



Aalto University
School of Arts, Design
and Architecture

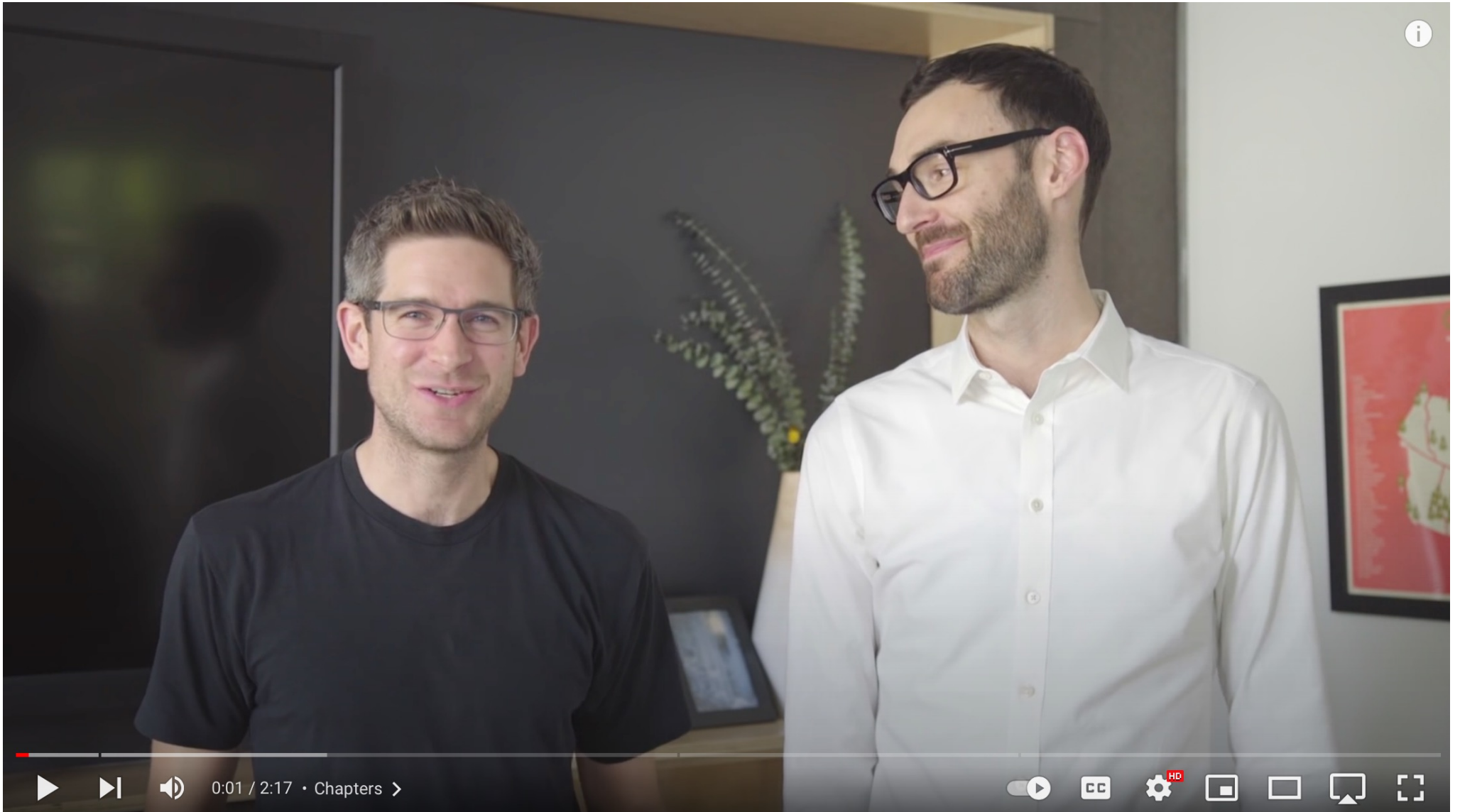
Google Design Sprint

Tuesday (“Sketch”)

MUO-E3055 Interaction Design (IxD)
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Tuesday





https://www.youtube.com/watch?v=_ITJ5IAXQhg

Tuesday's Sprint contents

1. Lightning demos
2. Divide and swarm:
Put together (Knapp p. 106):
 - Your map
 - Your HMW notes
 - Your lightning demosCheck that you have a good coverage across the map
3. Sketching:
Sketch on your own
 - No brainstorming, no analysis in groups, no deciding! That's on Wednesday. Why not in groups? => Knapp p. 129Four-step process:
 - Make notes
 - Generate ideas
 - Make "crazy eights" (8-panel storyboards)
 - Make solution sketches (3-panels storyboards)

Other important matters:

Start recruiting customers/users for Friday

Switching of the Facilitator or Decider:

That's fine.

Mark it down and be ready to tell to others how it worked out.

TUESDAY

10 a.m.

- ❑ **Lightning Demos.** Look at great solutions from a range of companies, including yours. Three minutes per demo. Capture good ideas with a quick drawing on the whiteboard. (p. 96)

12:30-ish

- ❑ **Divide or swarm.** Decide who will sketch which part of the map. If you're targeting a big chunk of the map in your sprint, divide it up and assign someone to each section. (p. 102)

1 p.m.

- ❑ **Lunch**

2 p.m.

The Four-Step Sketch. Briefly explain the four steps. Everyone sketches. When you're done, place the sketches in a pile and save them for tomorrow. (p. 109)

- ❑ 1. **Notes.** Twenty minutes. Silently walk around the room and gather notes. (p. 110)
- ❑ 2. **Ideas.** Twenty minutes. Privately jot down some rough ideas. Circle the most promising ones. (p. 111)
- ❑ 3. **Crazy 8s.** Eight minutes. Fold a sheet of paper to create eight frames. Sketch a variation of one of your best ideas in each frame. Spend one minute per sketch. (p. 111)
- ❑ 4. **Solution sketch.** Thirty to ninety minutes. Create a three-panel storyboard by sketching in three sticky notes on a sheet of paper. Make it self-explanatory. Keep it anonymous. Ugly is okay. Words matter. Give it a catchy title. (p. 114)

Key Ideas

- **Remix and improve.** Every great invention is built on existing ideas. (p. 96)
- **Anyone can sketch.** Most solution sketches are just rectangles and words. (p. 104)
- **Concrete beats abstract.** Use sketches to turn abstract ideas into concrete solutions that can be assessed by others. (p. 106)
- **Work alone together.** Group brainstorms don't work. Instead, give each person time to develop solutions on his or her own. (p. 107)

Recruit Customers for Friday's Test

- ❑ **Put someone in charge of recruiting.** It will take an extra one or two hours of work each day during the sprint. (p. 119)
- ❑ **Recruit on Craigslist.** Post a generic ad that will appeal to a wide audience. Offer compensation (we use a \$100 gift card). Link to the screener survey. (p. 119)
- ❑ **Write a screener survey.** Ask questions that will help you identify your target customers, but don't reveal who you're looking for. (p. 120)
- ❑ **Recruit customers through your network.** If you need experts or existing customers, use your network to find customers. (p. 122)
- ❑ **Follow up with email and phone calls.** Throughout the week, make contact with each customer to make sure he or she shows up on Friday.