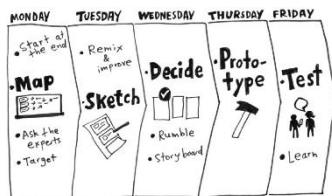# *SPRINT:* HOW TO SOLVE BIG PROBLEMS AND TEST NEW IDEAS IN JUST 5 DAYS

DAY 0: SETUP

- ❑ **Choose Team of ~7:**
    1. *Decider*
    2. *Finance*
    3. *Marketing*
    4. *Customer (Sales)*
    5. *Tech/Logistics*
    6. *Design*
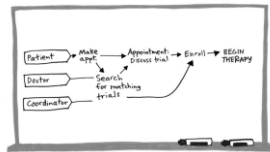   7. *Facilitator (External)*

- ❑ **Schedule the Sprint:**

DAY 1: MAP

- ❑ **Start at the End:**
    - *Set Long Term Goal*
    - *List Sprint Questions*

- ❑ **Map (Process & Stakeholders):**

- ❑ **Ask the Expert**
    - *Check the Process by asking HMW (how might we) questions.*

- ❑ **Target**
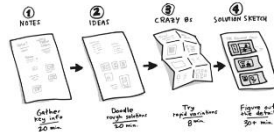   - *Pick a Target on the Map to focus for Sprint Goal and Questions*

DAY 2: SKETCH

- ❑ **Remix & Improve:**
    - *Lightning Demos (3m)*
    - *Pick Inspiring/Creative solutions from other Products, Services, Apps, Websites, etc.*
    - *Capture Big Ideas*

- ❑ **Sketch: Work Alone Together**

- *Notes: review Day 1-2 notes individually 20m*
- *Ideas: Doodle rough Solutions 20m*
- *Crazy 8s: Try 8 variations in 8m*
- *Solution Sketch: Draw Details 30m*

DAY 3: DECIDE

- ❑ **Art Museum:**
    - *Sketch Reviews*

- ❑ **Heat Map:**
    - *Dot Voting for most interesting ideas*

- ❑ **Speed Critique: 3m**
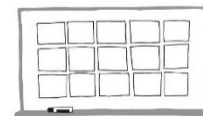   - *Creator Speaks last*

- ❑ **Straw Poll**

- ❑ **Super Vote**
    - *Decider Decides*
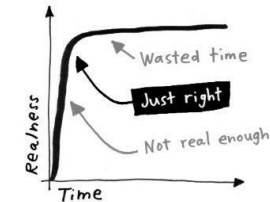
- ❑ **Storyboard ~15 panels**

- *Choose Opening Scene*
- *Fill-out Storyboard*

DAY 4: PROTOYPE

- ❑ **Faking It:**
    When prototyping, you need Goldilocks quality. Not too high, not too low, but just right

- ❑ **Pick the Right Tools**

- ❑ **Divide & Conquer:**
    - *Maker*
    - *Stitcher*
    - *Writer*
    - *Asset Collector*
    - *Interviewer*

- ❑ **Stitch It Together**

- ❑ **Trial Run**

> - *Web Search*
> - *Magazine Ad*
> - *Store Shelf*
> - *App Store*
> - *News Article*
> - *FB or Twitter*

DAY 5: TEST

- ❑ **5 the Magic Number**
    - *85% of problems were observed after 5 people*

- ❑ **5 Act Interview**
    - *Welcome*
    - *Context Questions*
    - *Introduce Prototype*
    - *Detailed Tasks*
    - *Quick Debrief*

- ❑ **Learn**
    - *Watch Together, Learn Together*
    - *Take Interview Notes Together*
    - *Look for Patterns*
    - *Review / Revisit*

> - *Keynote, PPT*
> - *Squarespace*
> - *Actors*
> - *3D Printers*