

How to create a successful Design Sprint

In Jake Knapp's Design Sprint, challenges are analyzed, solution ideas are worked out and these are immediately tested with users in just five days in order to successfully develop or optimize new products or services.

We show you why the Design Sprint is also useful for your design and development process.

The basics for a successful Design Sprint

- 1** User centered design
Putting the user at the center of development
- 2** Teamwork
Work in interdisciplinary teams under the leadership of the facilitator
- 3** Minimize distractions
Concentration and focus are required in a sprint week

The Design Sprint works according to these five principles

- TOGETHER ALONE**
Work on tasks together alone
- NOTE AND VOTE**
Regular ratings for quick decisions
- SHOW, NOT TELL**
Demonstrable work results instead of long discussions
- GETTING STARTED**
It is more important to get started than to be right
- DON'T RELY ON CREATIVITY**
Creativity comes all by itself through the tasks and methods

The perfect Design Sprint week

... starts with a great challenge and ends with a tested prototype.

Day 1: MAP

Set long-term goal and sprint questions
Conduct expert interviews & draw a map

Daily result: Clear goal setting

Day 2: SKETCH

Research and collection of ideas
Drawing solution sketches

Daily result: Coherent solution concepts

Day 3: DECIDE

Decision for a concept
Define storyboard and user test flow

Daily result: Guidance for prototyping

Day 4: PROTOTYPE

Daily result: Realistic prototype

Day 5: TEST

Conduct tests with five people
Structuring feedback

Daily result: Feedback for further steps

What's next? ITERATION SPRINT

Compressed design sprint: Optimize the prototype with the help of the insights gained.

Goal: Optimized prototype

Effort-benefit scale for prioritization

Design Sprint 2.0

AJ&Smart combines tasks and thus shortens the process

MAP	SKETCH	DECIDE	PROTOTYPE	TEST	DAY OFF
Setting the goal	Collecting solution concepts	Deciding on a direction	Design a prototype	Testing with users	Sending reports
Monday	Tuesday	Wednesday	Thursday	Friday	

Is the Design Sprint profitable?

- ✓ Acceleration of processes
- ✓ Positive development through teamwork
- ✓ Suitable for complex challenges
- ✓ Meetings become more efficient
- ✓ Can be integrated into the daily work routine

Try it and develop innovative product ideas in just one week!