



KD Singh Arneja

 kd_singh  kanwaldeep@gmail.com

 www.linkedin.com/in/kanwaldeep

Concept to Backlog Design Sprints

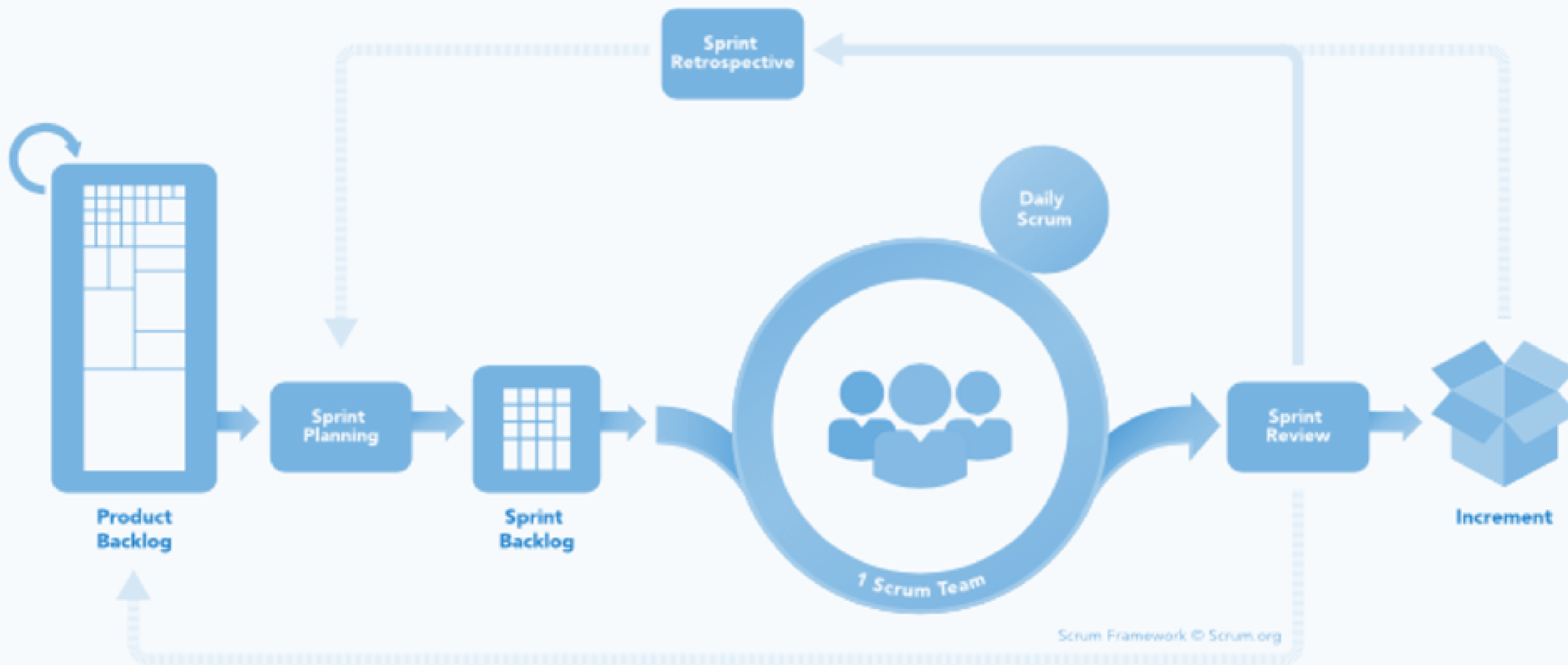
ABOUT ME

UI Engineer > UX Architect > UX Director

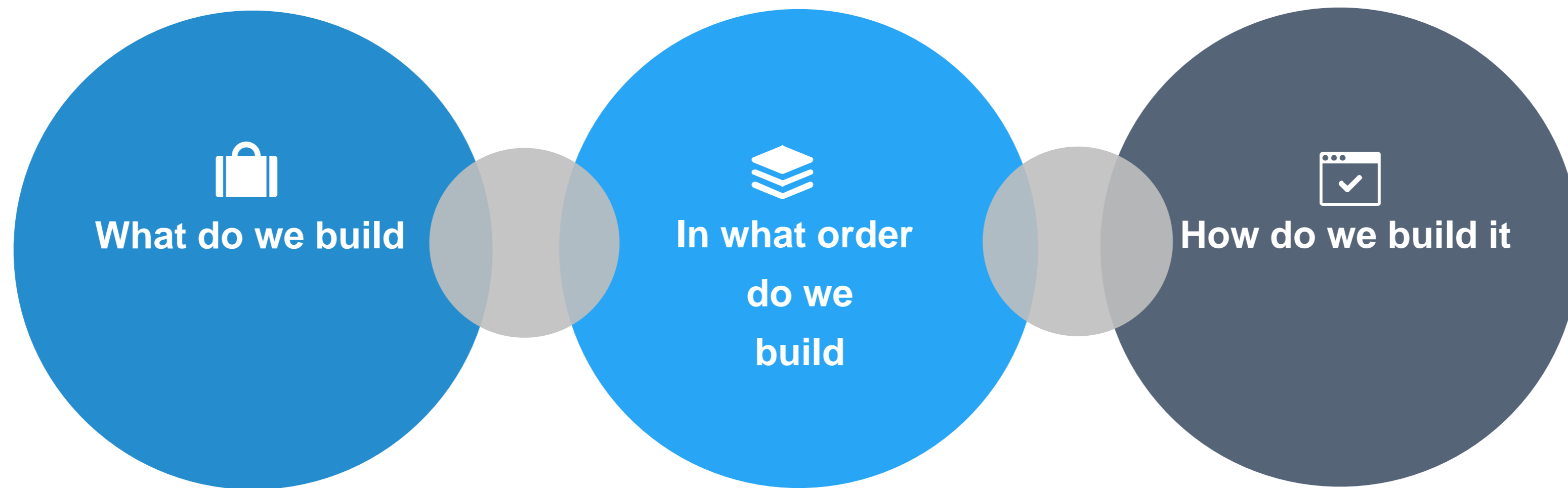


SCRUM

SCRUM FRAMEWORK

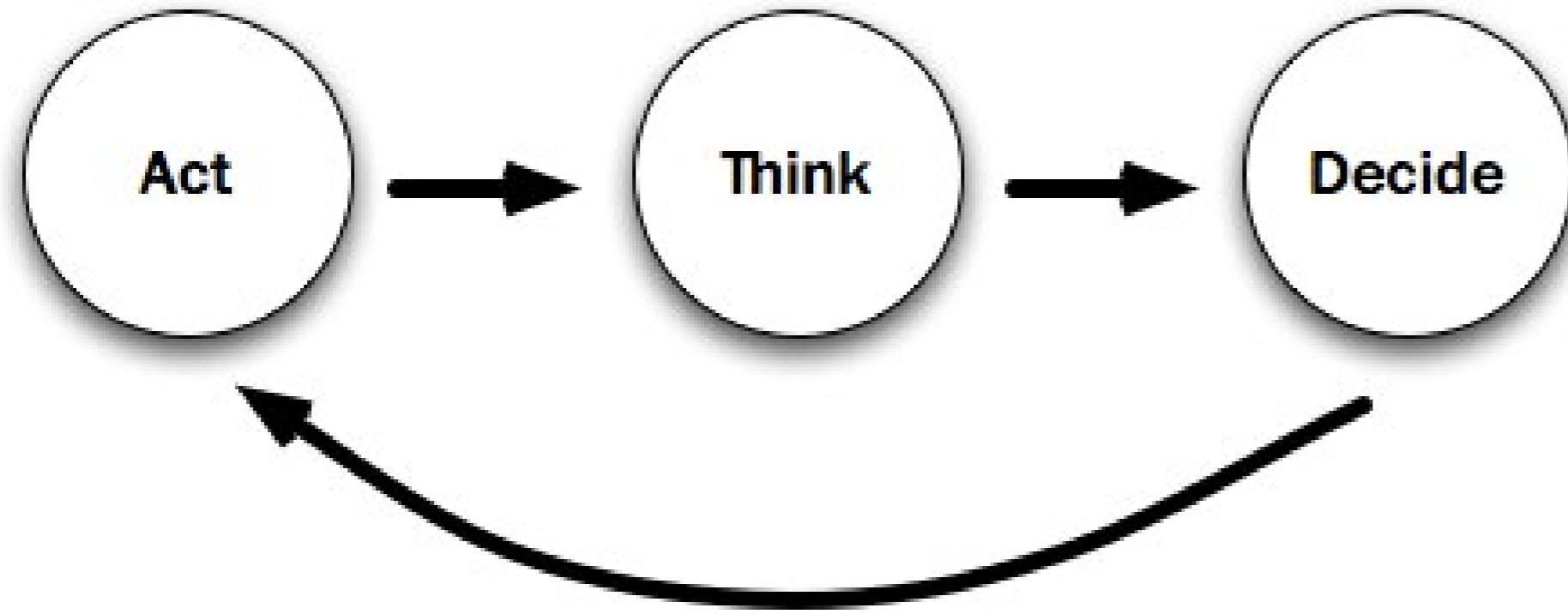


THE PRODUCT DILEMMA

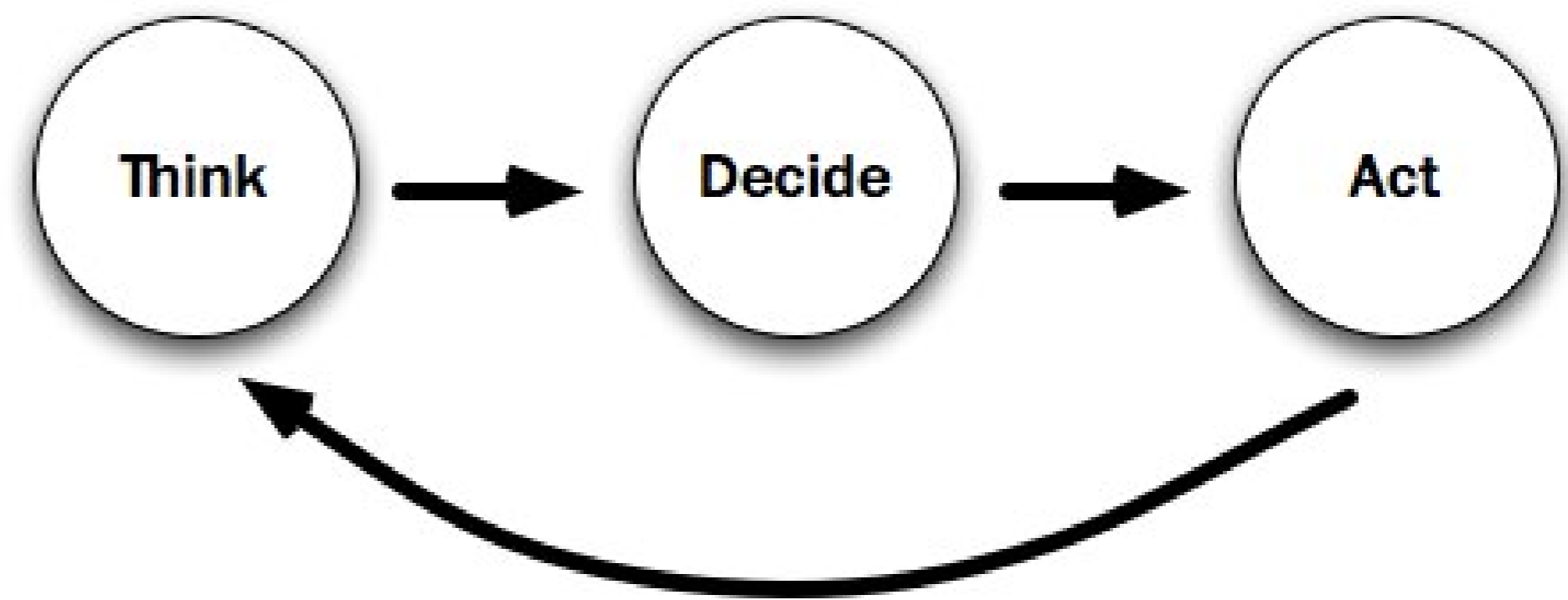


What Is Your Approach?

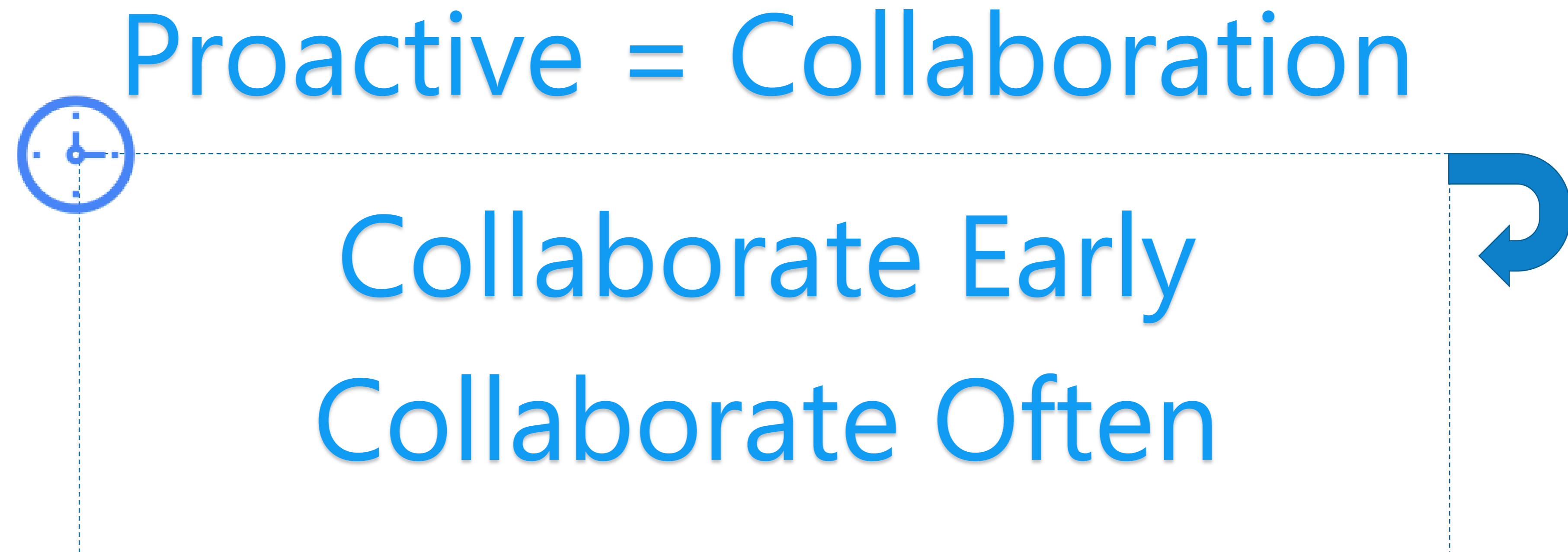
Reactive



Preactive

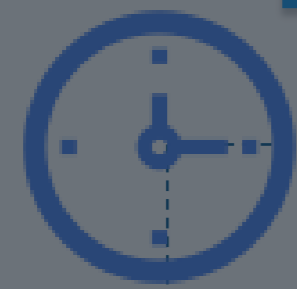


COLLABORATION



COLLABORATION

Proactive = Collaboration



Collaborate Often



DESIGN SPRINT

A **Design sprint** is a time-constrained, five-phase process that uses design thinking to reduce the risk when bringing a new product, service or a feature to the market.



DESIGN THINKING



“Design Thinking is an abstraction of the *principles* and *process* that designers use to solve problems”



“Design Thinking is an abstraction of the *principles* and *process* ~~that designers use~~ to solve problems”



WHY DESIGN THINKING

“There is surely nothing quite so useless as doing with great efficiency that which should not be done at all.”

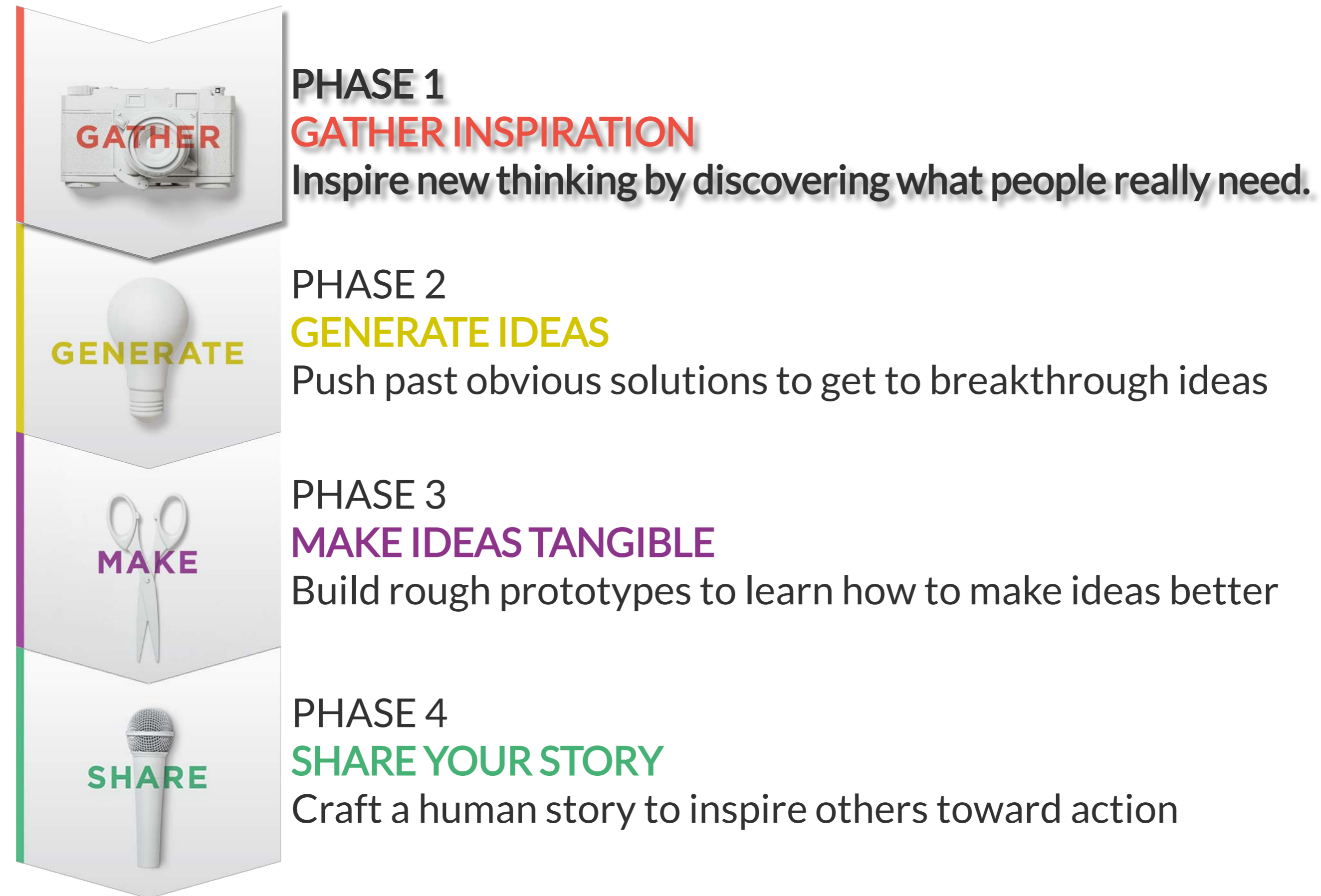
Peter Drucker
Management Consultant,
Author, & Educator



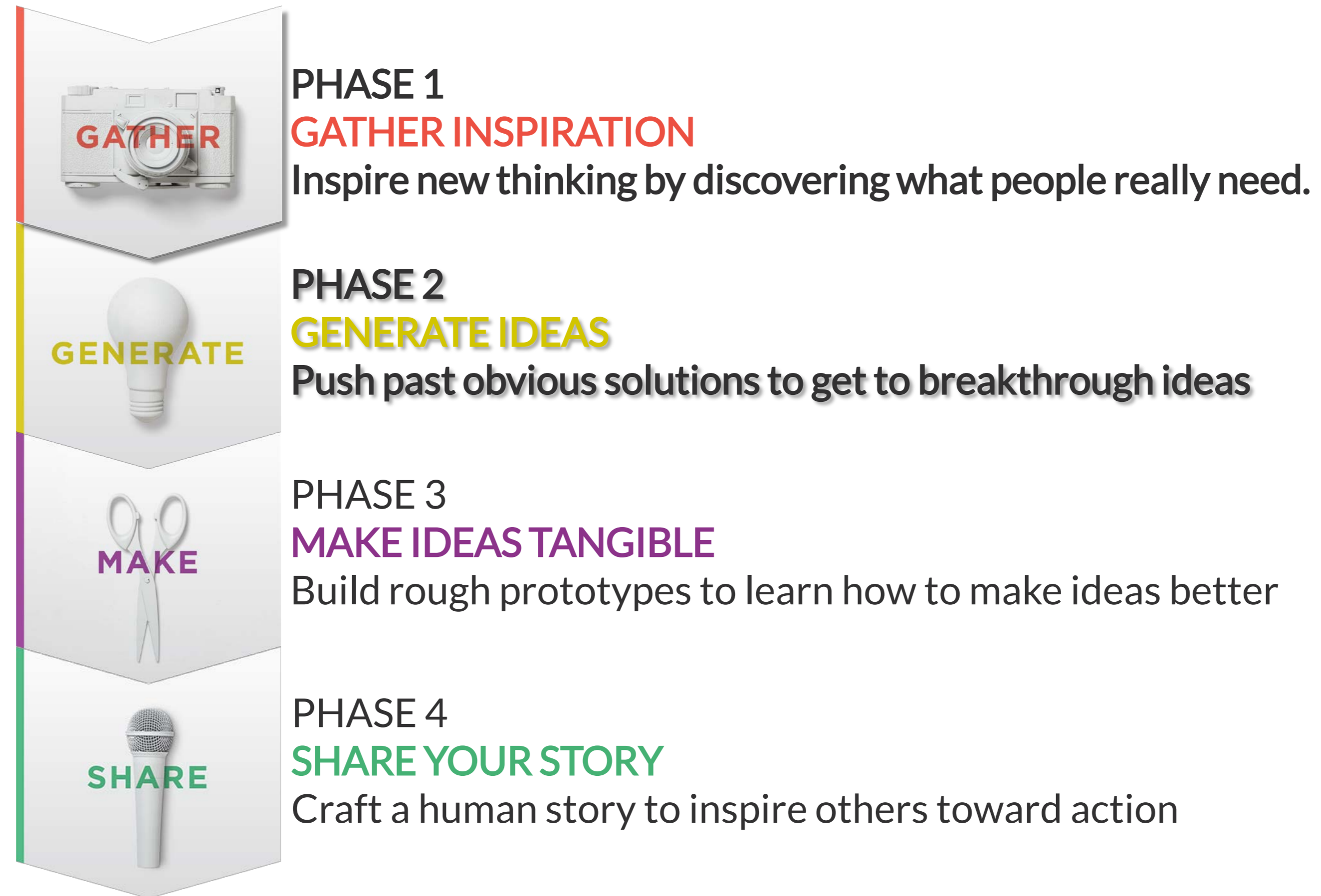
We want to do the right things (Design Thinking) and want to do right things the right way (Agile).



WHAT IS DESIGN THINKING



WHAT IS DESIGN THINKING



WHAT IS DESIGN THINKING



PHASE 1
GATHER INSPIRATION
Inspire new thinking by discovering what people really need.

PHASE 2
GENERATE IDEAS
Push past obvious solutions to get to breakthrough ideas

PHASE 3
MAKE IDEAS TANGIBLE
Build rough prototypes to learn how to make ideas better

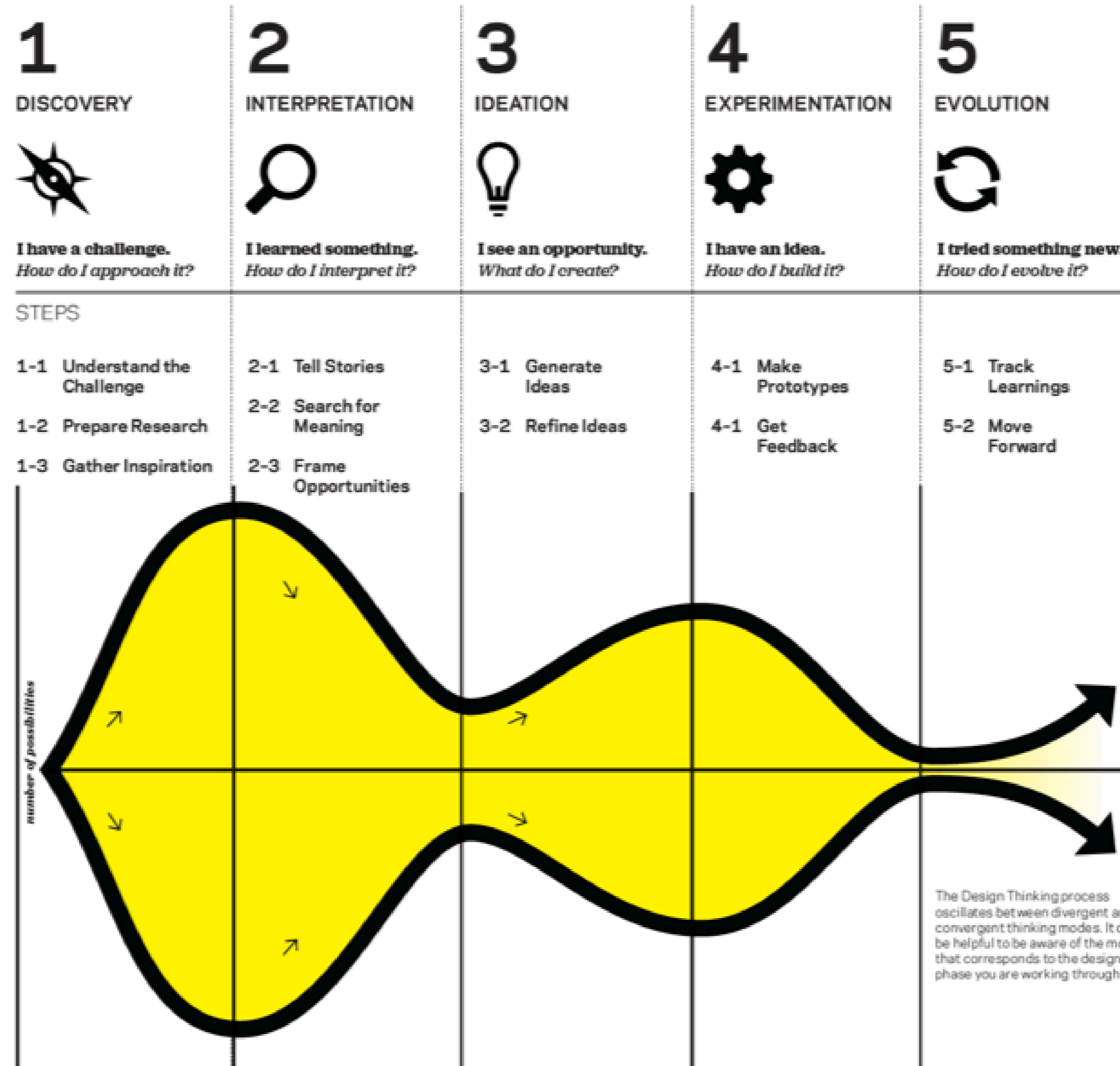
PHASE 4
SHARE YOUR STORY
Craft a human story to inspire others toward action



WHAT IS DESIGN THINKING



WHAT IS DESIGN THINKING



DESIGN SPRINT



DESIGN SPRINT – WHEN DO YOU NEED ONE?

- We have a **defined customer and business problem**
- **XXL size features** or New products / MVPs
- We **don't know the solution** to the problem yet
- We want to **learn quickly** and cheaply. Fail fast and Critical Time to Market
- We are comfortable with generating **new ideas**
- Eliminate **bad solutions**.
- We **have the resources** and desire to pursue an identified solution
- More than a User Experience Design Problem



THE DESIGN SPRINT WEEK

A **Design sprint** is a time-constrained, five-phase process that uses design thinking to reduce the risk when bringing a new product, service or a feature to the market.

day **1**



understand

- who are the users
 - what are their needs
 - what is the context
 - competitor review
 - formulate strategy
-
- **Socialize Problem Statement**
 - **Customer sign off**



Exercise



Empathize

- Pair up
- Interview max 5 people
- Flag outliers

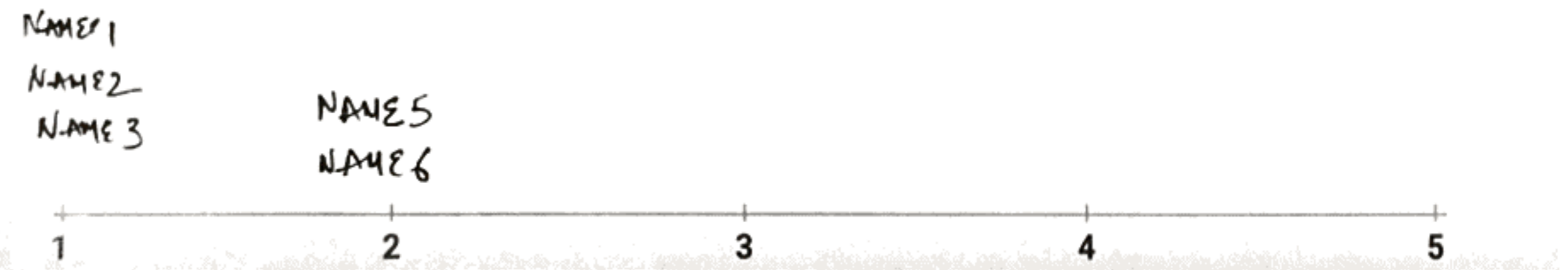


User Interview

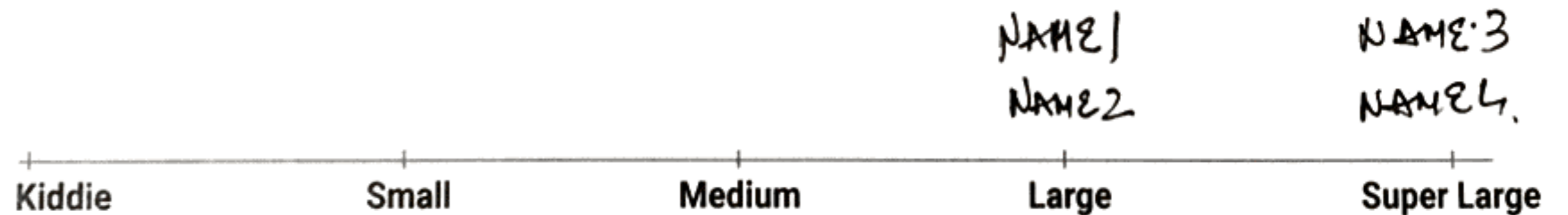
It's the year 2150. United Federations of Planets has given your company the contract to build the "Replicator" (the Star Trek food maker) that will fit in the very first fleet of starships. You are defining the Minimum Viable Product. Some research has already been done. Now you want more specific data on key themes from that data.

First version of Replicator can only make ice cream. The user should be able to configure their usual serving, but out-of-the-box the machine needs to have a default setting. You are trying to determine what that default setting is by conducting User Interviews. Put on your Product Creator hat and do as many interviews as possible. One sheet for all interviews

How many flavours do you usually like at once



What size do you usually go for?



What topping do usually get?

No toppings ever	<input type="checkbox"/>	Sprinkles	<input type="checkbox"/>	Almonds	<input type="checkbox"/>	Cherries	<input type="checkbox"/>
Gummies	<input type="checkbox"/>	Cashews	<input type="checkbox"/>	Pecans	<input type="checkbox"/>	HotFudge	<input type="checkbox"/>

THE DESIGN SPRINT WEEK

A **Design sprint** is a time-constrained, five-phase process that uses design thinking to reduce the risk when bringing a new product, service or a feature to the market.

day 1



understand

- who are the users
- what are their needs
- what is the context
- competitor review
- formulate strategy

- Socialize Problem Statement
- Customer sign off

2



diverge

- envision
- develop lots of solutions
- ideate

- All ideas on wall
- Everyone sketches



THE DESIGN SPRINT WEEK

A **Design sprint** is a time-constrained, five-phase process that uses design thinking to reduce the risk when bringing a new product, service or a feature to the market.

day **1**



understand

- who are the users
- what are their needs
- what is the context
- competitor review
- formulate strategy

- Socialize Problem Statement
- Customer sign off

2



diverge

- envision
- develop lots of solutions
- ideate

- All ideas on wall
- Everyone sketches

3



decide

- choose the best idea
- storyboard the idea

- Involve customers
- Short Demos
- Discuss Cons/Pros
- Discuss and Dot vote



THE DESIGN SPRINT WEEK

A **Design sprint** is a time-constrained, five-phase process that uses design thinking to reduce the risk when bringing a new product, service or a feature to the market.

day **1**



understand

- who are the users
- what are their needs
- what is the context
- competitor review
- formulate strategy

- Socialize Problem Statement
- Customer sign off

2



diverge

- envision
- develop lots of solutions
- ideate

- All ideas on wall
- Everyone sketches

3



decide

- choose the best idea
- storyboard the idea

- Involve customers
- Short Demos
- Discuss Cons/Pros
- Discuss and Dot vote



4



prototype

- build something quick and dirty to show to users
- focus on usability not making it beautiful

- Have Visual Designer handy
- Use tools

THE DESIGN SPRINT WEEK

A **Design sprint** is a time-constrained, five-phase process that uses design thinking to reduce the risk when bringing a new product, service or a feature to the market.

day **1**



understand

- who are the users
- what are their needs
- what is the context
- competitor review
- formulate strategy

- Socialize Problem Statement
- Customer sign off

2



diverge

- envision
- develop lots of solutions
- ideate

- All ideas on wall
- Everyone sketches

3



decide

- choose the best idea
- storyboard the idea

- Involve customers
- Short Demos
- Discuss Cons/Pros
- Discuss and Dot vote



4



prototype

- build something quick and dirty to show to users
- focus on usability not making it beautiful

- Have Visual Designer handy
- Use tools

5



validate

- show the prototype to real users outside the organisation
- learn what doesn't work

- Use tools to broadcast solutions
- Use Analytics
- Get face to face feedback

DESIGN SPRINT – MAIN ACTORS

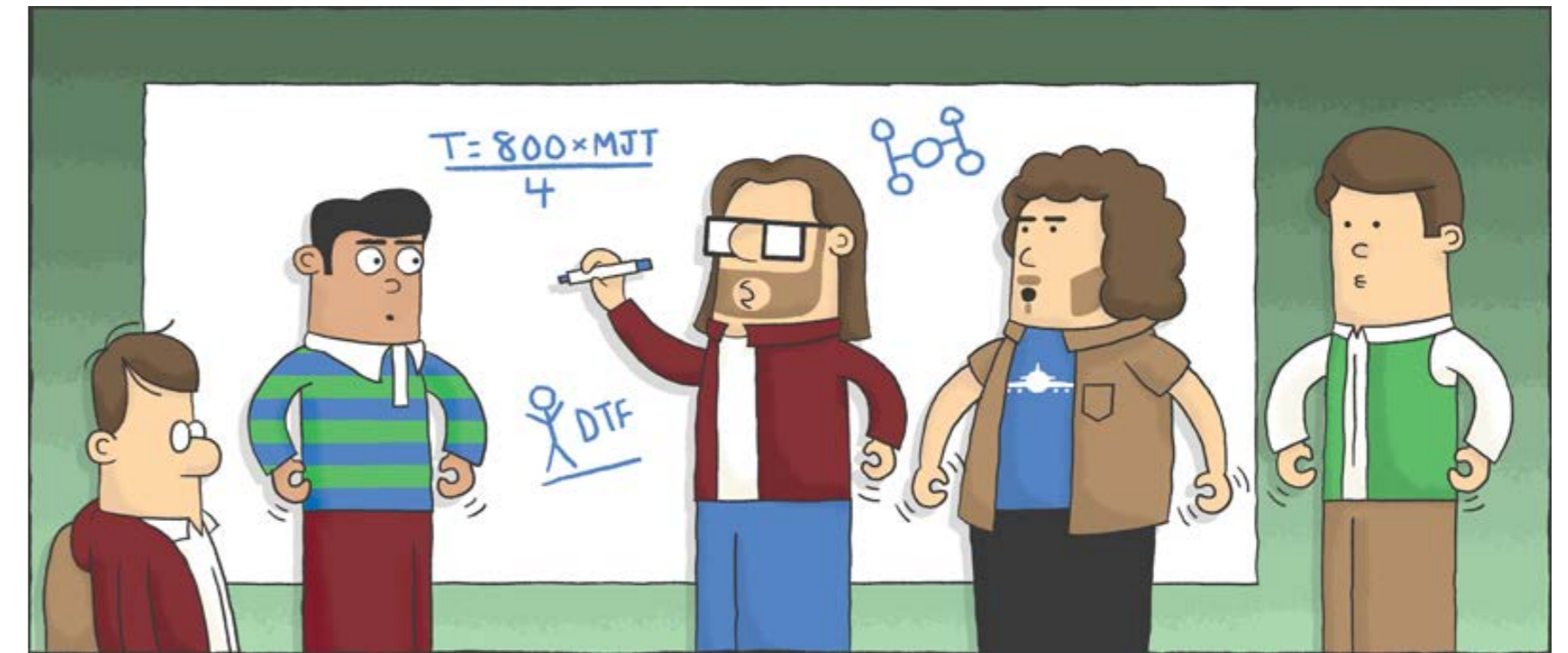
5 Days



Decision Maker



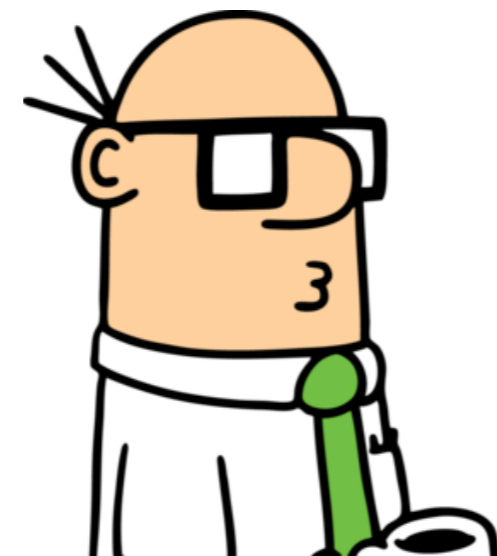
Engineer(s)



Customers and Users



Product Manager



Facilitator



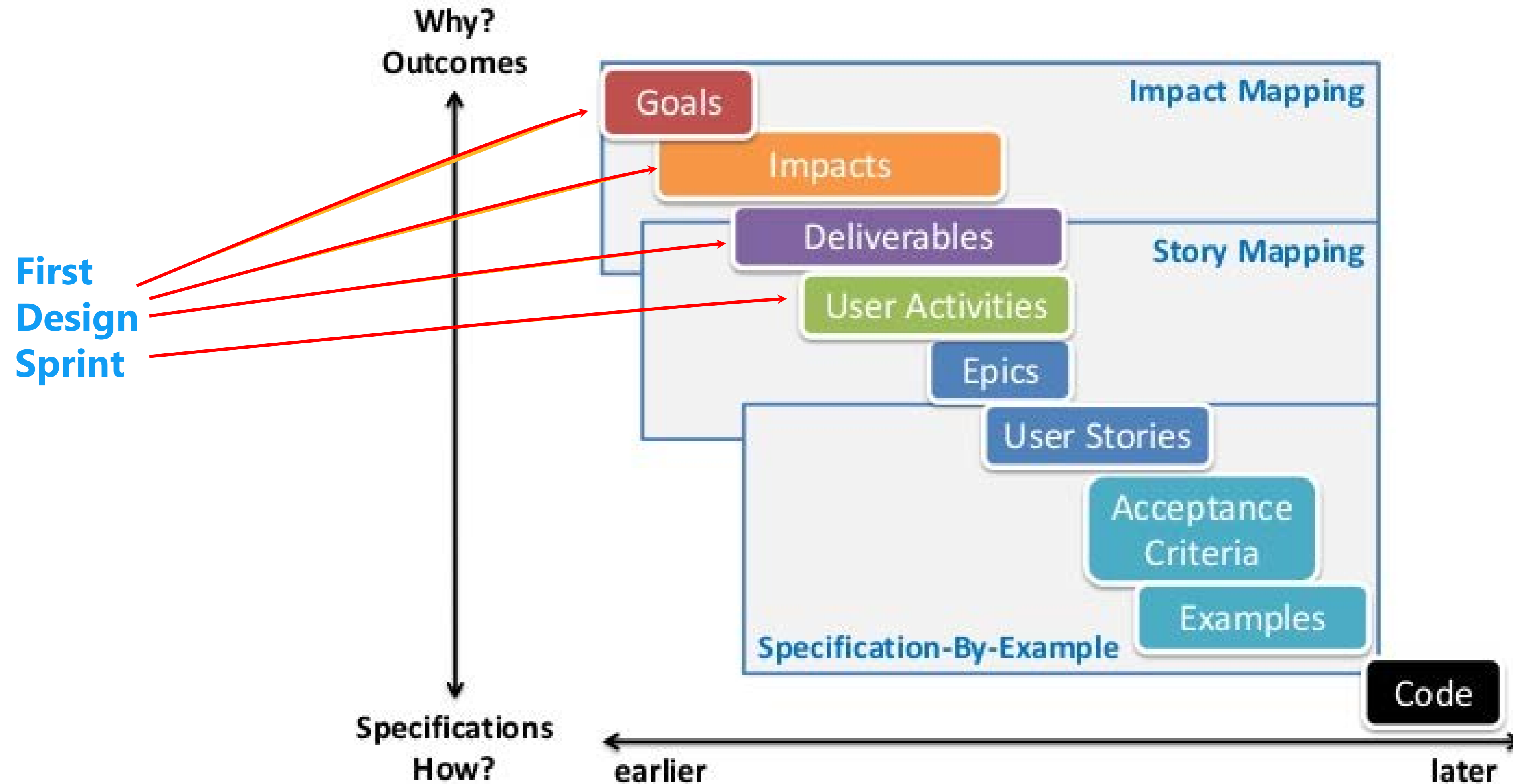
Designer



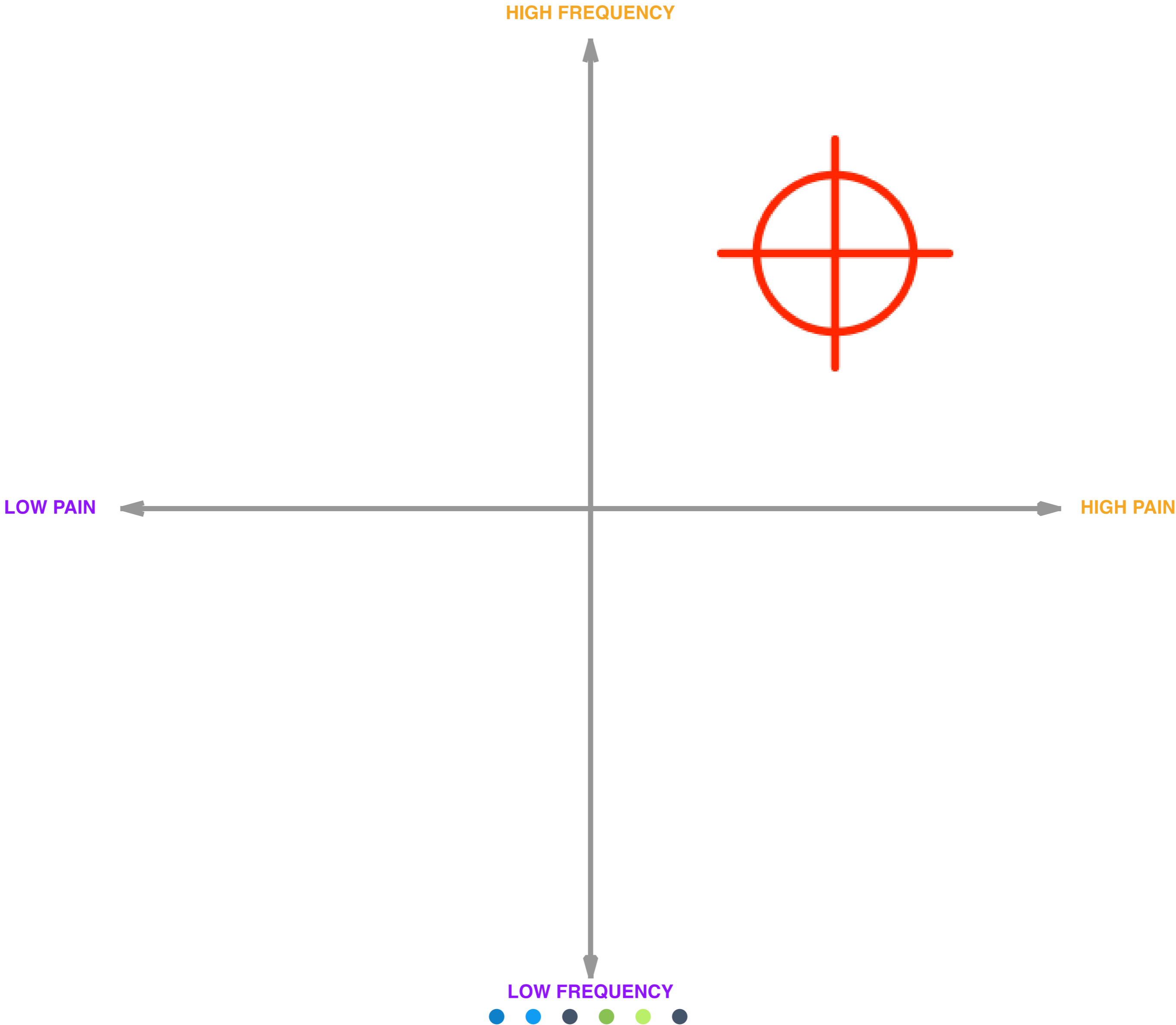
Marketing / Content / Operations



Agile Product Ownership



THE DESIGN SPRINT - PRIORITIZATION

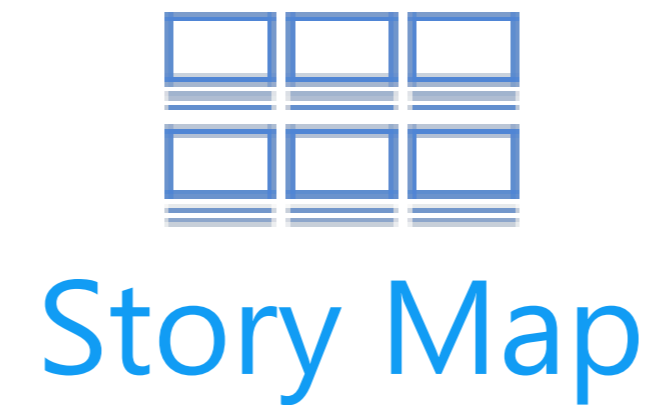


THE DESIGN SPRINT DELIVERABLES

Document Summary Email



Path To Launch



Survey to Sprinters



Next Sprint Planning


THE DESIGN SPRINT WEEK - PREP

- **Plan ahead.** Way ahead.
- Have a **large conference room** booked.
- **Invite users** based on your personas.
- Long sessions. **Have tasty goodies around.**
- Lots of **sketching aids, post its etc.**
- **Whiteboard** and **Easel Pads.**

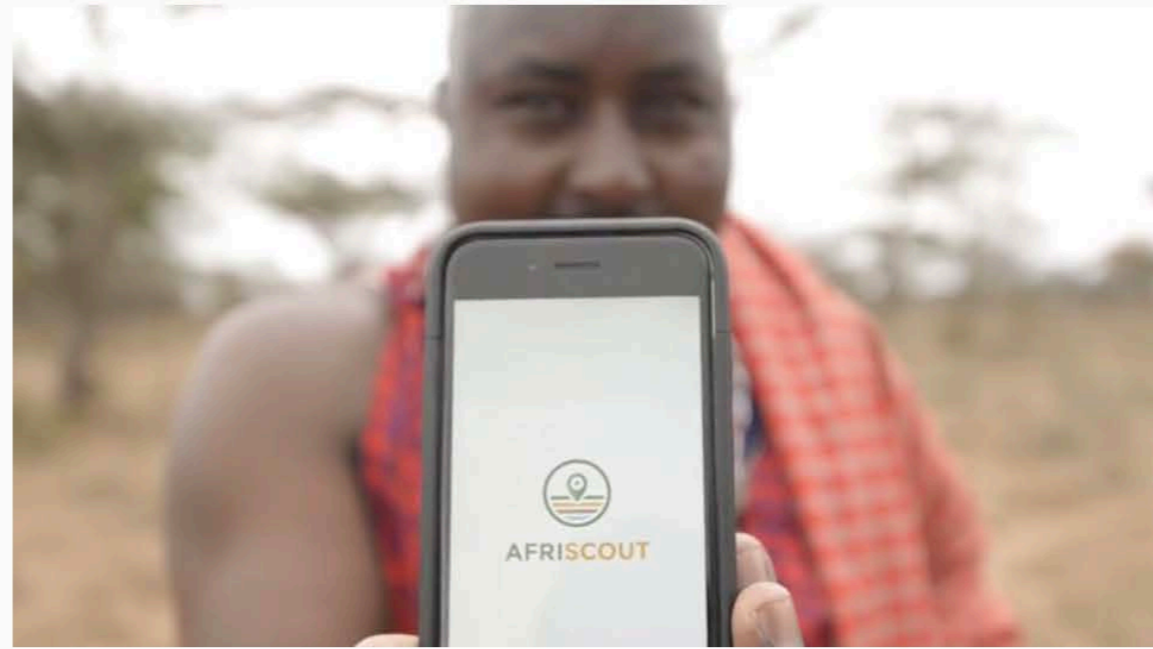
WANNA LEARN MORE?

PLANNING PHASES & METHODS CASE STUDIES

Design · Sprint · Kit



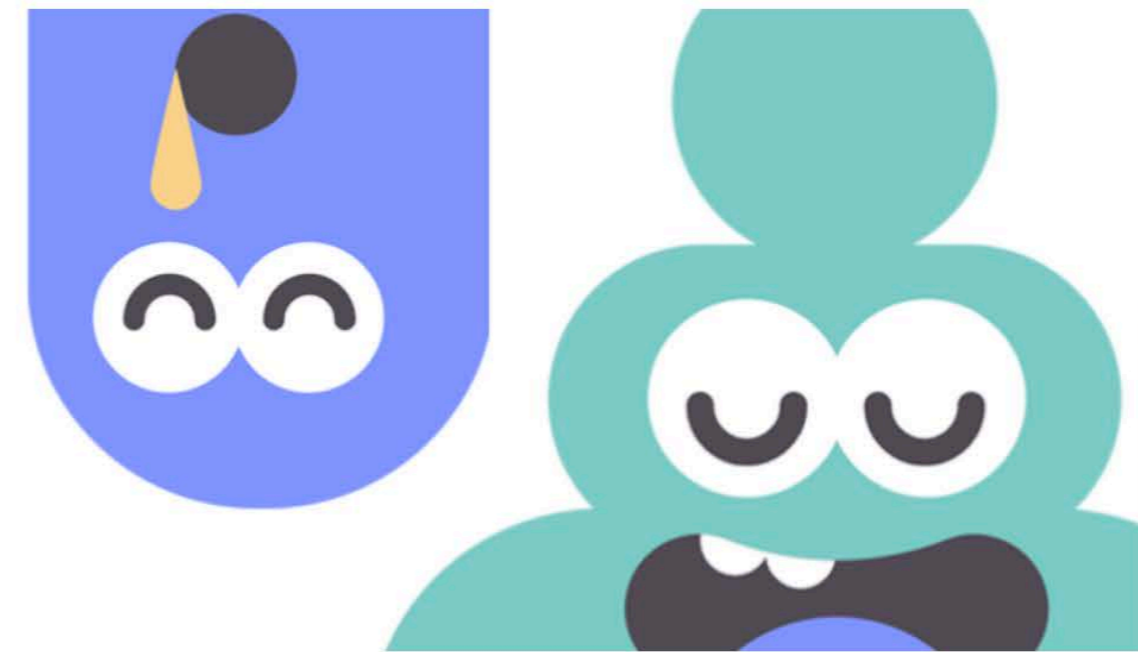
Welcome to your resource for planning and running a Google design sprint.



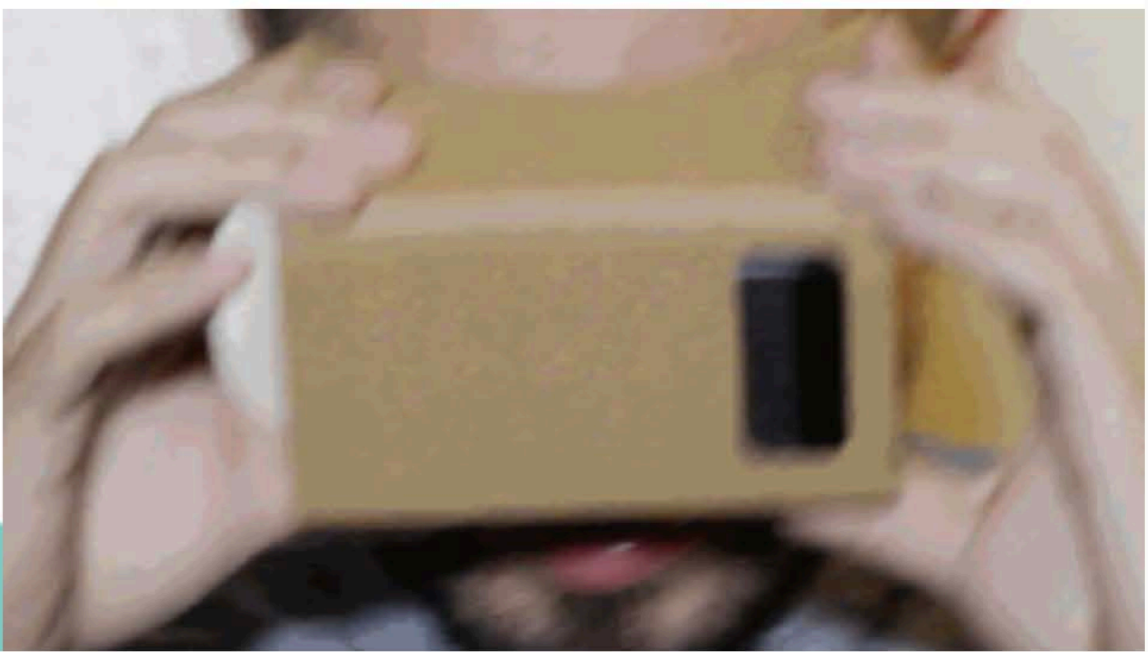
AfriScout: Sprint Collaboration with Google.org
4 Day Product Design Sprint



Google Improves the Hiring Process
3 Day Process Sprint



Headspace Explores a New Audience
3 Day New Product Sprint



The Worldwide Tribe Explores Virtual Empathy
2 Day Vision Sprint

NANODEGREE PROGRAM

Become a Design Sprint expert

Learn to use the Design Sprint process to test ideas, leverage opportunities, and power innovation. With expert instruction and hands-on training, you'll become an exceptional problem-solver.

[ENROLL NOW](#)





KD Singh Arneja

🐦 kd_singh ✉️ kanwaldeep@gmail.com

in www.linkedin.com/in/kanwaldeep

