

# *D*ESGIN SPRINT

MONDAY

MULTIMEDIADESIGNER IBA 2020

THE ENTREPRENEURSHIP GAME PROJECT

# MONDAY

**INTRO**.....

**SET A LONG-TERM GOAL**.....

**LIST SPRINT QUESTIONS**.....

**MAKE A MAP**.....

**HOW MIGHT WE**.....

**PICK A TARGET**.....



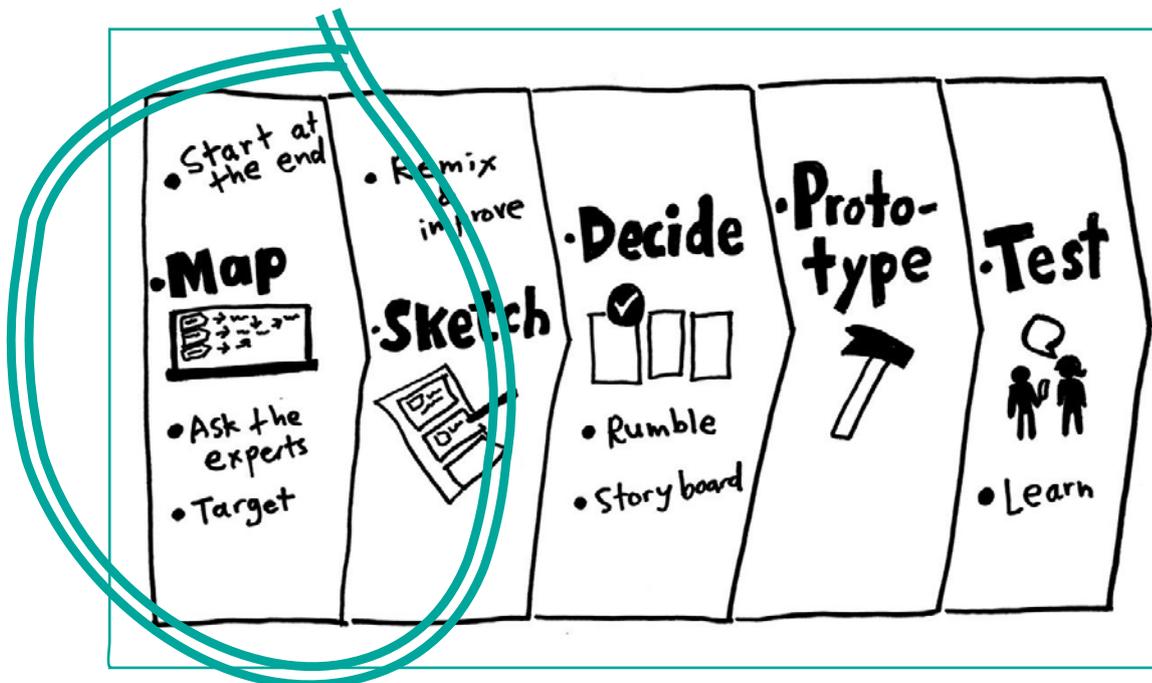
*The guide is based on the book:*

*Knapp, Jake, Sprint, how to solve big problems and test new idead in just 5 days, Bantam Press, 2016*

# INTRO

## THE GOAL OF MONDAY: PICK A TARGET!

Mondays structured discussions create a path for the sprint week. In the morning, you'll start at the end and agree to a **long-term goal**. next, you'll make a **map** of the challenge. In the afternoon you finally **pick a target!** (Knapp)

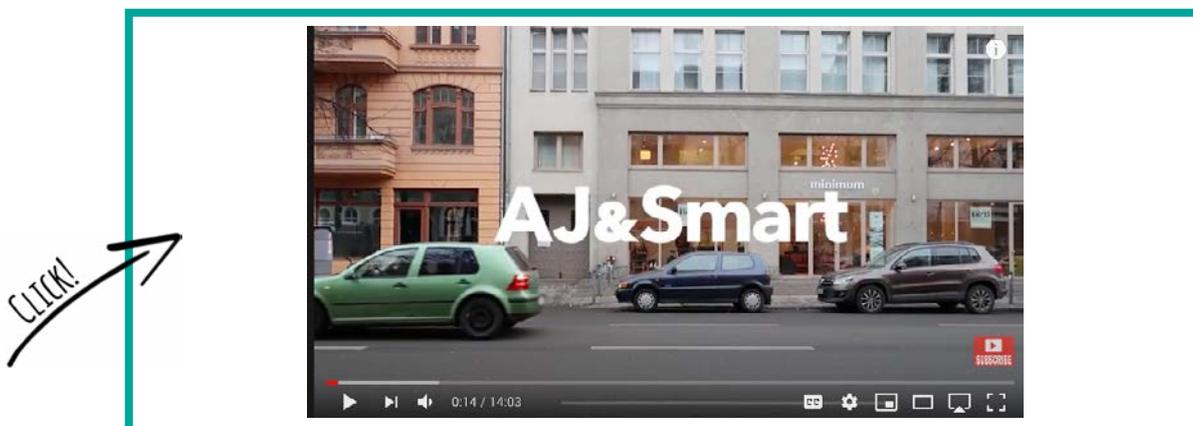


# SET A LONG TERM GOAL (45 min)

The discussion could take anywhere from thirty seconds to thirty minutes (Knapp)

## STEPS

- 01** To start the conversation, ask your team this question: “Why are we doing this project? Where do we want to be in this projects end? (2 weeks in your case)”
- 02** Examples from the book: “Improving the efficiency of the front desk staff?”
- 03** Don’t worry about overreaching! Be optimistic!
- 04** Write your long term goal on the poster, so you can get inspired in the next phases of the proces!



SOURCES:  
<https://www.designkit.org/methods/story-board>  
BOOK: KNAPP, JAKE, SPRINT

## LIST SPRINT QUESTIONS (45 min)

You'll list out your sprint questions on a second board.

An important part of this exercise is rephrasing assumptions and obstacles into questions.

It might feel a little wierd. But turning these potential problems into questions makes them easier to track-and easier to answer with sketches, prototypes, and test. it also creates a subtle from uncertainty (wich is uncomfortable) to curiosity (wich is exciting)  
(Knapp)

### PROMPTS FOR GETTING THINK ABOUT ASSUMPTIONS AND QUESTIONS:

- 01** What questions do we want to answer in this project?
- 02** To meet the long-term goal, what has to be true?
- 03** Imagine we travel into the future and our project failed. What might have caused that?

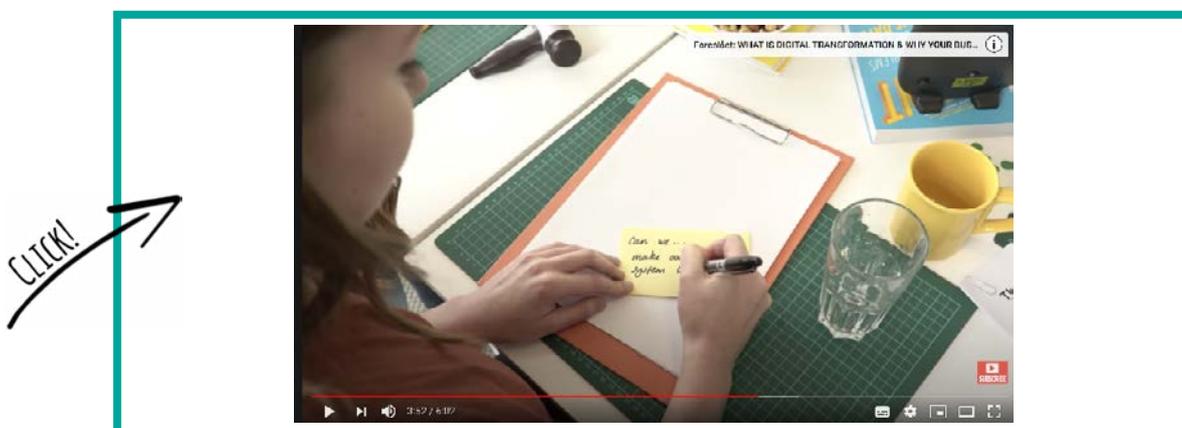
Example:

Q: To reach new customers, what has to be true?

A: They have to trust our expertise

Q: How can we phrase that as a question?

A: Will customers trust our expertise?



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## MAP (50 min)

The map you will create is a simple diagram representing lots of complexity. Your map will allow customers moving through your service or product. The map is a big deal throughout the week. At the end of the day, you'll use the map to narrow your broad challenge into a specific target for the sprint!  
(Knapp)

### STEPS:

#### 01 List the actors (on the left)

The “actors” are all the important characters in your story. Most often, they're different kinds of customers.

#### 02 Write the ending (on the right)

It's usually a lot easier to figure out the end than the middle of the story.

#### 03 Words and arrows between

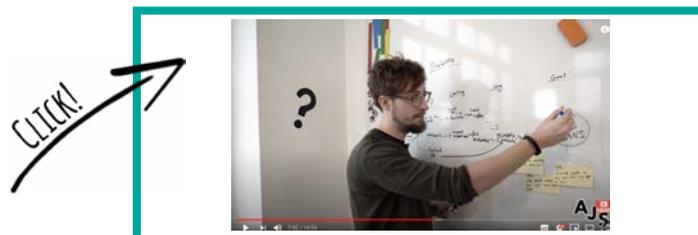
The map should be functional, not a work of art. Words and arrows and an occasional box should be enough. No drawing expertise required.

#### 04 Keep it simple

Your map should have from five to around fifteen steps. If there are more than twenty, it's probably too complicated. By keeping the map simple, the team can agree on the structure of the problem without getting tied up in competing solutions.

#### 05 Ask for help

As you draw, you should keep asking the team, “Does this map look right?”



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# HOW MIGHT WE (45 min)

Every problem is an opportunity for design. By framing your challenge as a How Might We question, you'll set yourself up for an innovative solution.

By defining themes and insights, you've identified problem areas that pose challenges to the people you're designing for. Now, try re framing your insight statements as "How Might We" questions to turn those challenges into opportunities for design.

We use the How Might We format because it suggests that a solution is possible and because they offer you the chance to answer them in a variety of ways. A properly framed

## STEPS

- 01** Start by looking at the insight statements that you've created. Try rephrasing them as questions by adding "How might we" at the beginning.
- 02** The goal is to find opportunities for design, so if your insights suggest several How Might We questions that's great.
- 03** Now take a look at your How Might We question and ask yourself if it allows for a variety of solutions. If it doesn't, broaden it. Your How Might We should generate a number of possible answers and will become a launchpad for your Brainstorms.
- 04** Finally, make sure that your How Might We's aren't too broad. It's a tricky process but a good How Might We should give you both a narrow enough frame to let you know where to start your Brainstorm, but also enough breadth to give you room to explore wild ideas.



SOURCES:  
<https://www.designkit.org/methods/3>  
BOOK: KNAPP, JAKE, SPRINT

## Target (20 min)

Your final task for this monday is to choose a target for your sprint. Who is the most important customer, and whats the critical moment of that customer experience?  
The rest of the sprint will flow from this decision.

Throughout the week, you´ll will be focused on that target - sketching solutions, making a plan, and building a prototype of that moment and the events around it.  
(Knapp)

### STEPS

- 01** Choose one target customer and one target event on the map
- 02** Ask everyone on the team to choose the customer and the event each of them belives are most important and to write down those choices on a piece of paper.
- 03** Once everyone privately made a selection, register the votes on the map with a marker. After the vores have been tallied, discuss any big differences of opinion. That schould be enough input to make a decision.
- 04** Make the final decision.

THANKS FOR TODAY - SEE YOU TOMORROW :-)

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