



Aalto University
School of Arts, Design
and Architecture

Google Design Sprint

Introduction to the sprint

Monday (“Map”)

MUO-E3036 Interaction Design (IxD)

17 January 2022

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Link to these slides:

MyCourses > IxD > Split S > Lecture slides > Week2-Day1-sprint--Set-the-stage--Map.pdf

Contents of the day

9:15 ~ 10:30

What is Google Design Sprint

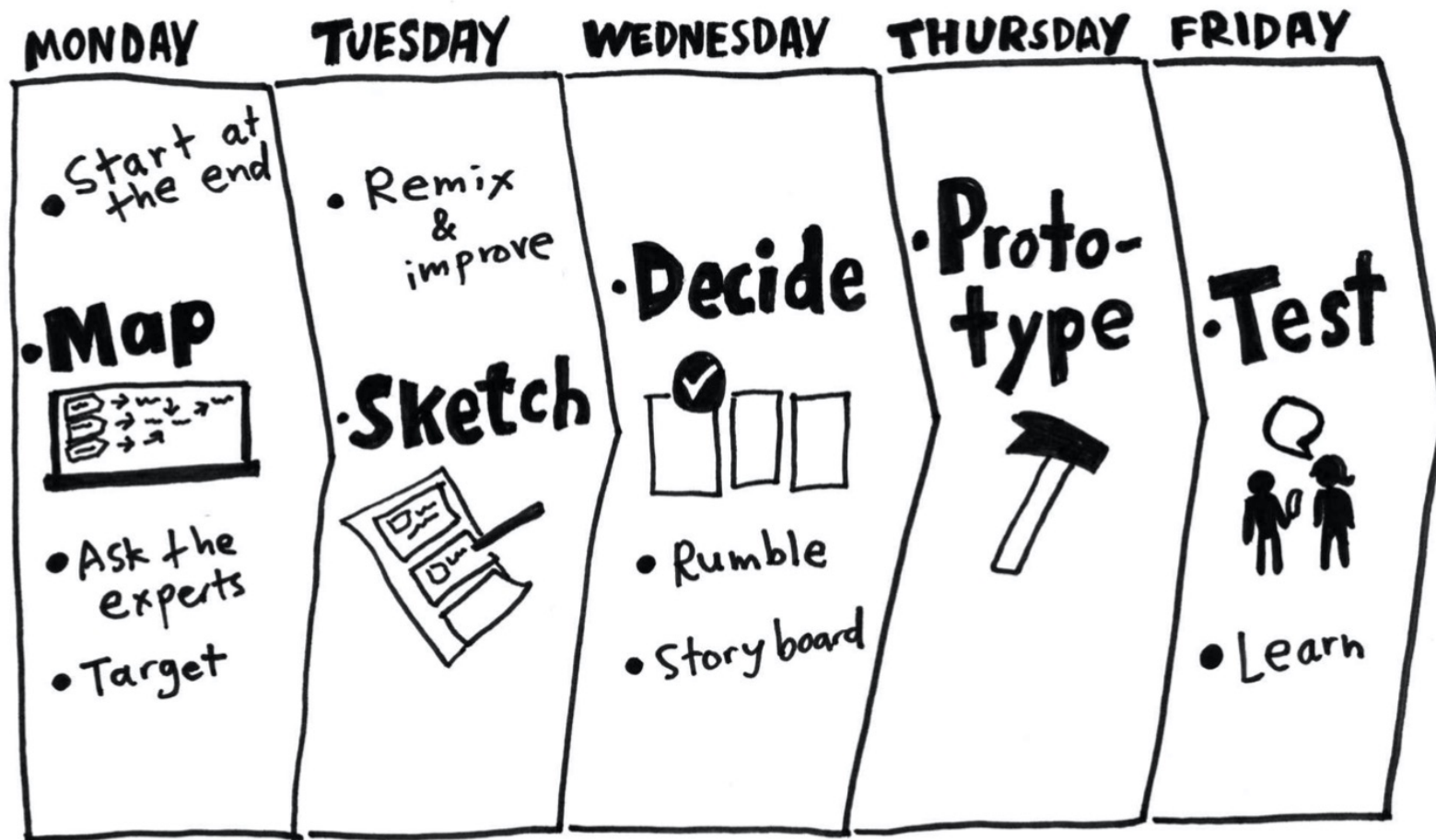
What happens on Monday (“Map” creation)

10:30 onwards

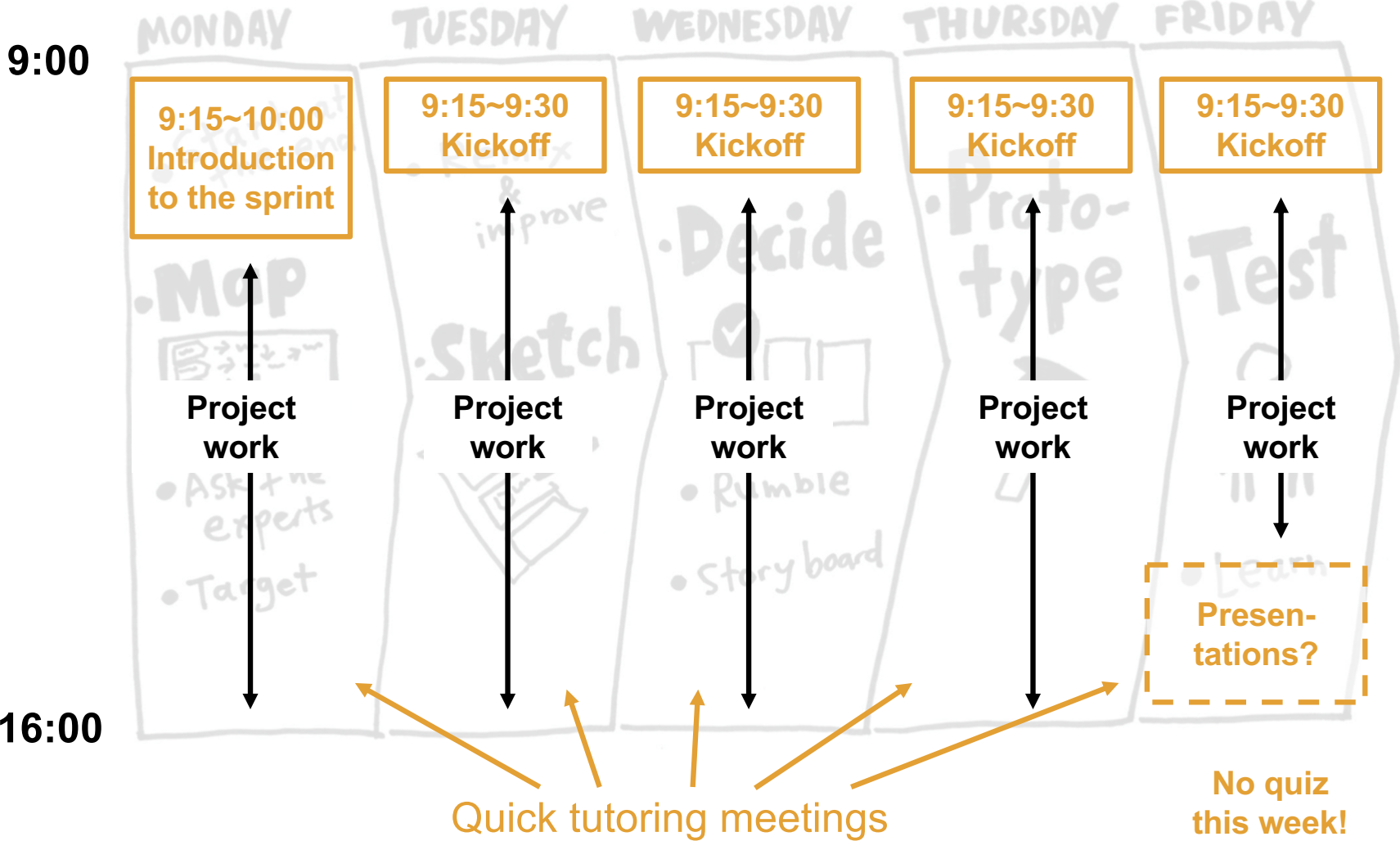
Group work on map creation

Quick tutoring meeting

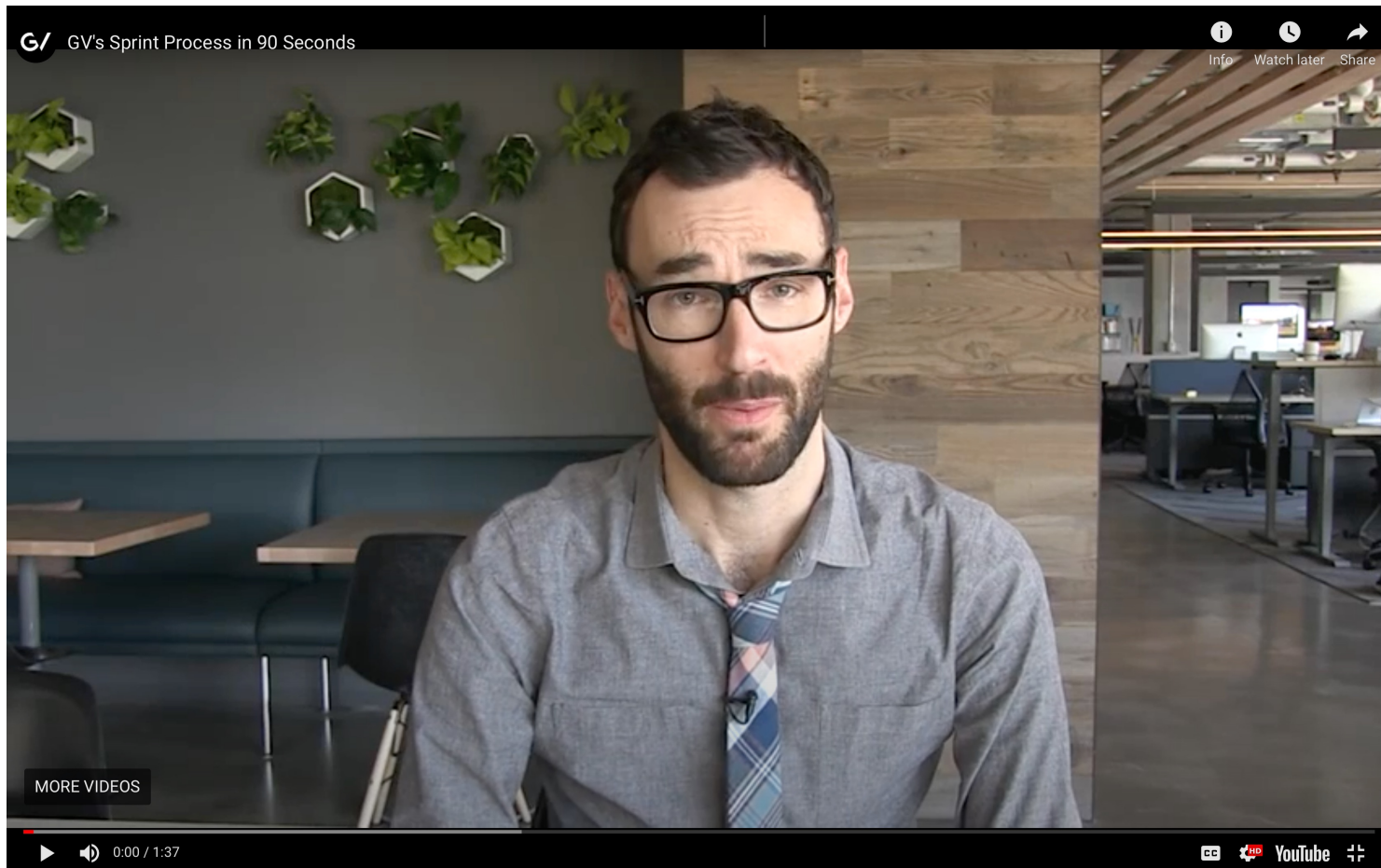
Google Design sprint in one glance



Google Design sprint in one glance



Introductory video to the entire sprint

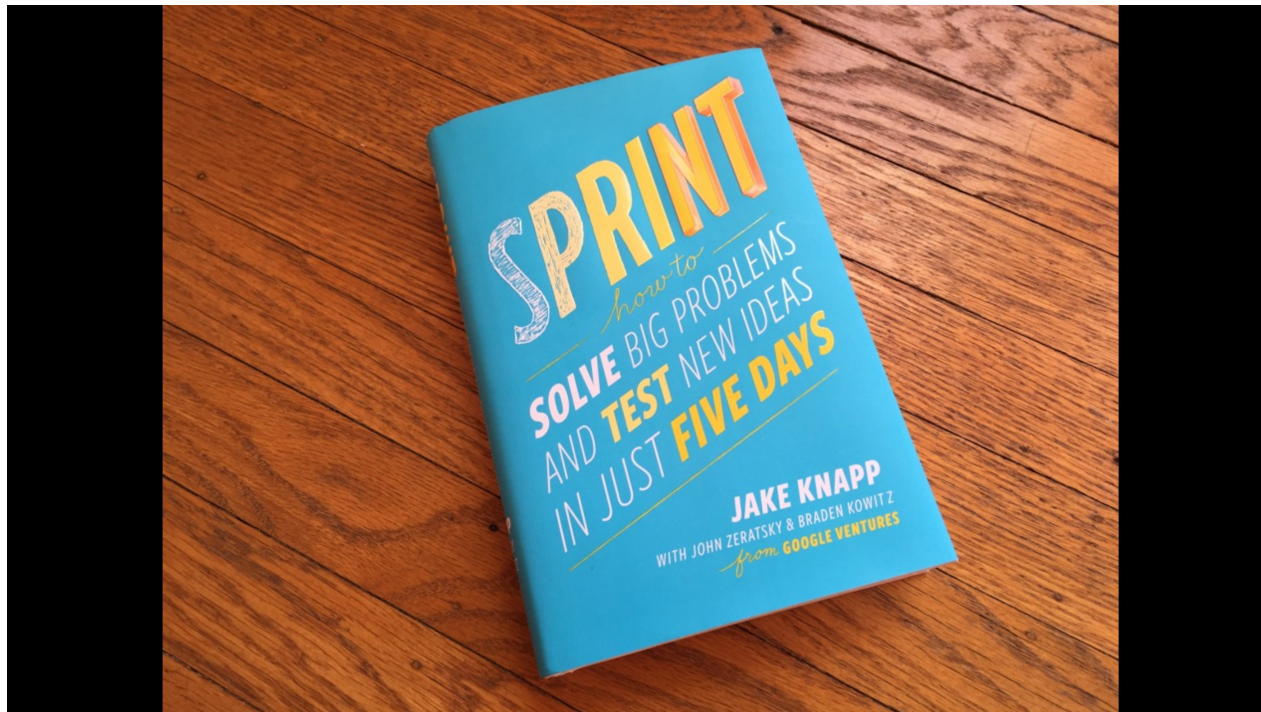


<https://youtu.be/K2vSQPh6MCE>

Slideset about Sprint from Google

Sprint website (www.thesprintbook.com/the-design-sprint),
Monday section:

<https://www.dropbox.com/s/xm6svbq5ds58xgq/SPRINT%20kickoff%20slides.pdf?dl=0>



Why does this course have a sprint?

1. Sprint helps you get from data to a product concept
Data on f-formations → Product concept for more detailed IxD
2. Sprints are very useful in user-centred design
They are part of things that are good to know for an IX designer



Has anyone participated in a sprint before?

Book and other materials



Book (electronic version):

Available at Aalto library:

https://primo.aalto.fi/permalink/358AALTO_INST/1g8mond/alma999362057406526

Reading the book is not required, but it is very well written and can be a useful reference

Maybe save its reading for a later stage?

Websites:

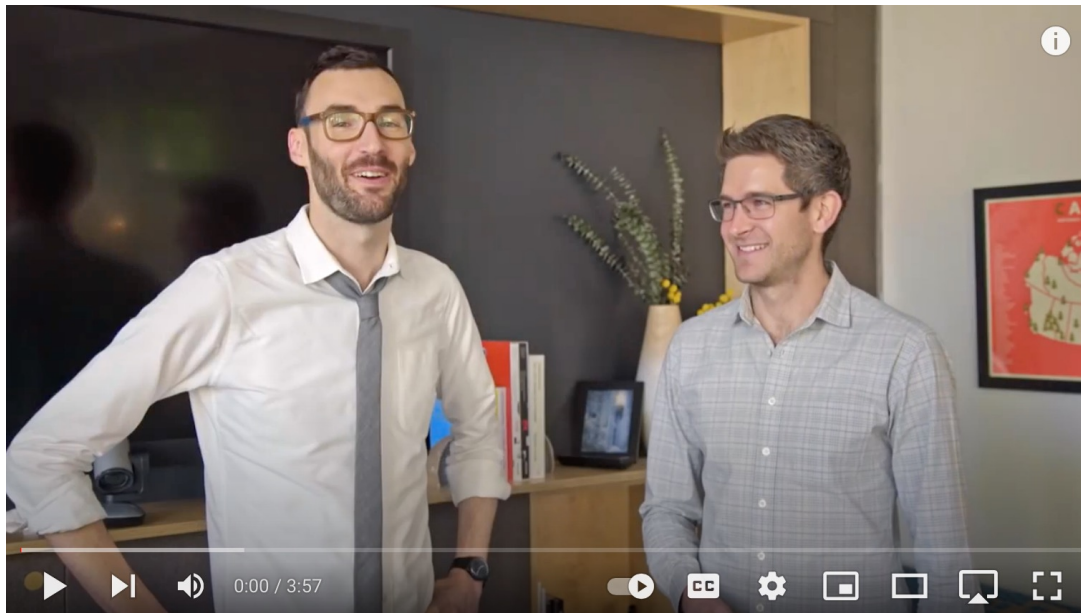
<https://www.gv.com/sprint>

<https://www.thesprintbook.com/the-design-sprint>

Recommended references during this week!

Setting the stage

Preparations that you have mostly done already:

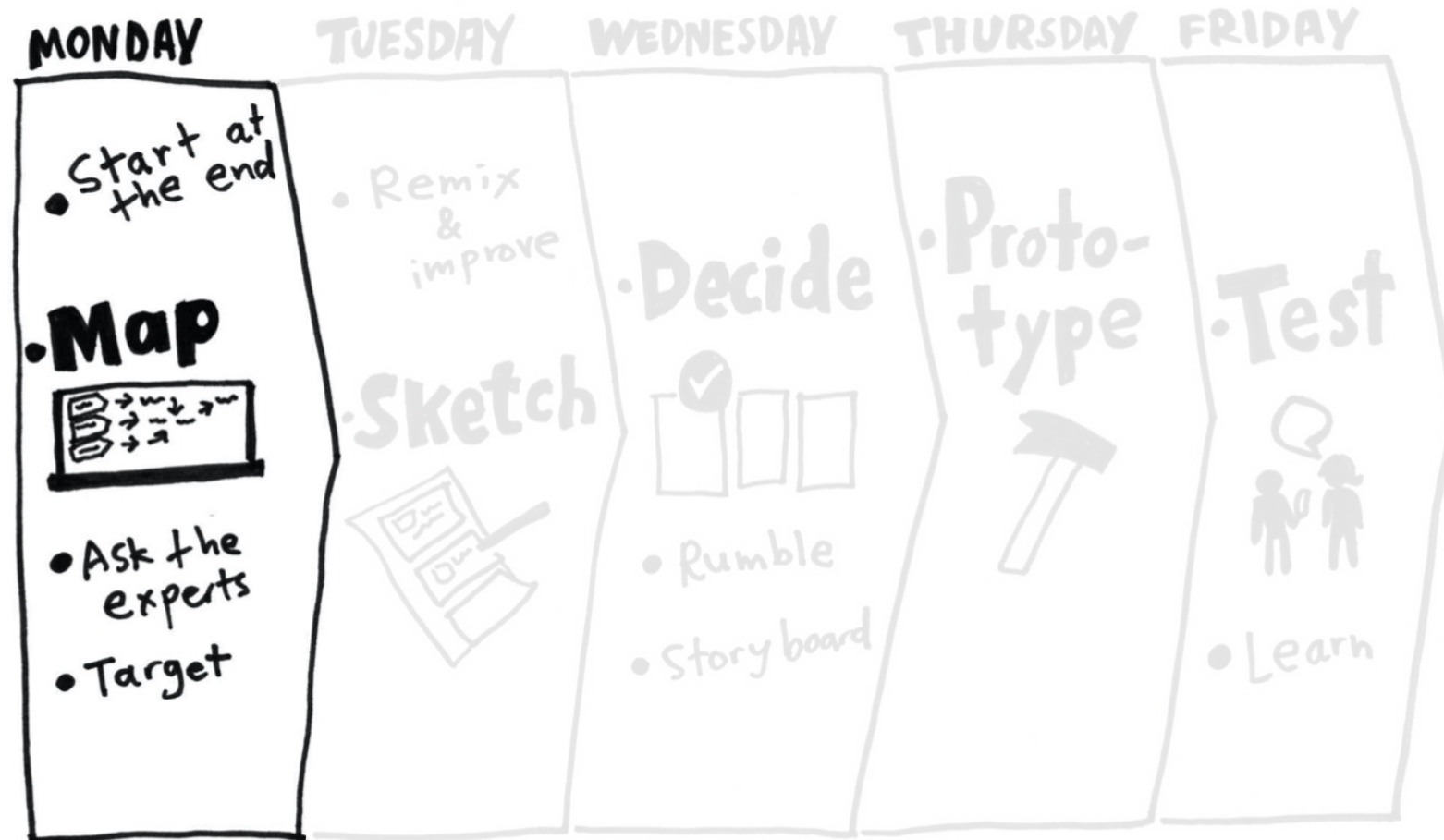


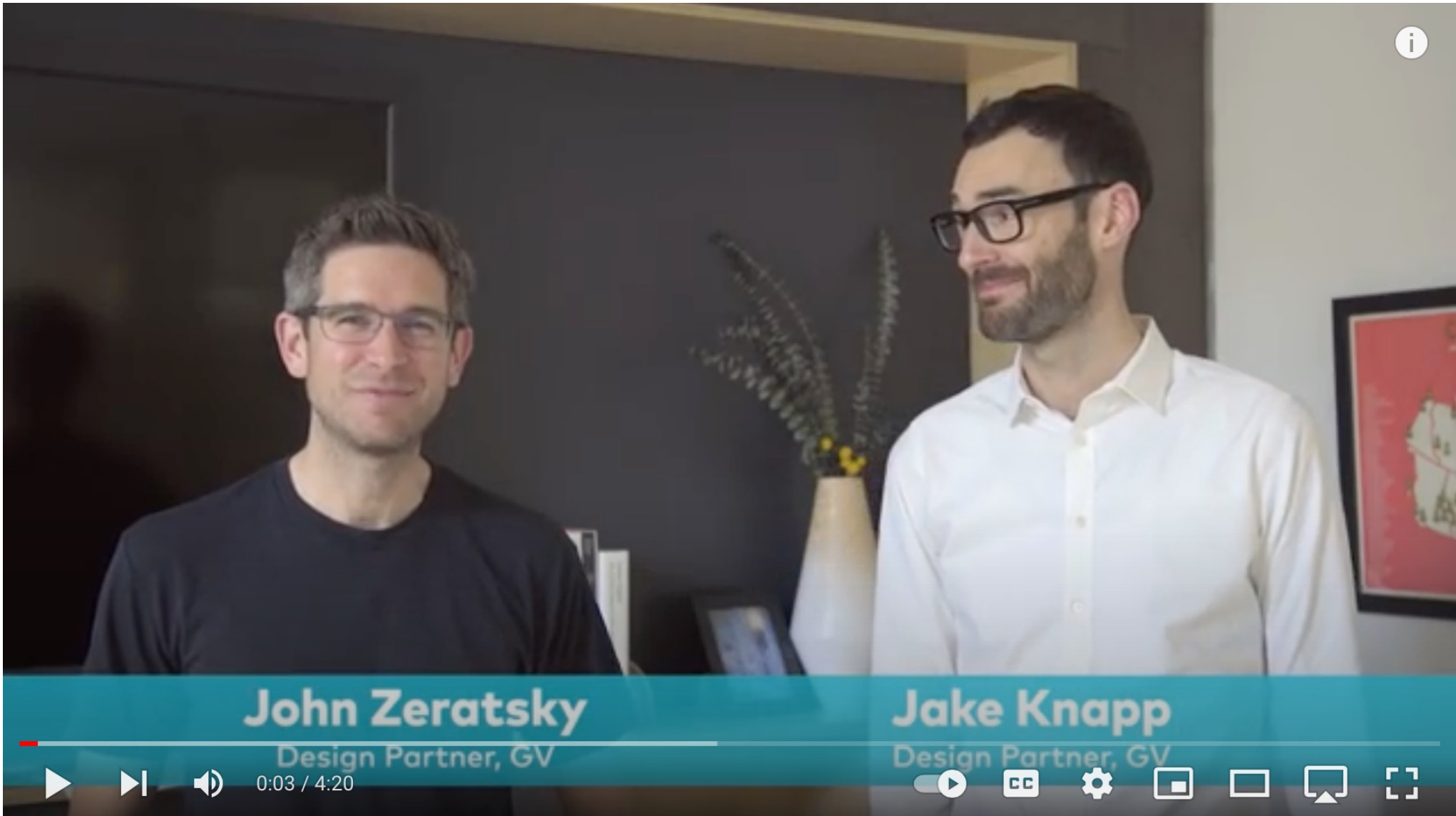
<https://www.youtube.com/watch?v=Fc6A2WuEkZI>

Have a look at the checklist to see if something is missing:

<https://library.gv.com/sprint-week-set-the-stage-99f2f29ce0e7>

Monday





<https://www.youtube.com/watch?v=7zOBMxRYJ7I>

Monday's Sprint contents

Setting the stage:

Choose the decider

1. Set a long-term goal
2. List sprint questions
3. Make a map (a bit like a service map in service design, but with a process)
If you get stuck, check the two videos here (in the Monday section):
<https://www.thesprintbook.com/the-design-sprint>
4. Ask the experts:
Interview or search in the web
Learn about the customer/user, how things can be built, past efforts
5. When one interviews or presents their findings from the web:
Others write "how might we" (HMW) notes
6. Organize HMW notes
7. Vote on HMW notes
8. Pick a target

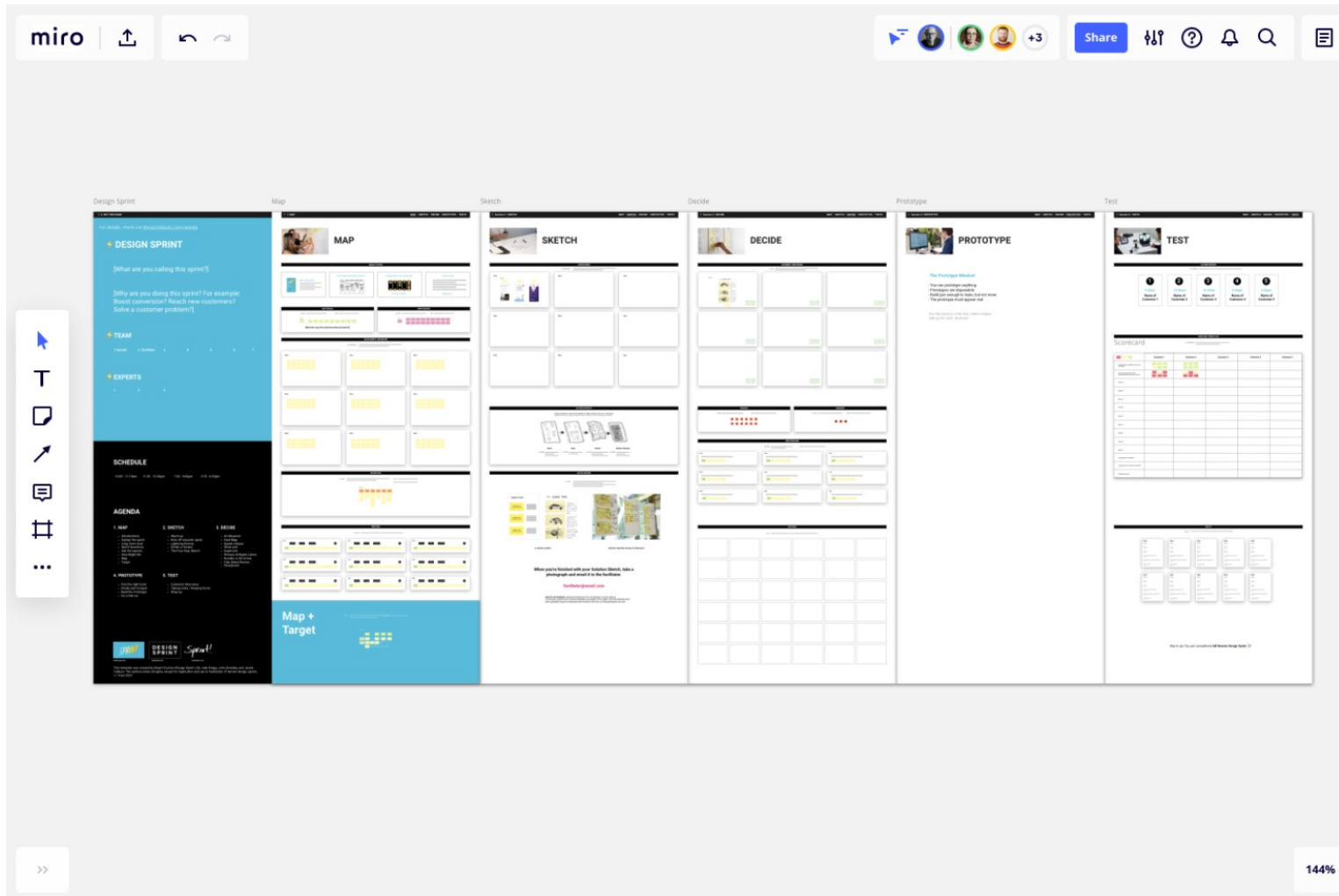
The same steps with short guiding instructions:

<https://library.gv.com/sprint-week-monday-4bf0606b5c81>

Trust the process!

In the end of Monday, you have defined the design problem for the rest of the week

Remote Design Sprint Template in Miro



<https://miro.com/templates/official-remote-5-day-design-sprint/>

Quick tutor meetings on Monday

Send me email with this information:

Where you can be met (e.g., link to your Zoom session)

Between 10–15, when can I **not** join for 10 minutes?

Have fun!