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Run a Design Sprint

REVIEW

HISTORY

Meets Specifications

Congratulations on passing this project. It was really great. I really enjoyed reviewing this project and see you passing. All the best for next projects and keep up the good work ❤️❤️❤️

Set the Stage

- ✓ Initial draft of the PRD should include:
 - Background information about the industry
 - Problem that you want to solve
 - Goals and relevant success metrics

Understand

- ✓
 - In addition to the pre-existing stickies in the template, create at least 8 new stickies
 - Stickies ask specific questions following the "How Might We" model
 - Each sticky should be focused and not too narrow or too broad
 - Each sticky note should be a unique idea
 - There should be a breadth of ideas, although it's ok if some stickies are related
- ✓
 - Stickies are sorted into related groups
 - Duplicate stickies from the student deck should also go into the same group
- ✓
 - Selected theme directly aligns with business opportunity and objective

Define

- ✓ Review should be at least one page long and:
 - Be told from the customer's perspective, potentially as a narrative
 - Articulate the problem that is being solved for the customer
 - Should answer the question why customers love it
- ✓
 - Success Metrics table includes at least 2 goals, with accompanying signals and success metrics
 - Goals, signals, and metrics are used correctly

Sketch

- ✓
 - Must include at least 8 quick sketches of different ideas
 - Sketches should be quick and do not need to go into a lot of detail
 - Sketches should clearly communicate the idea. Annotations or captions can be added if this helps
- ✓ Include 2 flows of the potential solution. Each sketch should take about 30 minutes and have:
 - A short title that represent the concept being expressed
 - At least three screens
 - Annotations to give additional detail
 - Enough detail to understand how the user progresses through the flow at a high level

Decide

- ✓ Rationale for selection should be clear and tie back to specific data (size of opportunity, impact, etc) from the Background section of the PRD

Prototype

- ✓
 - Storyboard includes at least 7 frames that progress in a logical order and included all the steps the user goes through to solve their problem / need
 - The first frame should start outside of software and set context around what problem/need the user has and why
 - The last frame should end outside of software and show the resolution, as well as the impact on the user
 - At least 4 frames should be related to the digital experience
 - Each frame should have a narrative that explains what the user is doing and why
- ✓
 - Prototype should include at least 6 screens
 - Prototype should feel realistic
 - Can leverage UI elements from Apple & Google
 - Text makes sense from a user perspective
 - All screens flow correctly, forward and backward (if applicable)

Validate

- ✓ Participant selection:
 - Identifies target user for the project (ie: likely to use or benefit from the product)
 - Identifies any other characteristics you want to screen for (ie: new user vs. existing user)
 Background questions:
 - Structured in a way that helps to build rapport with the participant
 - Relevant to getting a better understanding of how closely the participant aligns with the target user
 Tasks:
 - Starts with a scenario and goal the user is trying to accomplish
 - Asks follow up questions to probe on specific components of the flow
 General:
 - Maintains a friendly tone
 - Tells the user what to expect in the interview
 - Asks open-ended questions
 - Avoids leading questions (ie: how easy is this)
 - Makes natural transitions between sections and tasks

- ✓ At least 2 user interviews are conducted.
 - Notes and audio recording are shared and key findings are reported in the project deck.
 - What worked well
 - What didn't
 - Other insights
 - Recommendation of prioritized changes includes a rationale for each change

- ✓ List includes specific questions about the feasibility of building your product
 - Where is data coming from
 - Where is data stored
 - Latency
 - Other technical challenges
 Questions should refer to specific screens from the prototype whenever possible

Iterate

- ✓ Prototype should have the same specs as earlier with the implementation of two high impact changes from the prioritized changes list developed after user interviews
- ✓ At least 1 more user interview is conducted.
 - Notes and audio recording are shared and the key findings are reported in the project deck.
 - What worked well
 - What didn't
 - Other insights

Handoff

- ✓
 - Detailed requirements added for the feature narrative section of the PRD
 - Each feature should be given a priority (P0, P1, P2, etc)
 - Requirements should be detailed enough that you can understand how the feature works and how the user interacts with the product

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