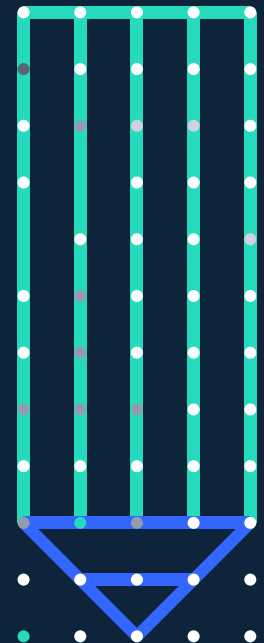


▶ **Creme Global**

Design Sprint

4th Floor, The Design Tower
Trinity Technology & Enterprise Campus
Grand Canal Quay, Dublin 2
Ireland, D02 P956

+353 (1) 677 0071
info@cremeglobal.com
www.cremeglobal.com



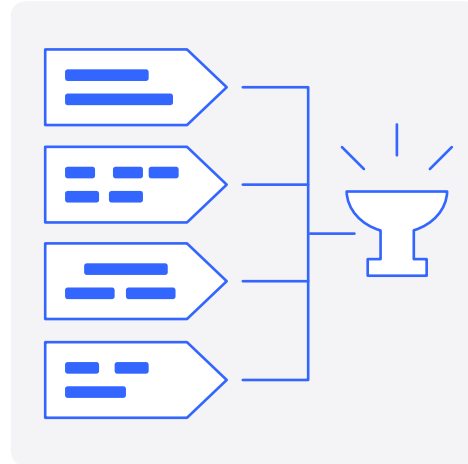
What is a design sprint

The sprint is a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers. Developed at Google Ventures, it's a "greatest hits" of business strategy, innovation, behavior science, design thinking, and more — packaged into a battle-tested process that any team can use.

Working together in a sprint, we can shortcut the endless-debate cycle and compress months of time into a single week. Instead of waiting to launch a minimal product to understand if an idea is any good, you'll get clear data from a realistic prototype. The sprint gives you a superpower: You can fast-forward into the future to see your finished product and customer reactions, before making any expensive commitments.

This document is a guide for how we run a design sprint for you. On Monday, we'll map out the problem with you and pick an important place to focus. On Tuesday, we'll sketch competing solutions on paper. On Wednesday, you'll make difficult decisions and we'll turn your ideas into a testable hypothesis. On Thursday, we'll hammer out a high-fidelity design prototype with you. And on Friday, you'll test it with real live humans.

Challenge



Monday

Make a map and choose a target

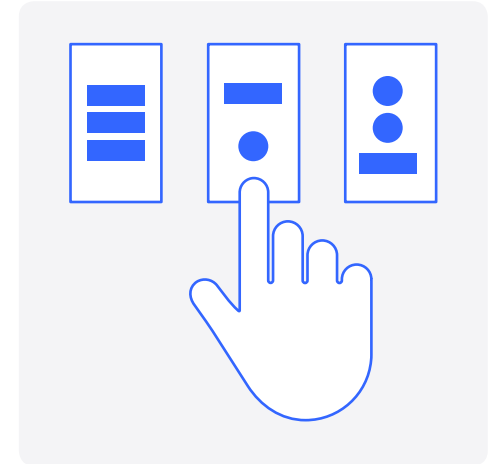
Monday's structured discussions create a path for the sprint week. In the morning, we'll start at the end and agree to a long-term goal. Next, we'll make a map of the challenge. In the afternoon, we'll ask the experts at your company to share what they know. Finally, we'll pick a target: an ambitious but manageable piece of the problem that we can solve in one week.



Tuesday

Sketch competing solutions

After a full day of understanding the problem and choosing a target for your sprint, on Tuesday, we get to focus on solutions. The day starts with inspiration: a review of existing ideas to remix and improve. Then, in the afternoon, each person will sketch, following a four-step process that emphasizes critical thinking over artistry. We'll also begin planning Friday's customer test by recruiting customers that fit your target profile.



Wednesday

Decide on the best

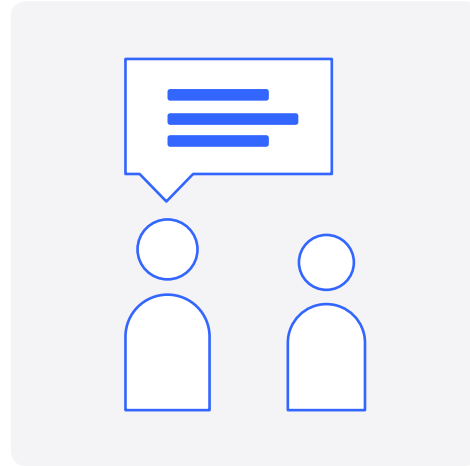
By Wednesday morning, we'll have a stack of solutions. That's great, but it's also a problem. We can't prototype and test them all—we need one solid plan. In the morning, we'll critique each solution, and decide which ones have the best chance of achieving your long-term goal. Then, in the afternoon, we'll take the winning scenes from your sketches and weave them into a storyboard: a step-by-step plan for your prototype.



Thursday

Build a realistic prototype

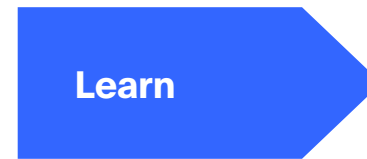
On Wednesday, we created a storyboard. On Thursday, we'll adopt a "lean" philosophy to turn that storyboard into a designed prototype. A realistic façade is all you need to test with customers, and here's the best part: by focusing on the customer-facing surface of your product or service, we can finish your prototype in just one day. On Thursday, we'll also make sure everything is ready for Friday's test by confirming the schedule, reviewing the prototype, and writing an interview script.



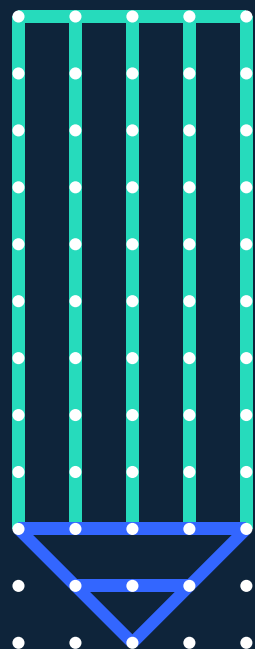
Friday

Test with target consumers

Your sprint began with a big challenge, an excellent team—and not much else. By Friday, we have created promising solutions, chosen the best, and built a realistic prototype. That alone would make for an impressively productive week. But we'll take it one step further as you interview customers and learn by watching them react to your prototype. This test makes the entire sprint worthwhile: At the end of the day, you'll know how far you have to go, and you'll know just what to do next.



Content Source
www.gv.com/sprint/



► Creme Global

Creme Global
4th Floor, The Design Tower
Trinity Technology & Enterprise Campus
Grand Canal Quay, Dublin 2
Ireland, D02 P956
+353 (1) 677 0071
info@cremeglobal.com
www.cremeglobal.com