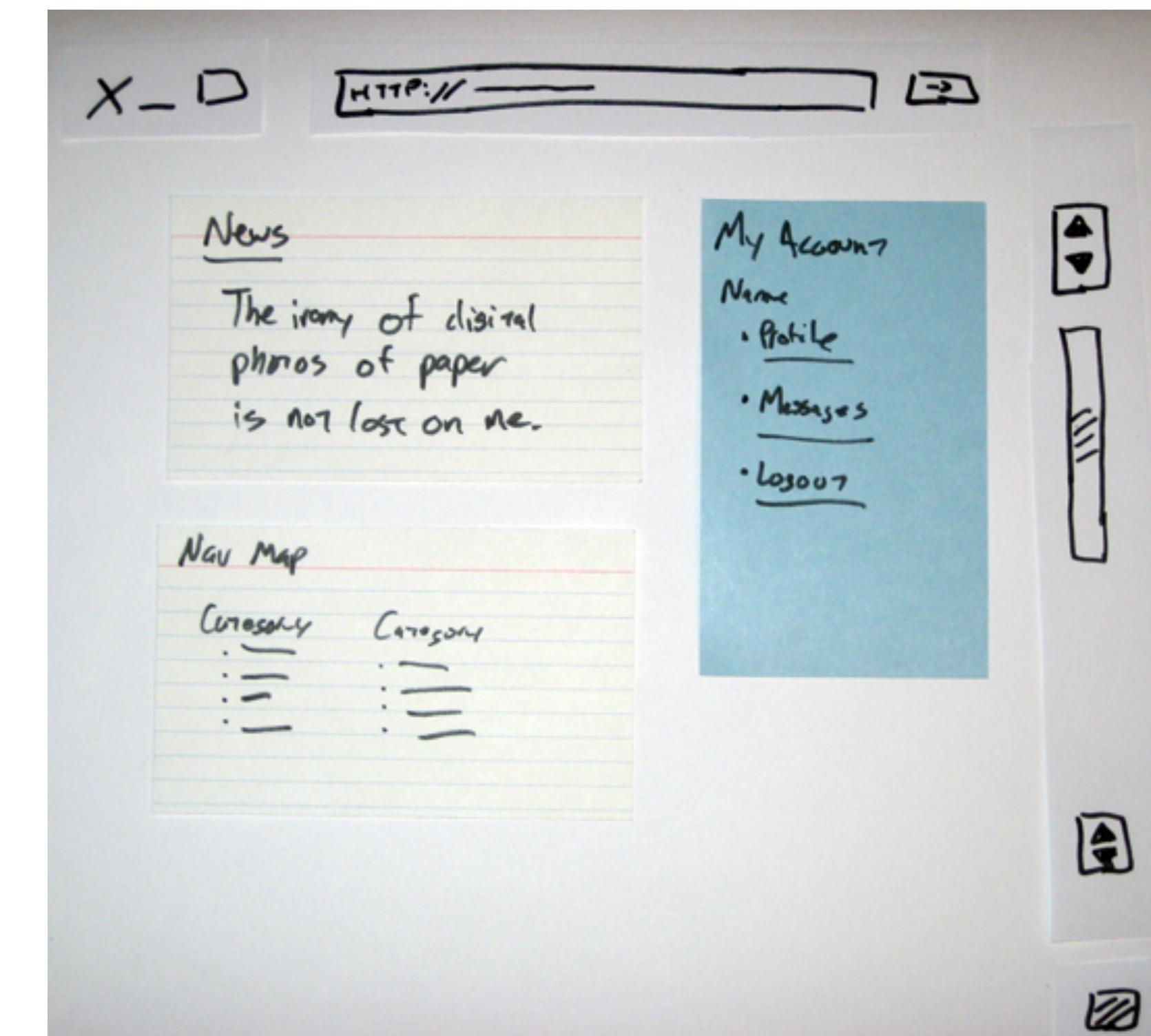
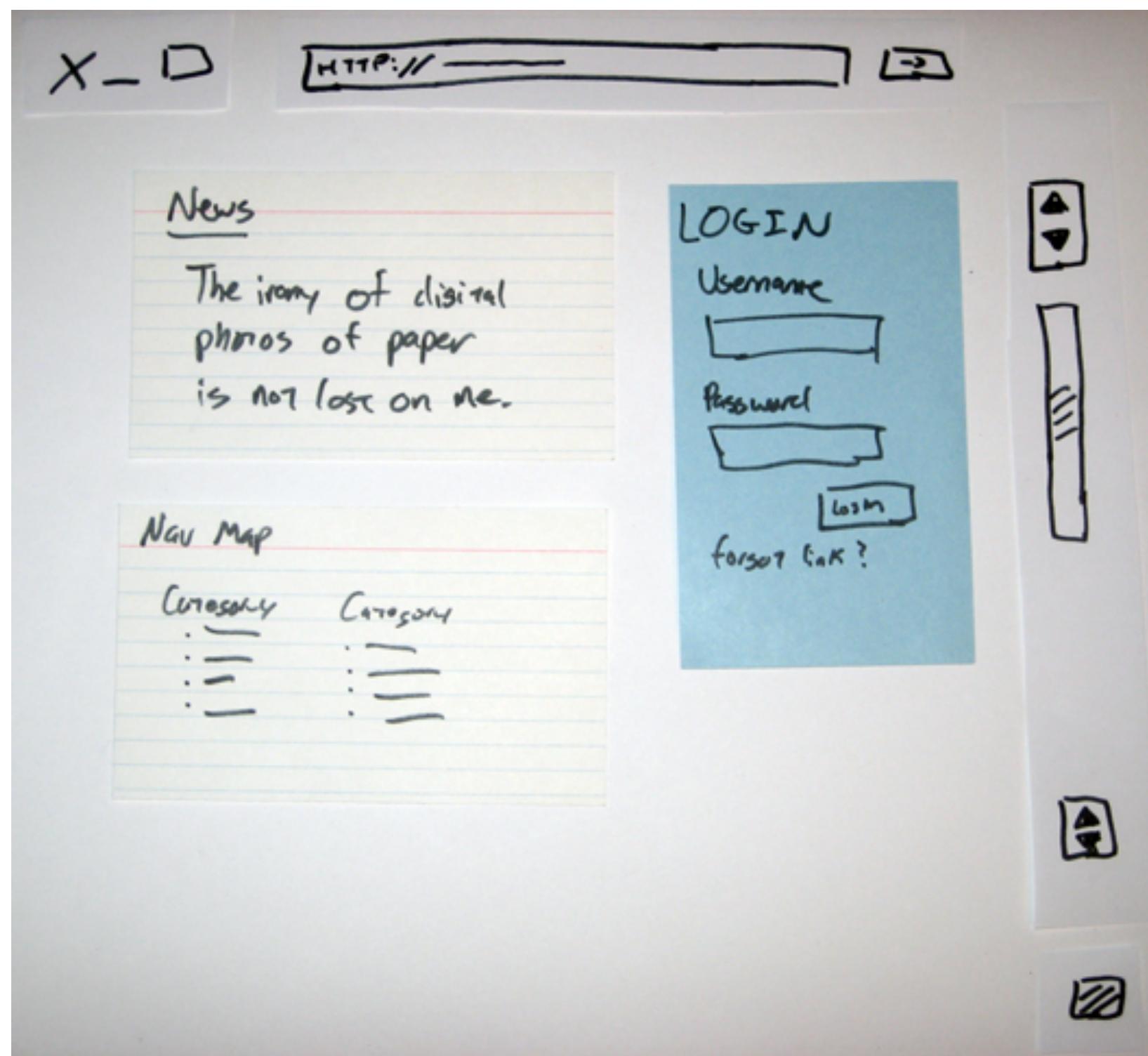
MAKE

What to build?

MAKE

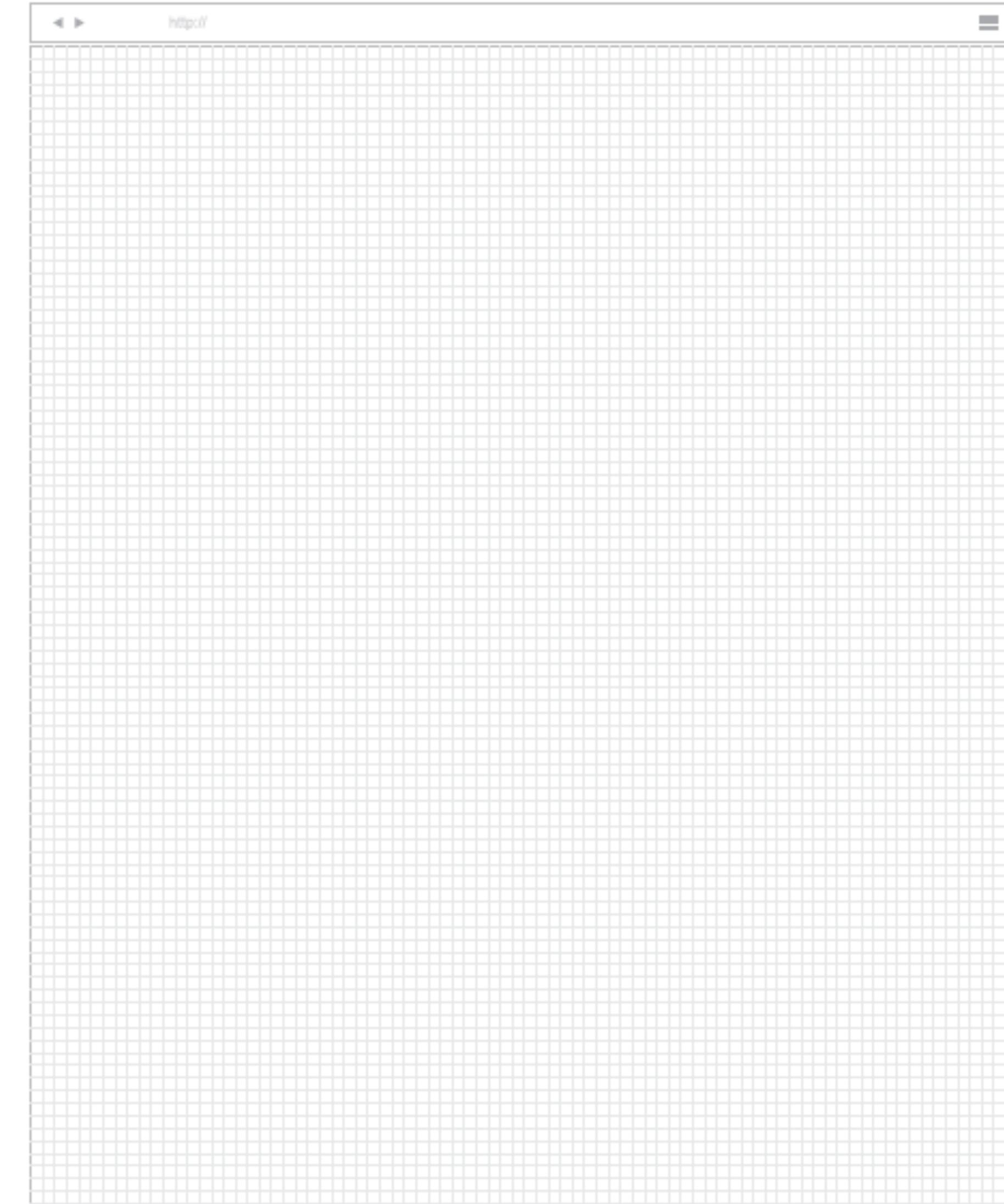
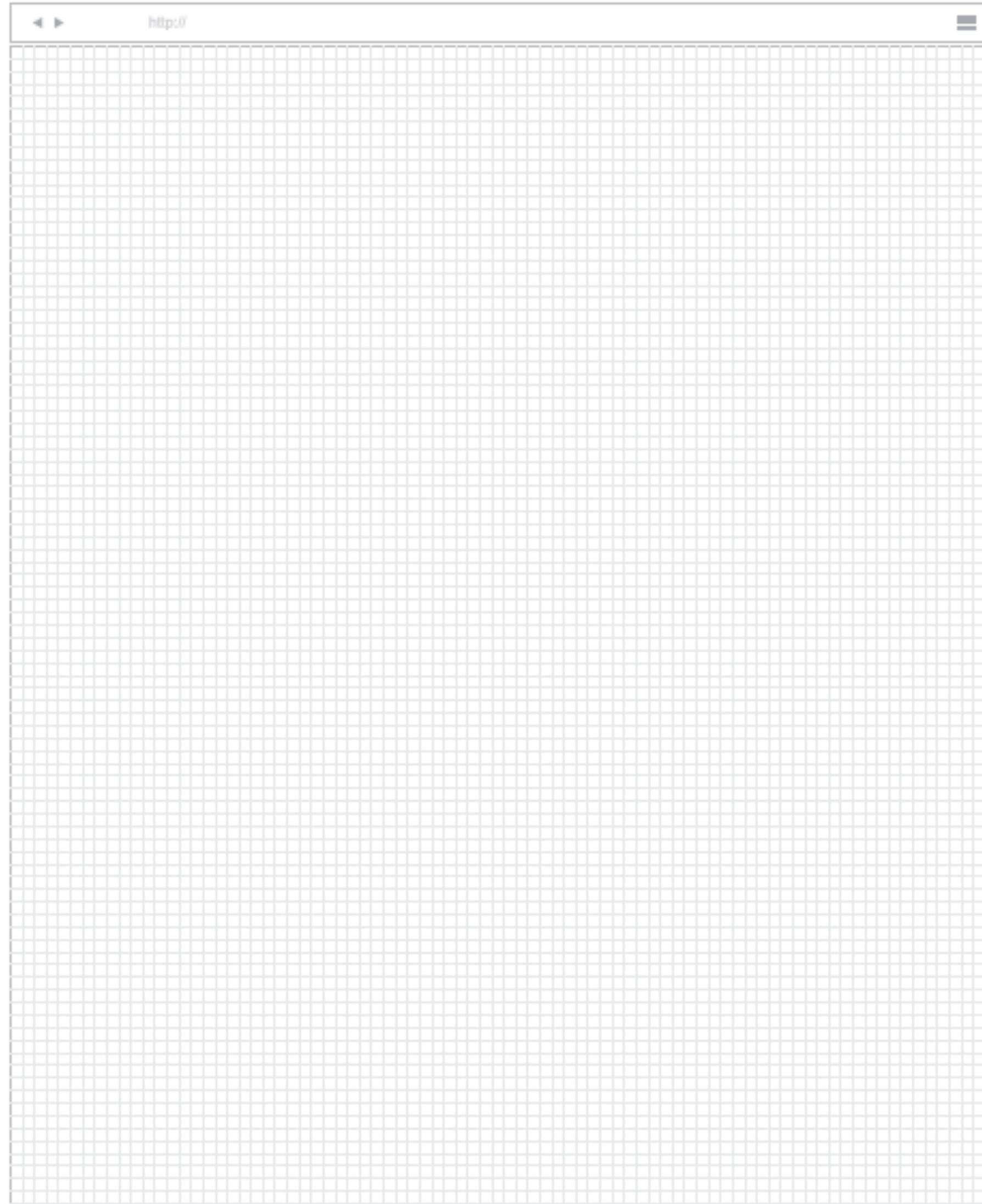
What to build?

Paper prototyping is a great low-cost way to test nearly any type of human-computer interface. Its purpose is to get quick feedback from users while the design is quite literally "on the drawing board." Some paper prototypes are hand-drawn, while others use printed-out screen shots. We'll draw them! The following pages have tempts for web and mobile. Use whichever is appropriate for your product or service.



MAKE

What to build?

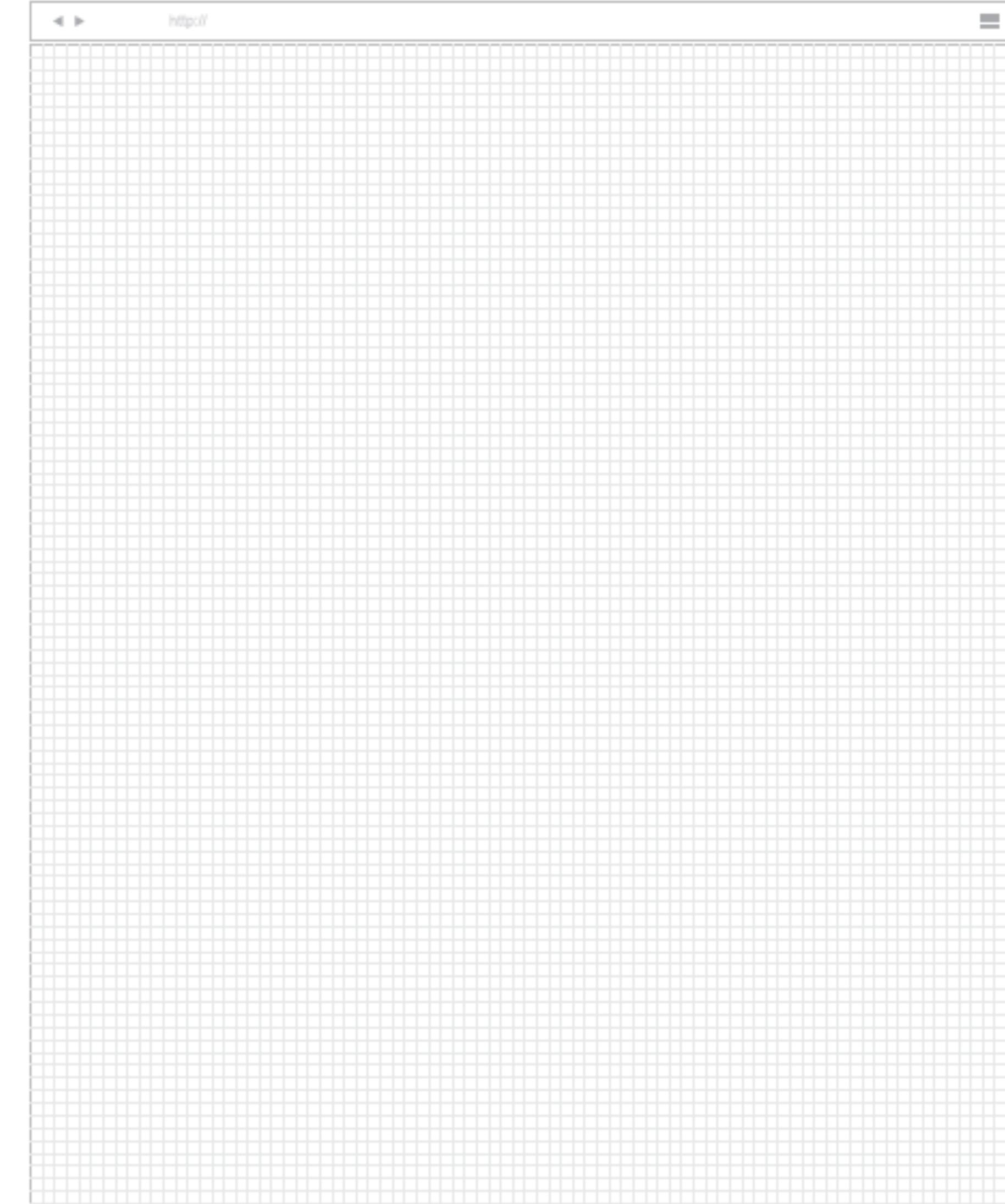
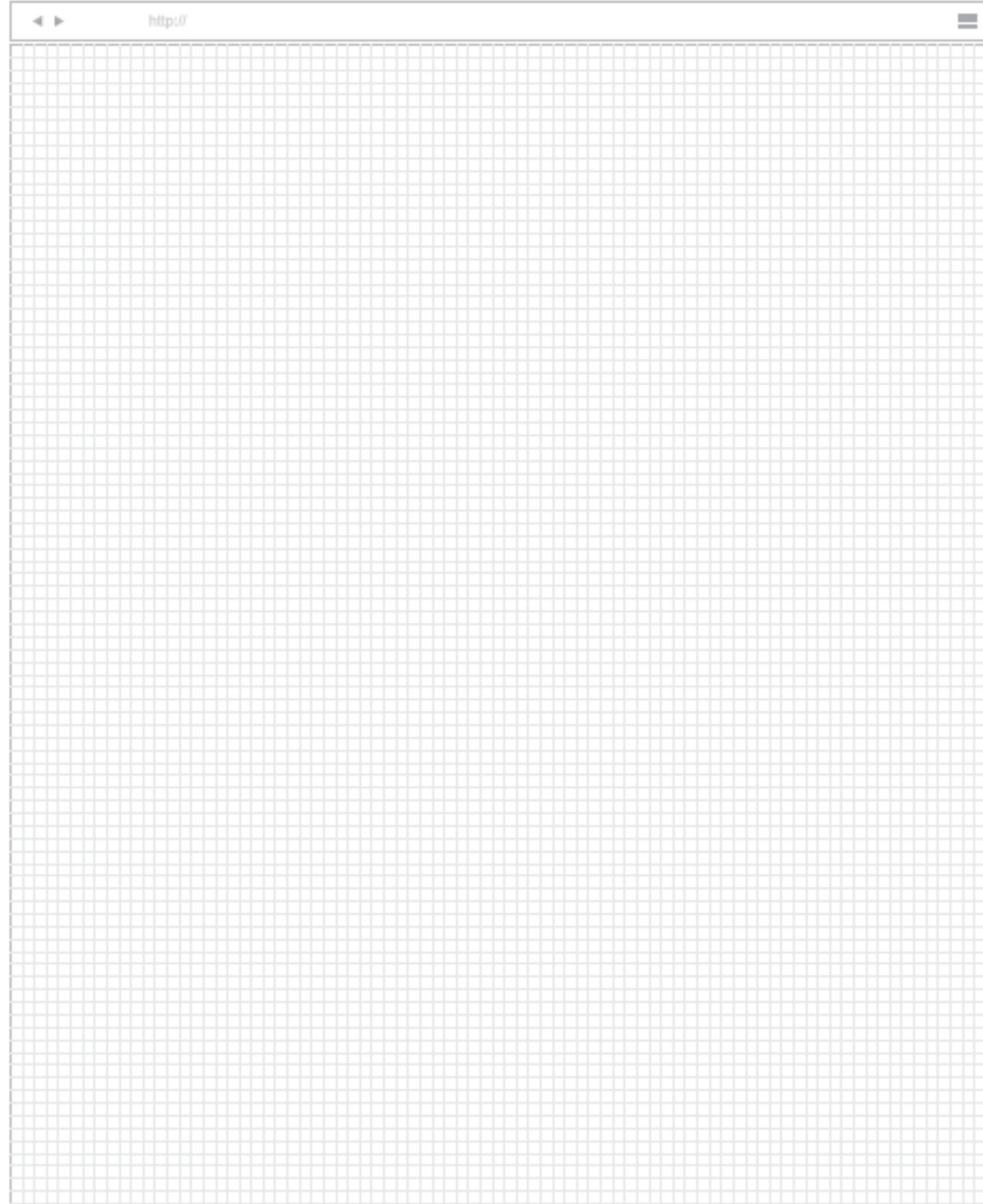


sketch out your web app!

source: marvelapp.com

MAKE

What to build?

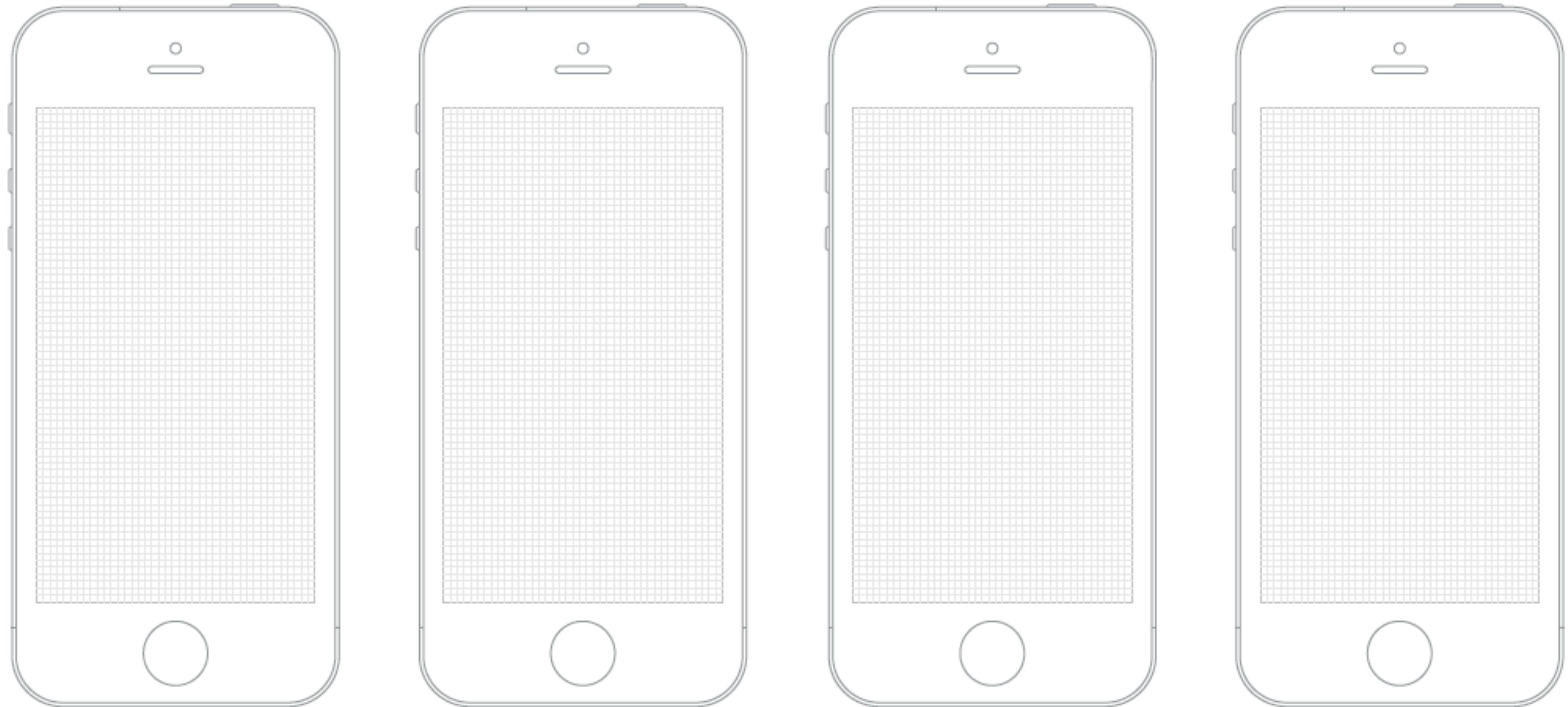


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MAKE

What to build?

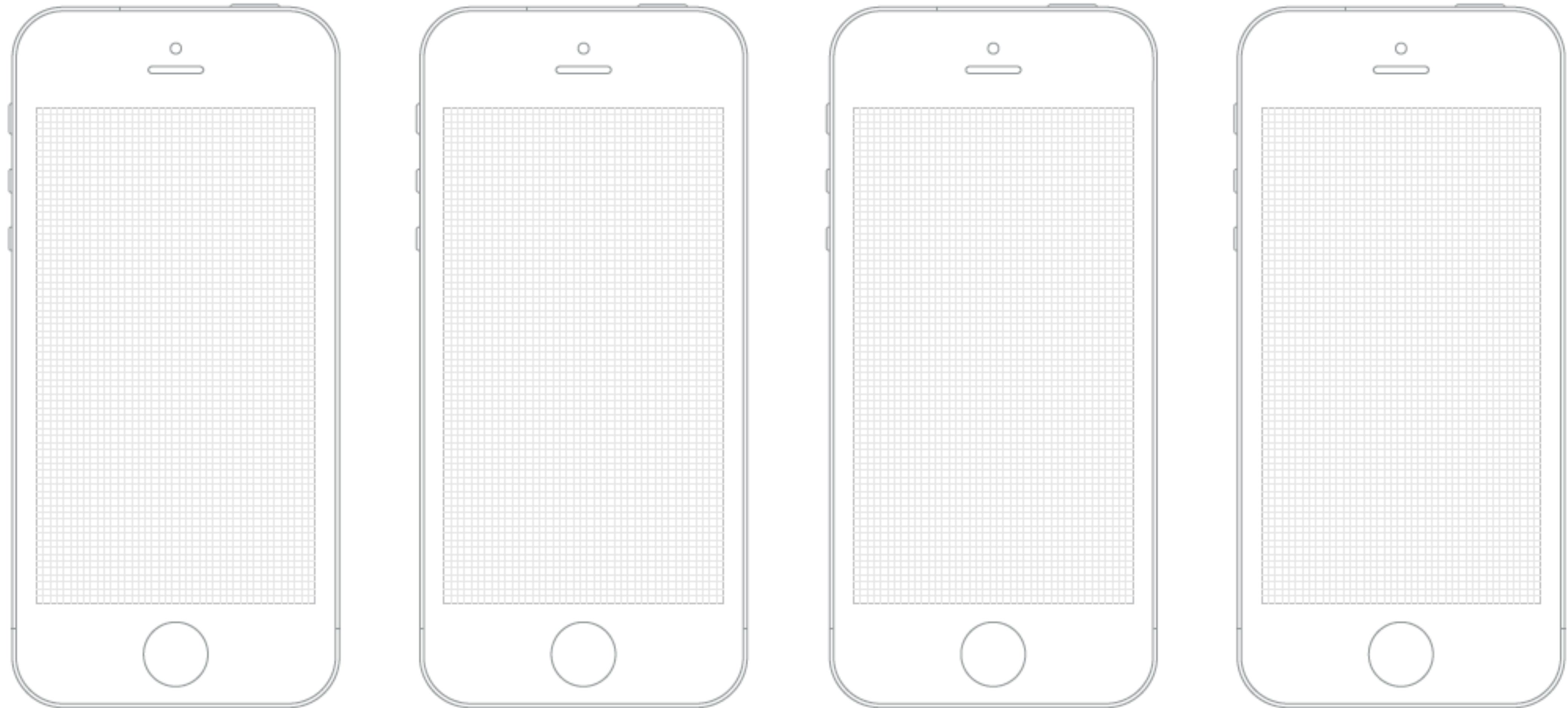


sketch out your mobile app!

source: marvelapp.com

MAKE

What to build?



sketch out your mobile app!

source: marvelapp.com

TEST

Does it work?

TEST

Does it work?

Get this in front of your customers! What do they think? **Print out** each screen you've drawn and place them in the right order. You'll ask your test subjects to interact so you can see if it solves the problem you identified.

QUESTIONS TO ASK

1. Brainstorm a list of questions regarding your prototype
2. Narrow down to a few
3. Place them in a logical order to ask your
4. Record their responses

1. How do visitors to your website learn about your newsletter?
2. How do you currently learn about new small subscribers?

TASKS TO COMPLETE

1. Recall the job-to-be done
2. invite the participant to "click" through your
3. Record their questions and comments

Task 1 - Determine the number of new subscribers to your monthly newsletter

Task 2 - Automatically send the most recent newsletter to each new subscriber

- 1.
- 2.
- 3.
- 4.
- 5.

Task 1 -

Task 2 -

Task 3 -

NEXT STEPS

What did you learn?

NEXT STEPS

Summary and Next



1 - Where we came from

2 - Where we arrived

3 - What we learned

4 - Where to go next

**“LIFE IS TOO SHORT TO
BUILD SOMETHING
NOBODY WANTS.**

Ash Maurya, Author - Running Lean