Design Sprints

CONSULTANCY

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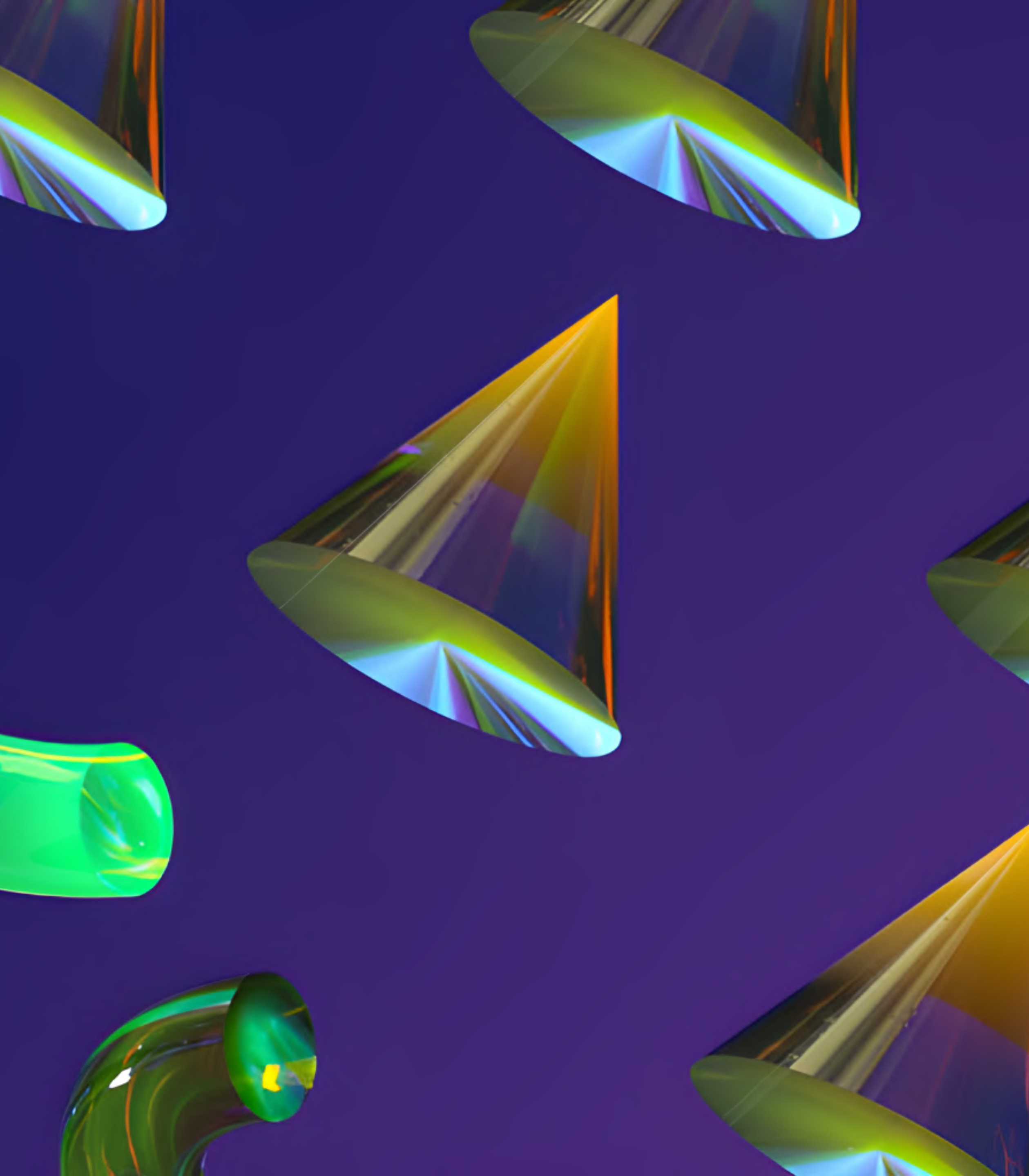
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Intro

We believe in building relationships. We always direct our clients toward choices that will bring the best outcomes for a project, even when it means going back to the drawing board or making us work harder to stick to established deadlines.

Tough, right?

But that's what good partners are for:
to help you through good and challenging times.

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Approach

For us, it's crucial to engage in UX discovery before creating a product. First, we dive deep into the concept. We invest time learning everything about your product and goals to understand what you're trying to achieve with it. From there, we study industry trends so that our work can be as effective for this idea as possible.

Once all is in place, an immersive process comes where we learn about every facet of your target users/markets and competition once again before returning to the other side, ready to show off some awesome ideas.

Then, all that information seamlessly translates into an interactive wireframe and low-res prototype. We get your feedback along the way to ensure everything flows smoothly before developing a final version. Once approved by you, we will start documenting every feature and functionality of the product in detail with its specifications. This documentation will be the roadmap for confidently building the product with minimum risk. **We future-proof the idea.**

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Proposal

What is a Design Sprint?

Design Sprints are a remarkable tool for answering critical business questions through design, prototyping, and testing with users. The benefits are time and money. You don't have to go down a path and spend six weeks, two months, or more of development time on something that isn't valuable.

It also increases the viability of the design concepts because you're bringing together cross-functional teams.

For example, if you want to build a house first, you invest in a blueprint, get bids, and then select a general contractor. A design sprint is the blueprint that levels the playing field for understanding what problem you are solving and how.

This practice saves time and money since the design sprint will define the project scope and budget. You reduce the project uncertainty and have a clear roadmap that any developer can follow. **Low risk - high reward!**

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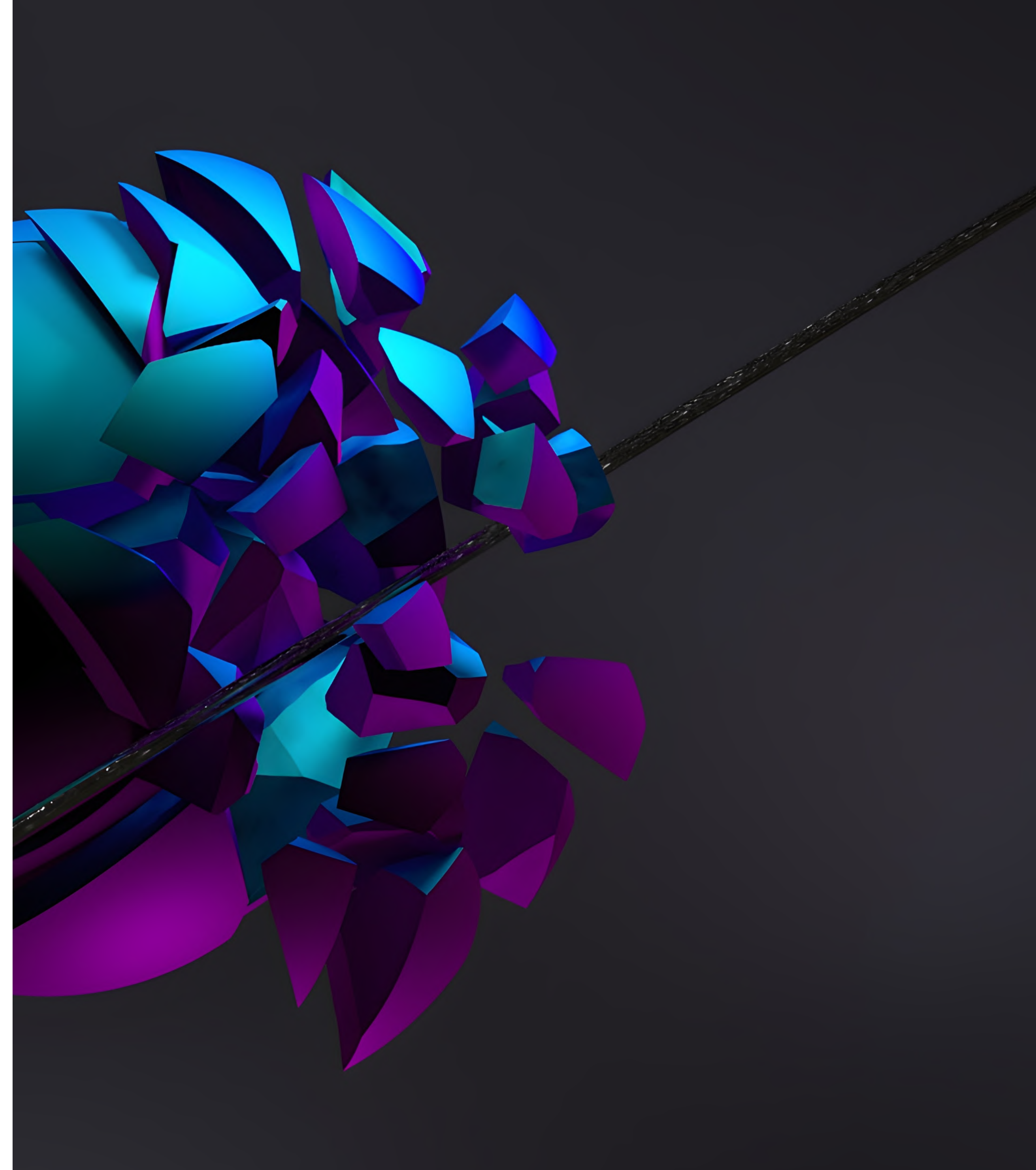
Proposal

What are Design Sprints Benefits?

A Design Sprint will help you:

- Use a structured decision-making process that avoids time wasted through endless debate.
- See end users' reactions before investing time and resources in building a complete product.
- Find obvious patterns and solutions that will work, clarifying what to do next.
- Minimize uncertainty by solving critical business questions.
- Clarify the roadmap for all stakeholders.

Time is a valuable and scarce resource that should not be wasted. To be more efficient and responsive, Google Ventures created this methodology to accelerate the process of answering critical business questions in just five days. According to IBM, design thinking research can lead to a 75% reduction in design & delivery time, often reducing an 8-month project to 3 or 4 months. Also, they have found that defects decrease by 50% with this type of up-front work.

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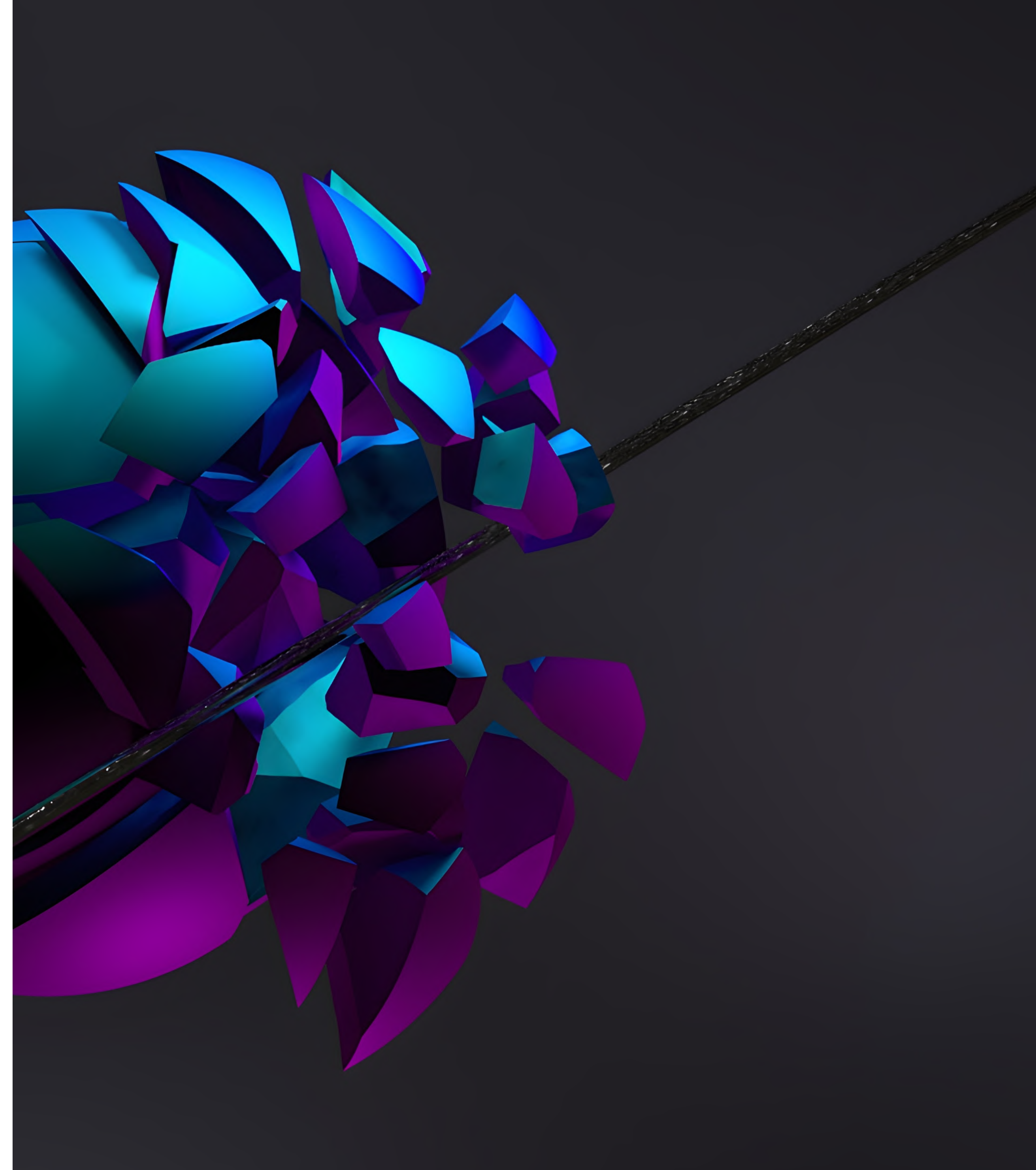
Timeline

Monday. The first day of the sprint is for sharing information between departments and creating a simple user journey.

Tuesday. The second day is sketch day, where the team works individually to generate creative solutions for the problem.

Wednesday. The team looks at all the solutions, decides on the best approach, and creates a visual storyboard. Then, you're ready for prototyping.

Thursday. It's time to get productive and build our prototype.

Friday. This day focuses on testing the idea and prototype on real people to see the value. If all goes well, then high fives! You're onto something great! If it doesn't, you've learned where to focus efforts.

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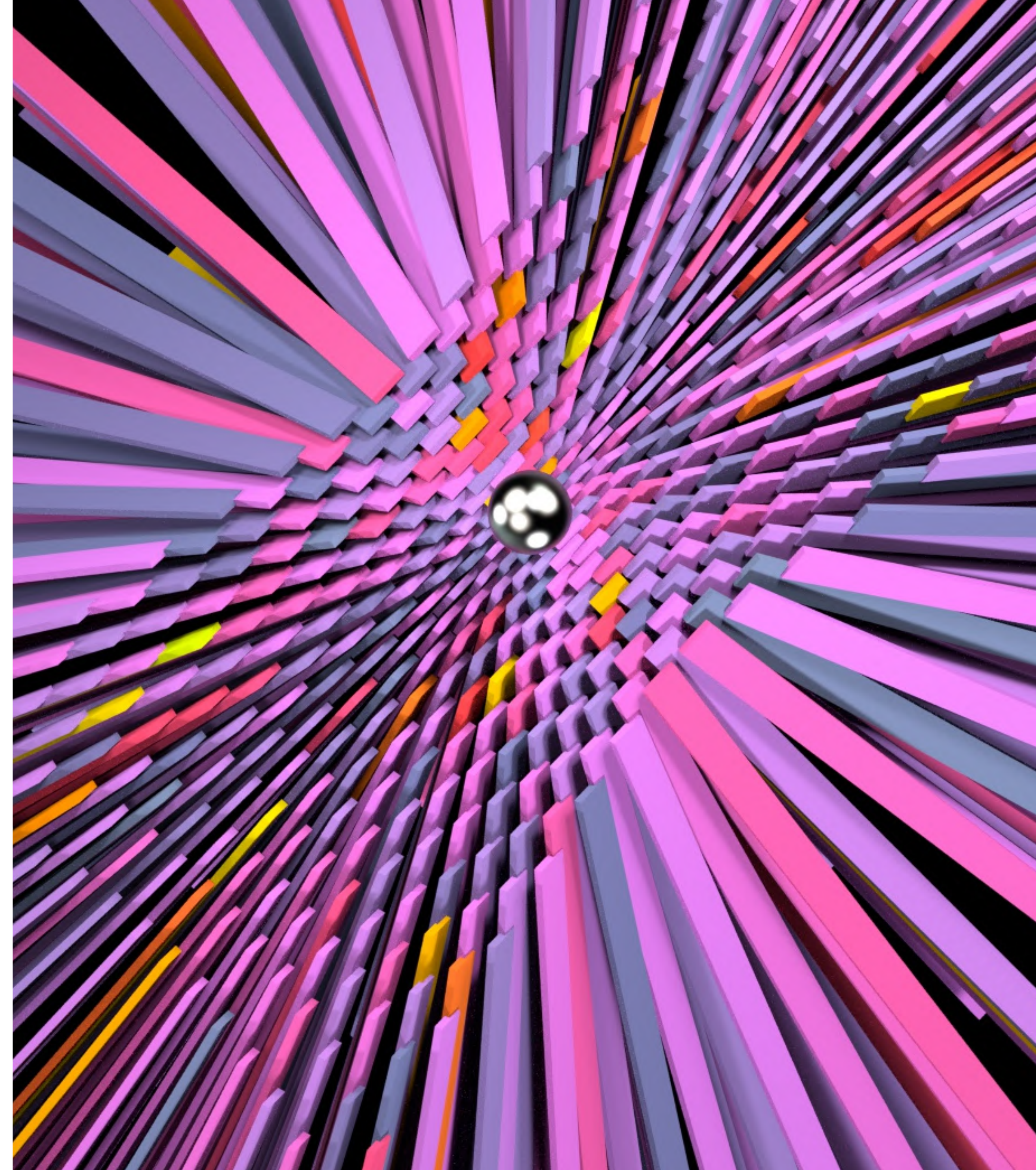
Stages

Understand. Here, methods such as Expert Interviews and Competitive Analysis are used to learn everything about your project. The team needs a comprehensive view inside and out.

Define. The creative process starts with an idea that becomes the glue to hold together your data and thoughts. The team formulates a strategy as they combine their efforts around this critical element for it to work best. We create the User Journey and How Might We's.

Diverge. The participants create their individual ideas and present them to the team unbiasedly. We create sketches of the desired solution.

Decide. As ideas are pulled from the Diverge phase, they'll be mapped out on a physical whiteboard so everyone can make notes and comment with their favorite ones and no biases.

Prototype. By creating a version of the product that's mock-up enough to test, you can get feedback from your target audience and make changes on the fly.

Validate. Gather feedback from potential users to determine if the challenge has been met.
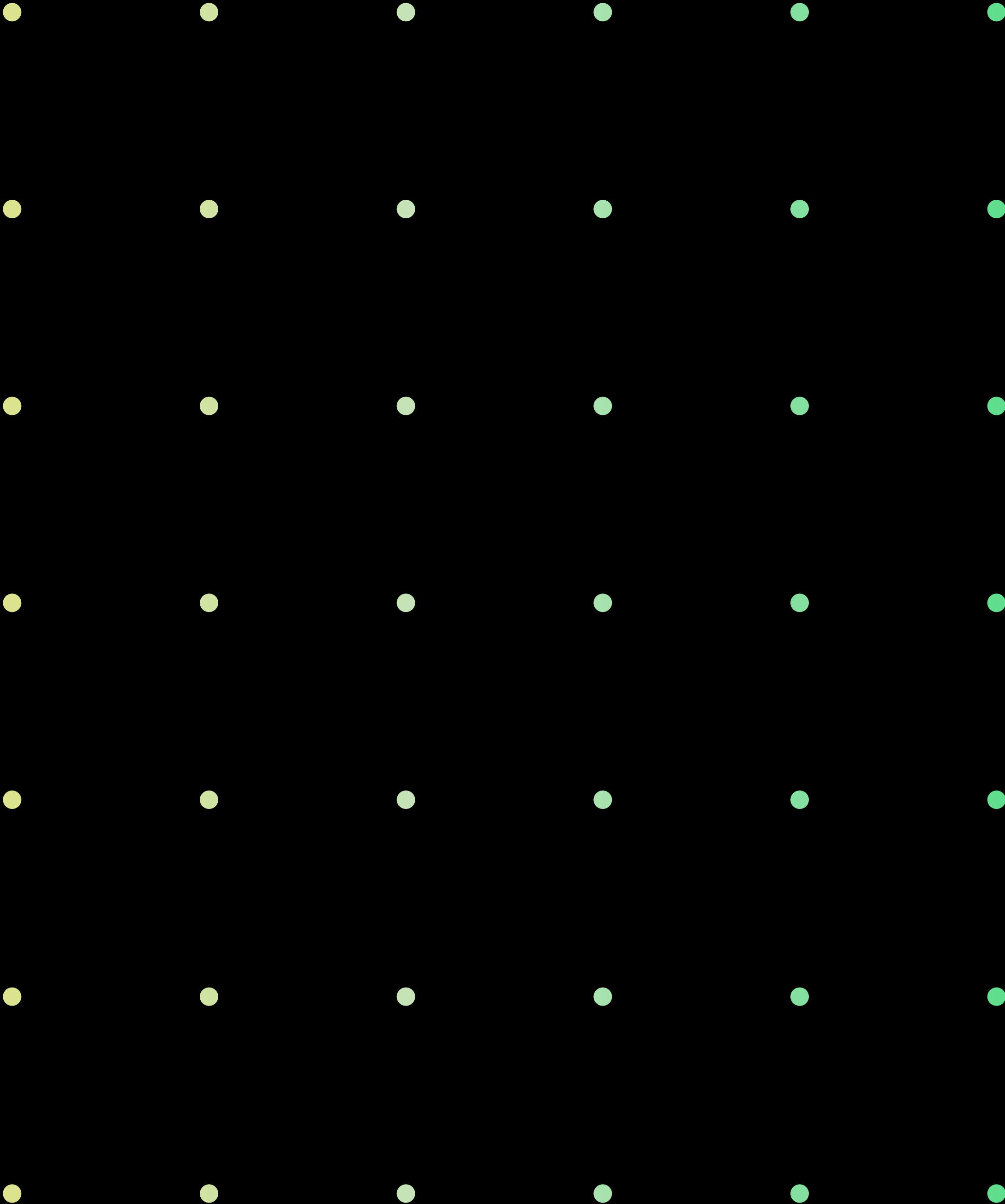
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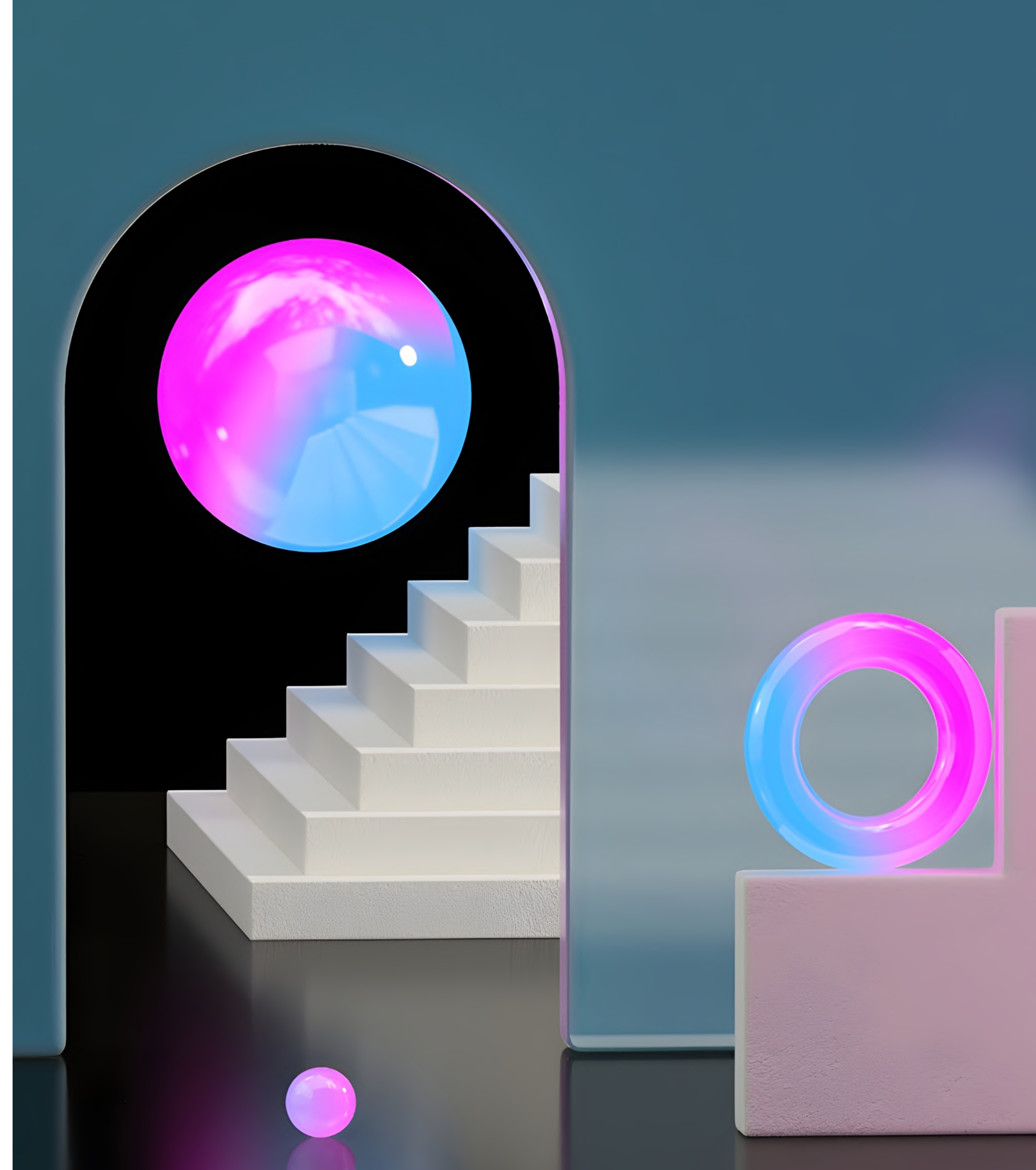
Strategy

Since we live in a remote-first world, we must use everyone's time better. In that sense, we propose to do the activities on Monday and Tuesday on Monday of the week of the classic example.

Then Tuesday are the activities of Wednesday. Wednesday and Thursday are off for the client team, that is when we dedicate ourselves to building the wireframe, and on Friday, we do a showcast and present the solutions for the experience.

In total, the client will be needed for 2 (two) 90 minutes meetings on Monday and Tuesday (4 in total) and another 90 minutes meeting on Friday to showcase and evaluate the next steps.

The proposed scope is the design, development, and execution of a dynamic design sprint to generate a structural wireframe of the solution. After the design, we have more time, and since the brand is already established, we will develop it into a high-res wireframe.

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Strategy

The following professional profiles will form the work team:

Capicua: Two facilitators.

Client (minimum of 2 individuals,
making up the following roles):

- **Decider**. This is the "CEO" of this project, someone with authority to make decisions; usually, in startups, this role is filled by the CEO, who conjugates deep knowledge of the problem in question, counts on opinions & firm criteria to find solutions, and has a clear vision.
- **Expert in Finance**. Handles what is important at the operational level for this project.
- **Marketing Expert**.What is important to communicate.
- **Customer Expert**, who speaks with customers.

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Contact

This was a small preview of what it's like to work with us.

We would love the opportunity to explain how
we can turn your next idea into reality and ensure
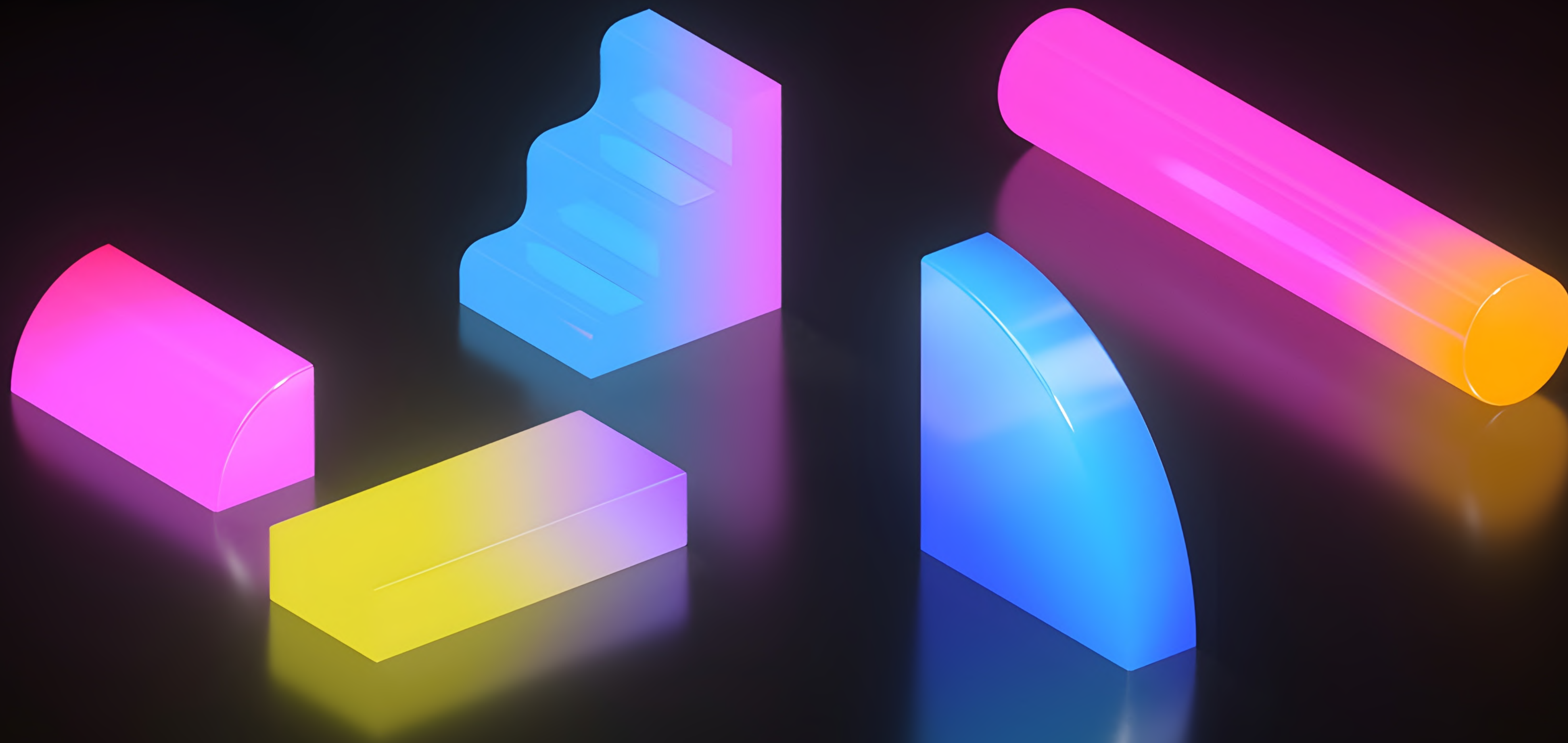you have all the tools for success.

Thanks for reading, and don't hesitate
to contact us for further information!

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