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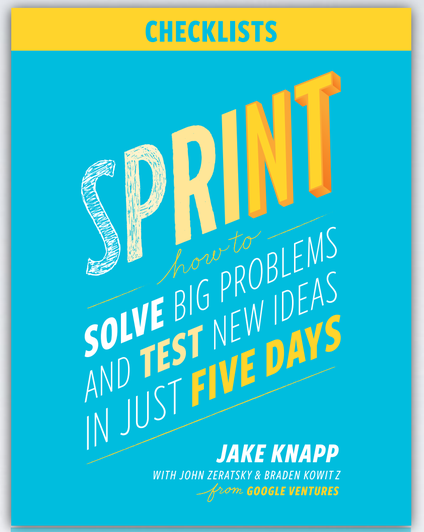

Google Design Sprint

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antti.salovaara@aalto.fi

Espoo, January 15, 2024

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PLAN & PURPOSE

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Interaction Design (IxD) 2024 – Department of Design – Aalto University

Weeks 2-7: Mondays (9.15-12.00 and 13:00-17:00), Fridays (13:00-17:00) and 16-19.1 (8:30-9:00) Room F102 (M202 on 19.1) @ Väre

	Analyze Week 1	**Sprint** Week 2	**Ideate: Concept Design** Week 3
Lecture	**Interaction Design Intro** Mon 8.1 (AM)	**Sprint** Mon 15.1 (AM)	**Interaction Styles** Mon 22.1 (AM)
Reading	Chapter 1: What is IxD? (*)	Knapp et al. (2016) Sprint	Chapter 7: Interfaces (*)
Exercise	IxD Disciplines	F-formations Sprint	Mindful Touch
Lecture	**F-formations** Mon 8.1 (PM)	**Daily Sprint Intro** Tue 16.1-Fri 19.1 @ 8:45	**Prototyping** Mon 22.1 (PM)
Reading	Kendon (1990) Conducting Interaction	-	Chapter 12: Design, Prototyping (*)
Exercise	F-formations	Work on Sprint	Paper Prototype
Presentation	**F-formations Observations** Fri 12.1 (PM)	**Sprint Results** Fri 19.1 (PM)	**Concept Design Results** Fri 26.1 (PM)

	Prototype: Detailed UI Week 4	**Evaluate** Week 5	**Final Design** Week 6
Lecture	**Design Systems** Mon 29.1 (AM)	**Heuristic Evaluation** Mon 5.2 (AM)	**A/B Testing (cont'd)** Mon 12.2 (AM)
Reading	Benyon (2019) Designing UX (CH2: PACT)	Goodman et al. (2012) Observing UC (CH11)	Lucero (2015) Affinity Diagramming
Exercise	Detailed UI Design	Evaluation	Final Design
Lecture	**Design Systems (cont'd)** Mon 29.1 (PM)	**A/B Testing** Mon 5.2 (PM)	**A/B Testing (cont'd)** Mon 12.2 (PM)
Reading	Benyon (2019) Designing UX (CH 2: PACT)	Goodman et al. (2012) Observing UC (CH11)	Holtzblatt (2016) Contextual Design(CH6)
Exercise	Detailed UI Design	Evaluation	Final Design
Presentation	**Detailed UI Design** Fri 2.2 (PM)	**Evaluation Results** Fri 9.2 (PM)	**Final Design** Fri 16.2 (PM)

(*) Sharp H, Preece J, Rogers Y. (2019) Interaction Design: Beyond Human-Computer Interaction (5: e ed.)

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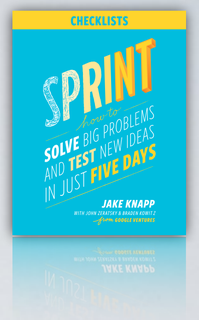
PURPOSE & OVERVIEW



Purpose

- Analyse user data to develop product concepts that meet users' needs (LO#2)
- Construct interaction design prototypes with a fidelity level that allows for their evaluation with users (LO#4)
- Carry out an evaluation of an interactive prototype or system (LO#5)

Overview (45 min)

- Sprint *(Knapp et al. 2016)*: 'real world' example how Google Ventures (GV) build and test a prototype in 5 days
- Exercise: F-formations sprint

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SPRINT

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Sprint *(Knapp et al. 2016)*

- User-Centered Design (UCD): combines design and evaluation in software development with a focus on its prospective users
- Teaching (UCD): intensive two-week courses in Tallinn, Reykjavik and Espoo
- Sprint: process to solve problems and test new ideas by building and testing a prototype in five days, introduced for the second version of the course

Lárusdottir M, Roto V, Stage J, Lucero A, Šmorgun I. Balance Talking and Doing! Using Google Design Sprint to Enhance an Intensive UCD Course. INTERACT '19, 95-113

Roto V, Larusdottir M, Lucero A, Stage J, Šmorgun I. Focus, Structure, Reflection! Integrating User-Centred Design and Design Sprint. INTERACT 2021, 239-258

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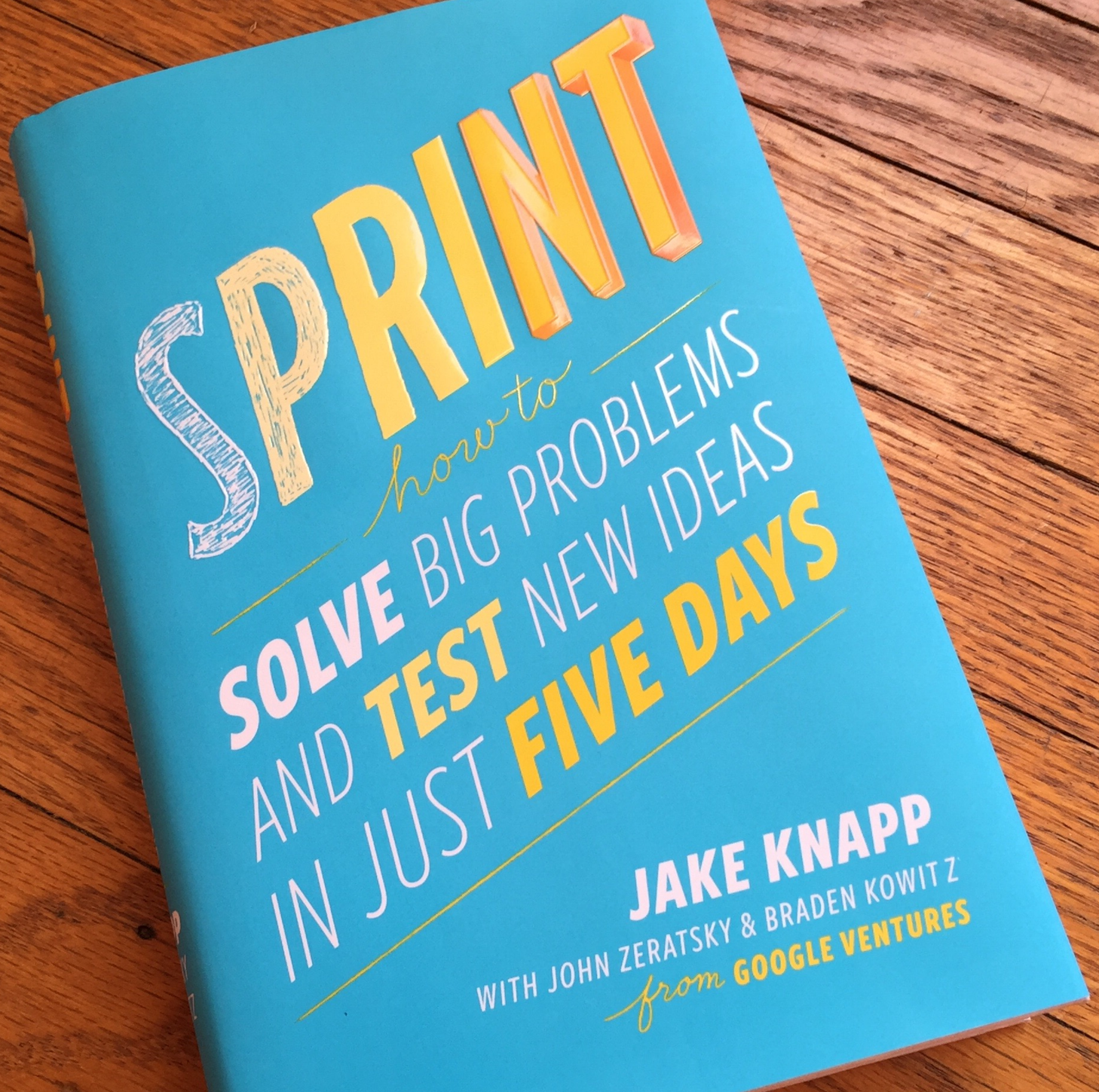

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Welcome to the sprint!

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You’re gonna build & test a realistic prototype in 5 days.

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The Sprint process in 90 seconds. https://youtu.be/K2vSQPh6MCE

Now, some quick ground rules:

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1.
The Facilitator is in charge of the schedule.

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2.
The Decider makes all tough decisions.

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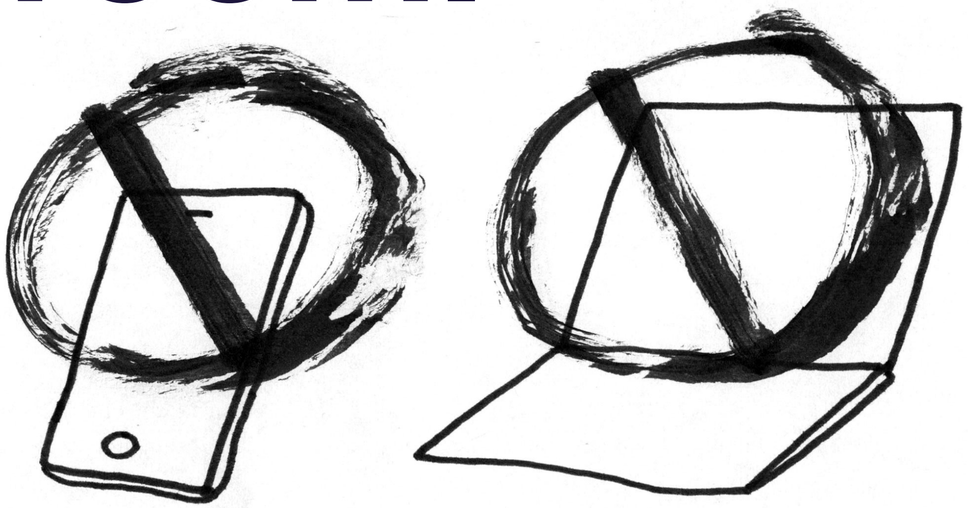
3.
No devices in the room.



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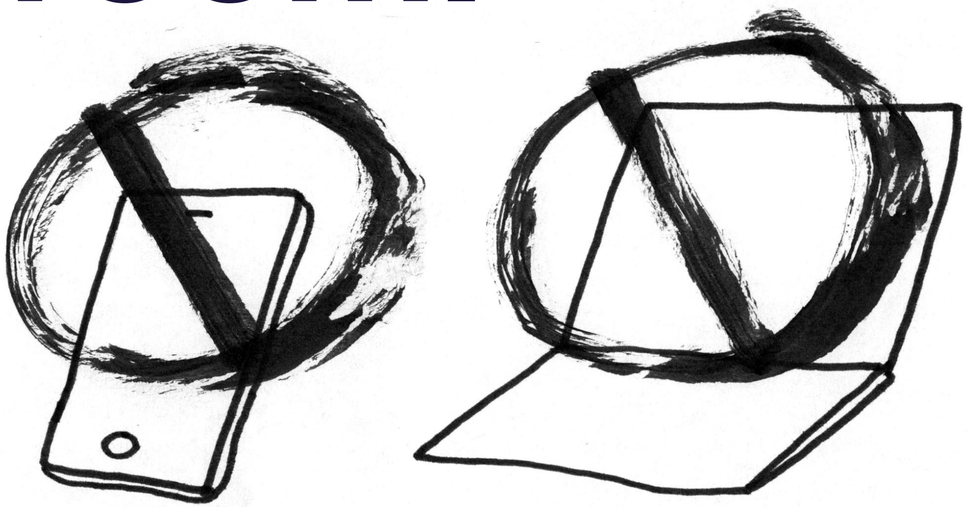

(You can use them at breaks. Or step out of the room any time.)

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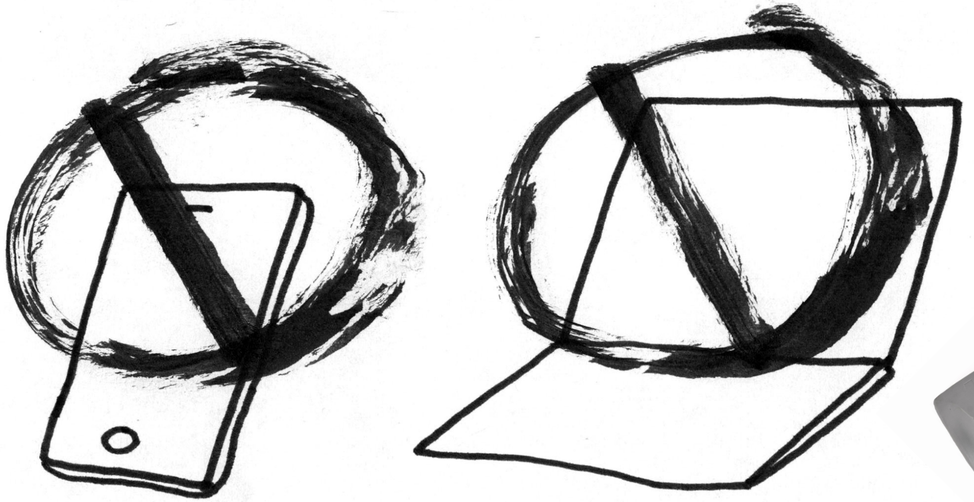
3.
No devices in the room.



(Power Gloves are okay.)

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Preview of the sprint:

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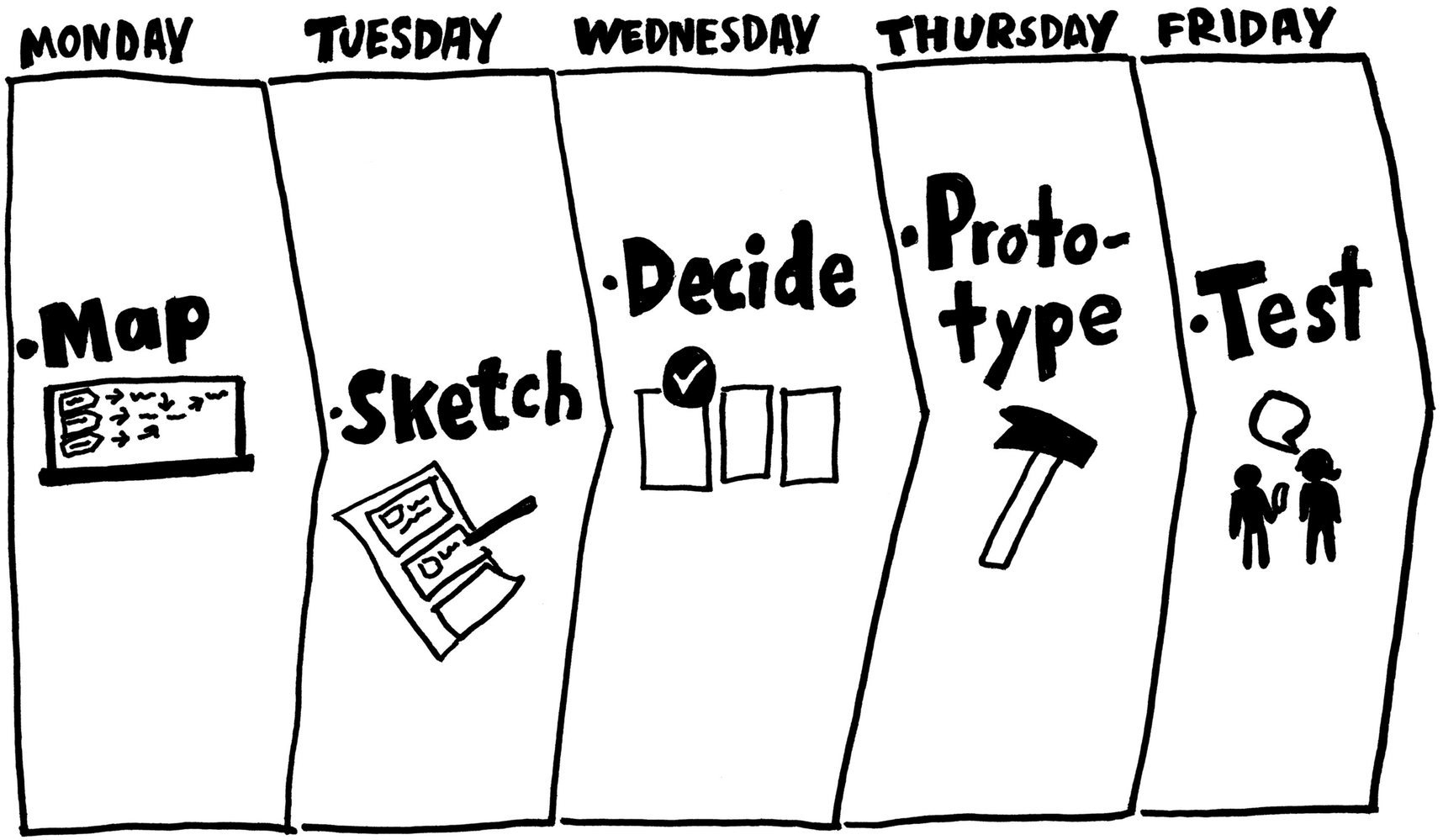

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SPRINT: MONDAY

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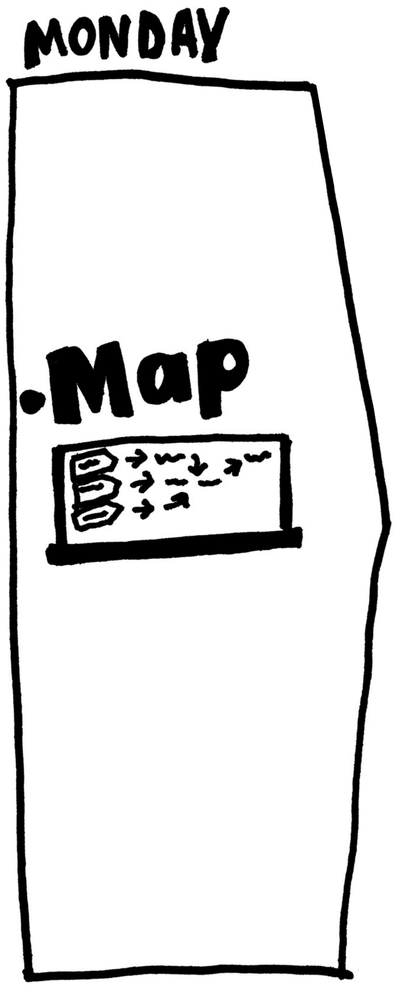
MONDAY
.Map

Nobody knows everything, so you'll share info.

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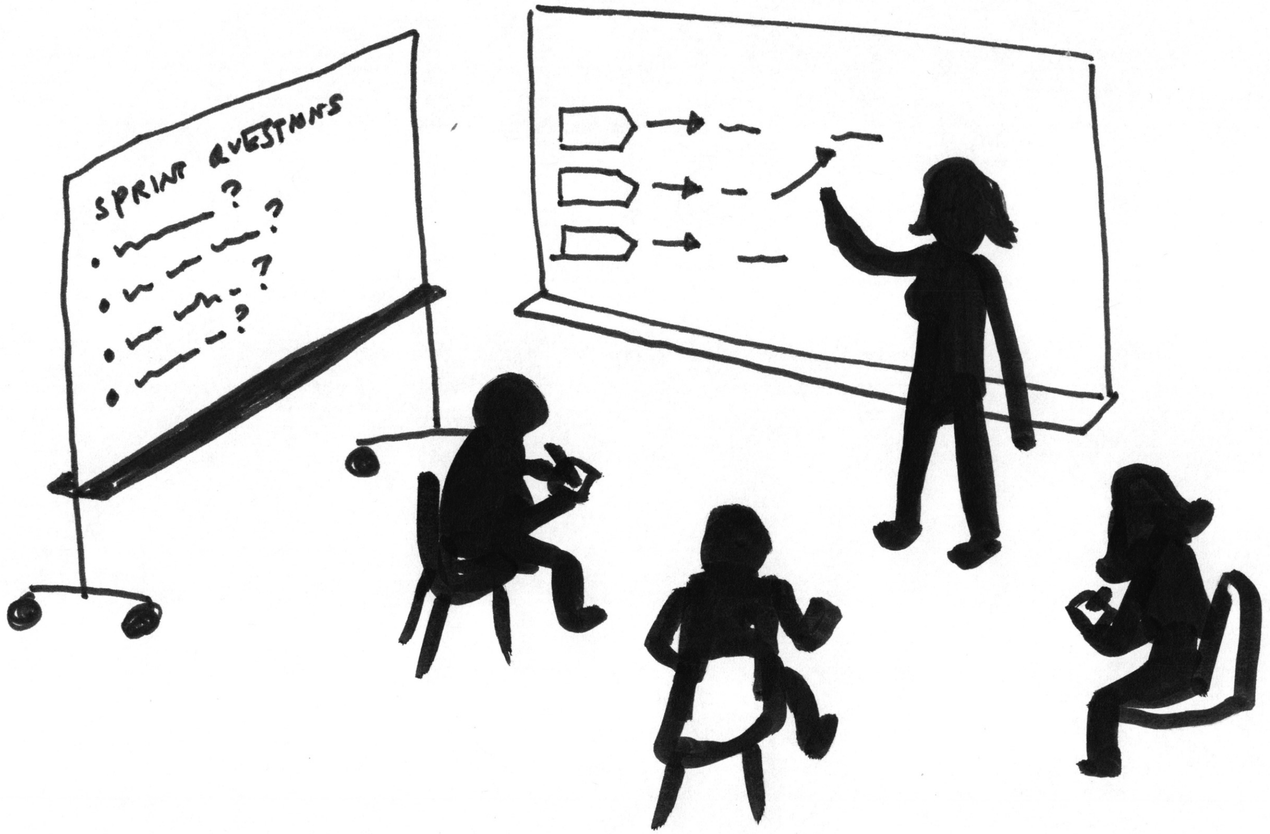
Ask the experts



Talk to one person at a time and take notes.

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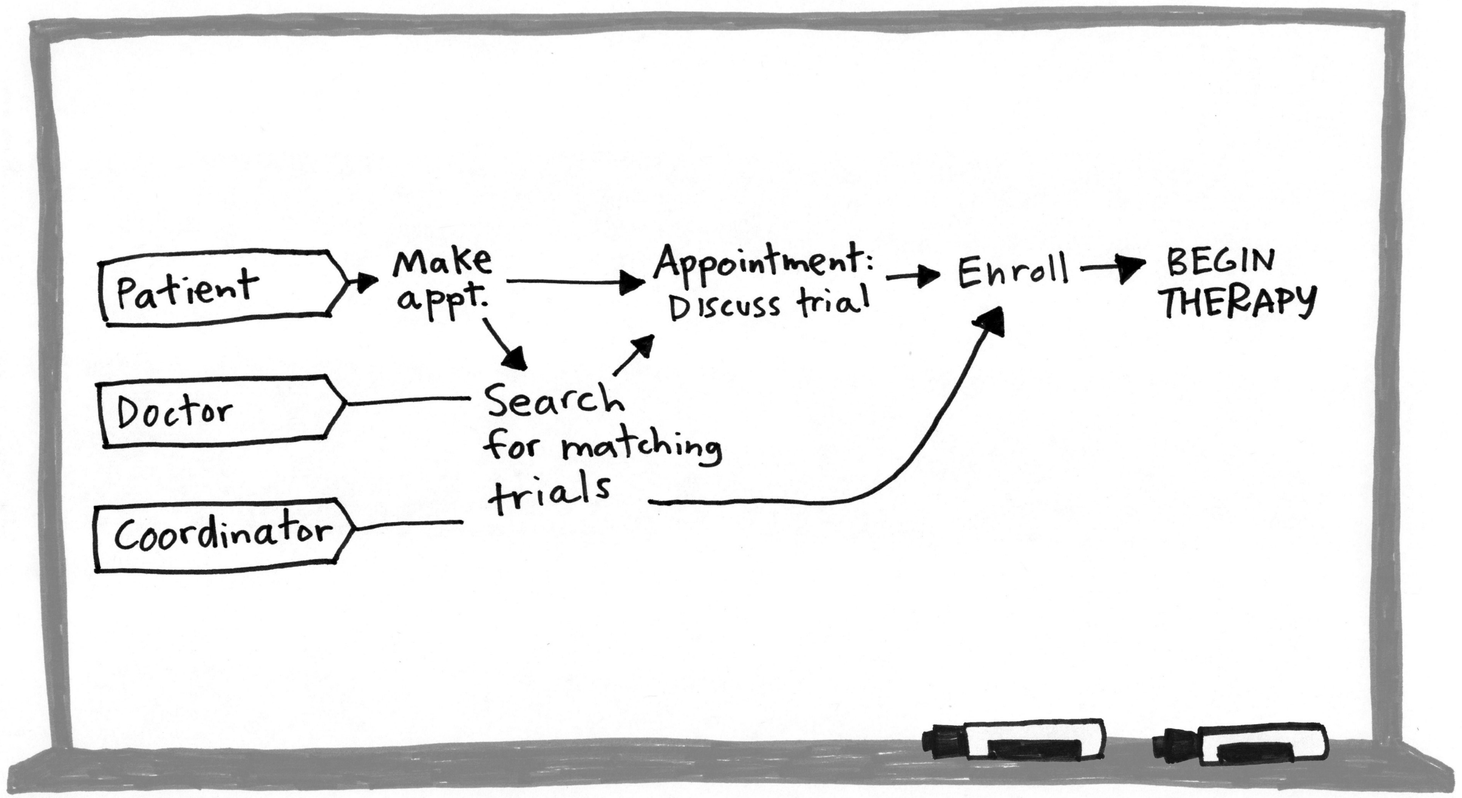
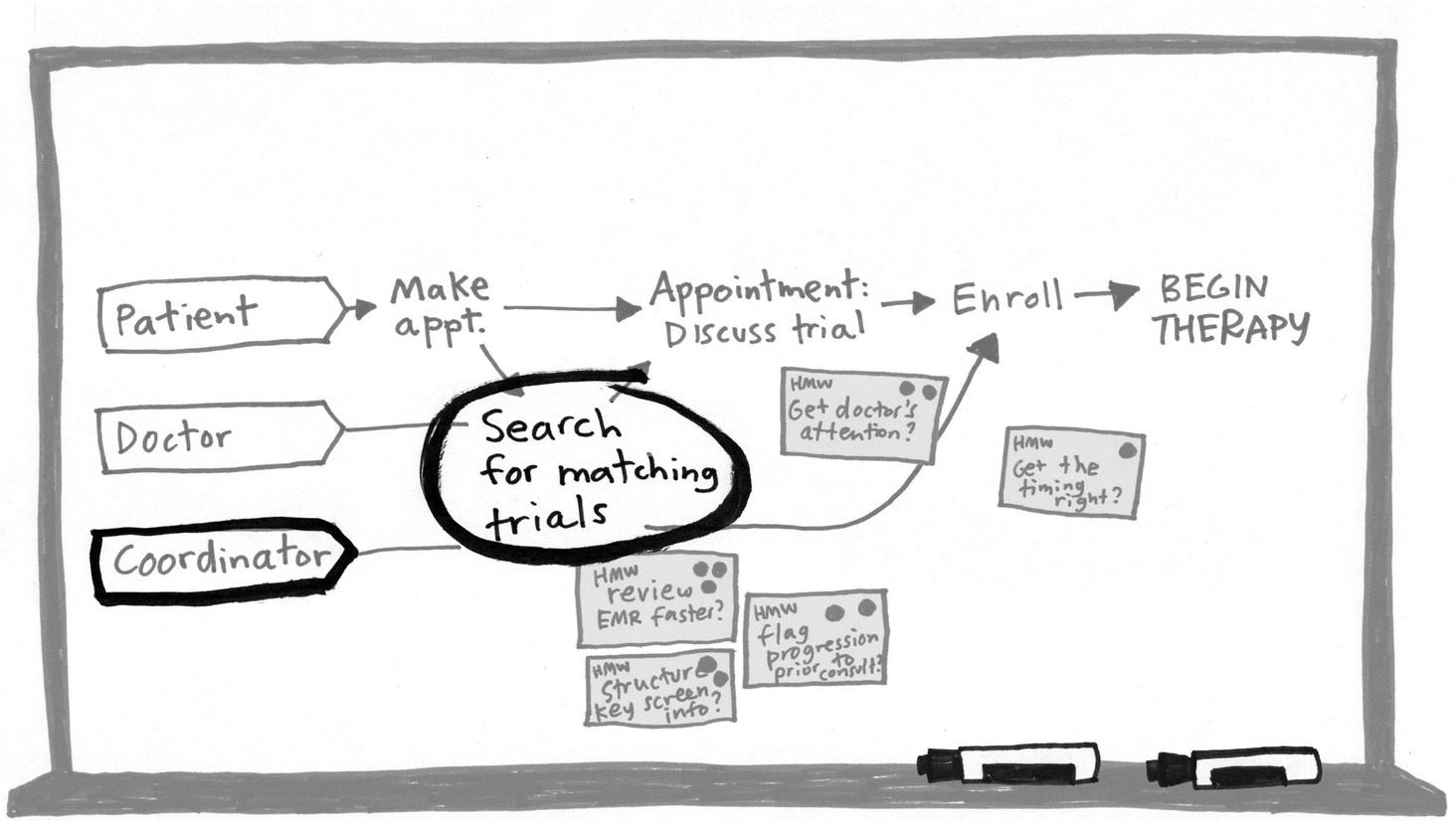
Make a map



This will be a simple diagram with around 5-15 steps.

Pick a target



Choose a customer type and a focus on the map.

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MONDAY

Sprint: Monday. https://youtu.be/7zOBMxRYJ7I

SPRINT:TUESDAY

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Group brainstorms don’t work, so you’ll sketch alone.

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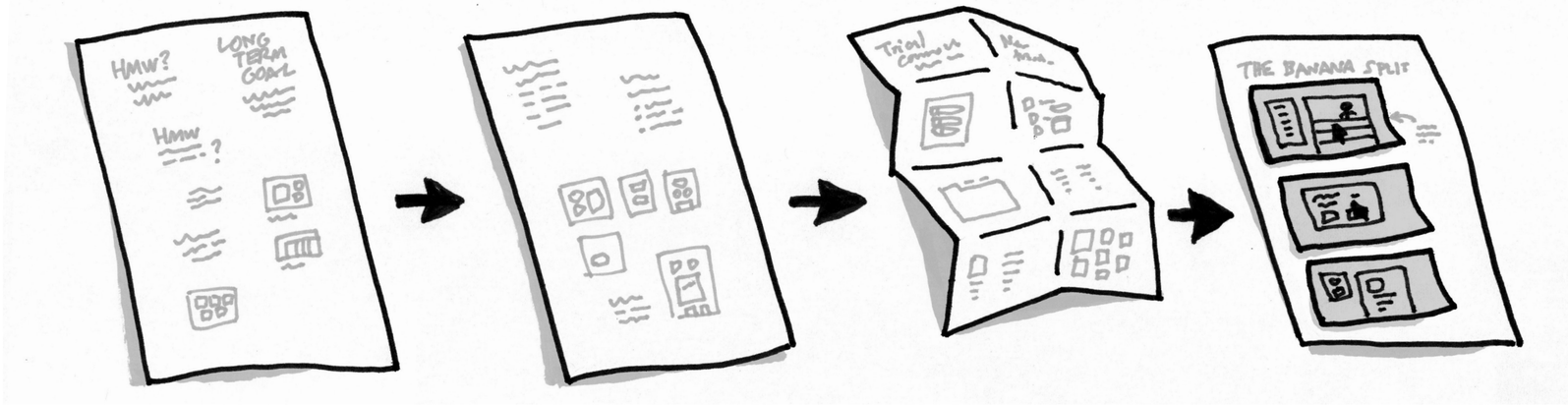
Sketch



The process goes step-by-step to make it easy.

Your sketches will look like this:

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Haha!
Just kidding.
More like this:

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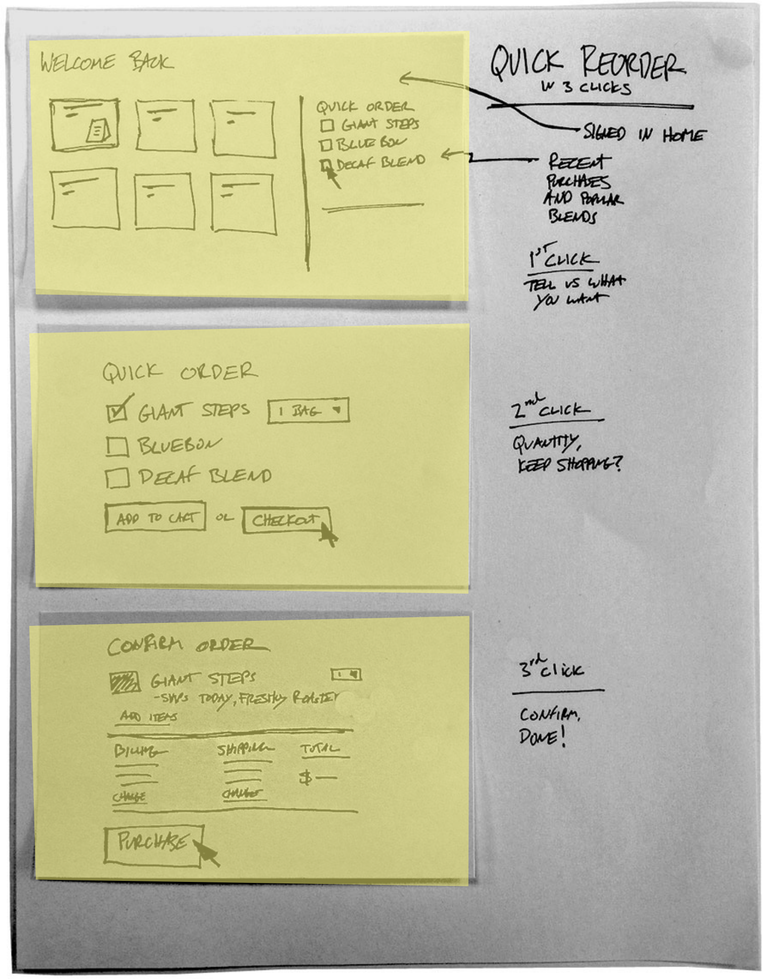

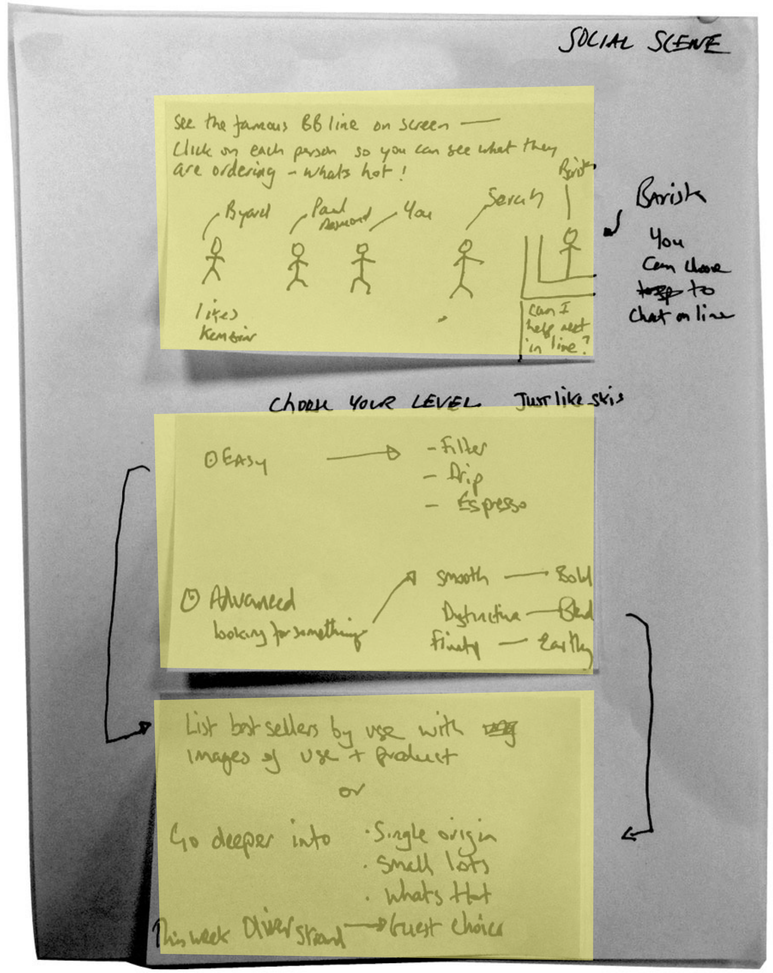

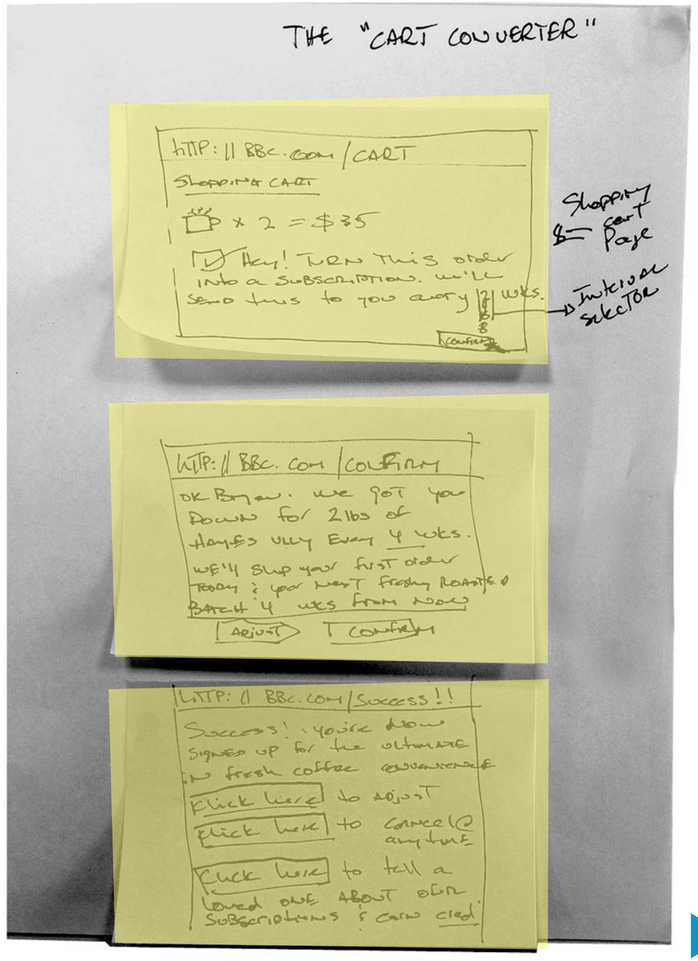

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TUESDAY

Sprint: Tuesday. https://youtu.be/_ITJ5lAXQhg

SPRINT: WEDNESDAY

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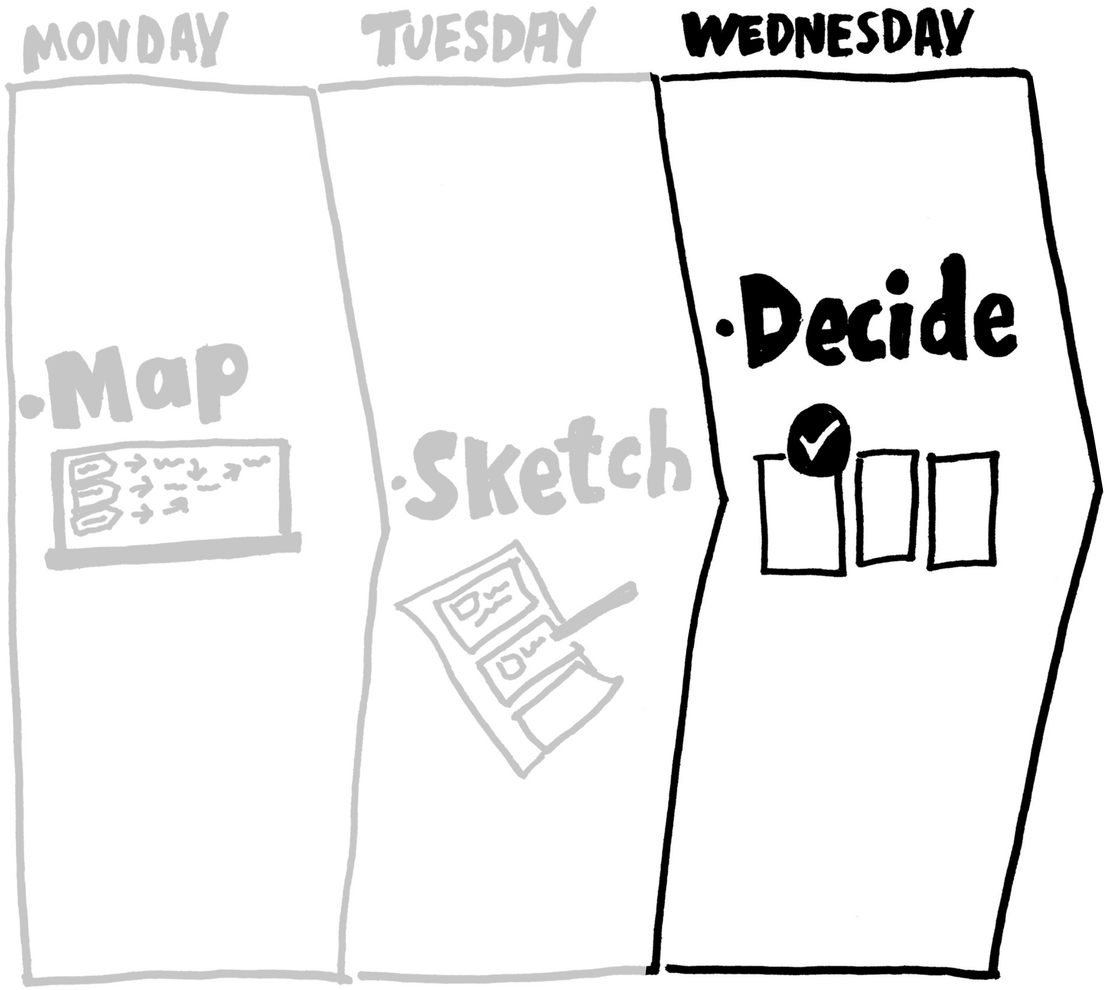

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You’ll make fast decisions without groupthink or sales pitches.

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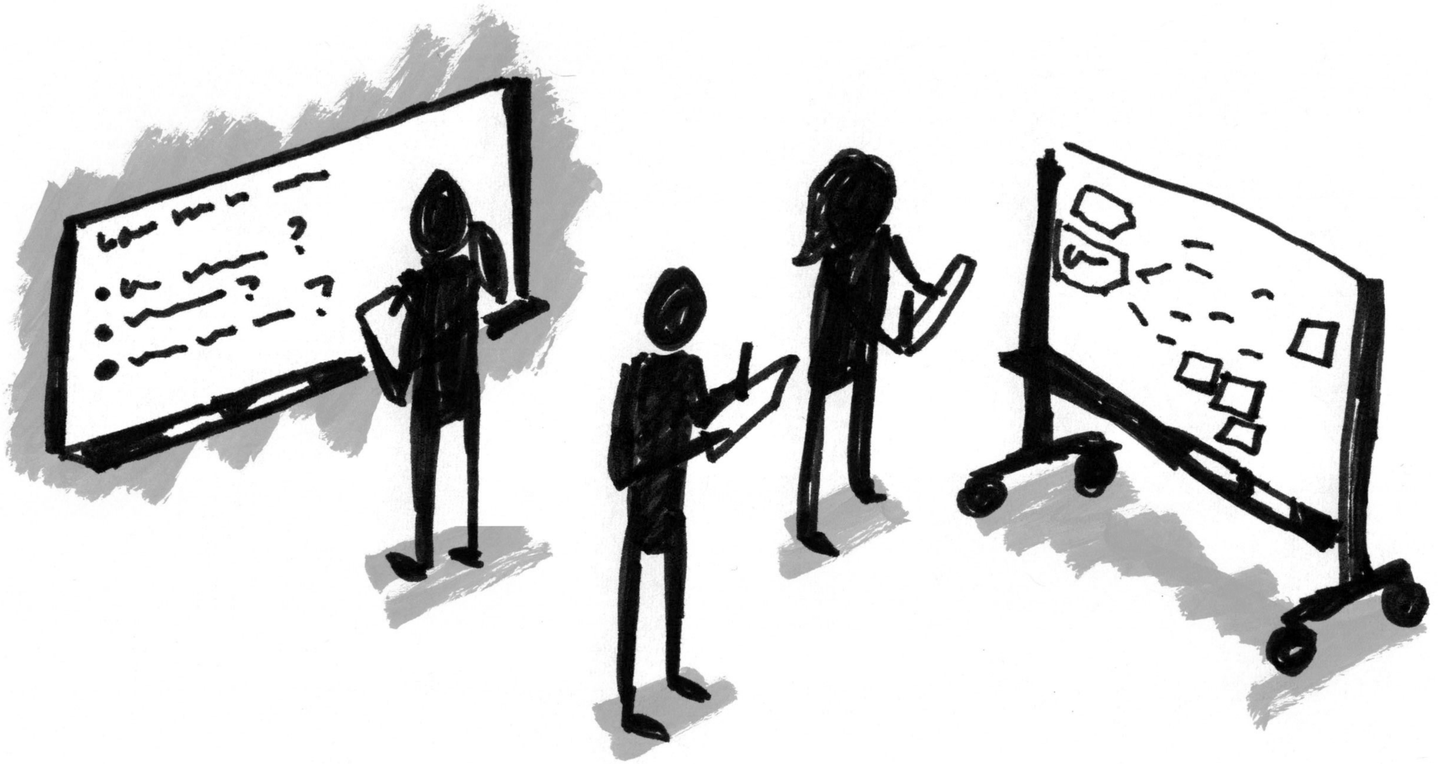
Sticky decision



Choose the best sketches
with silent review and structured critique.

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Turn the winning sketches into a storyboard:

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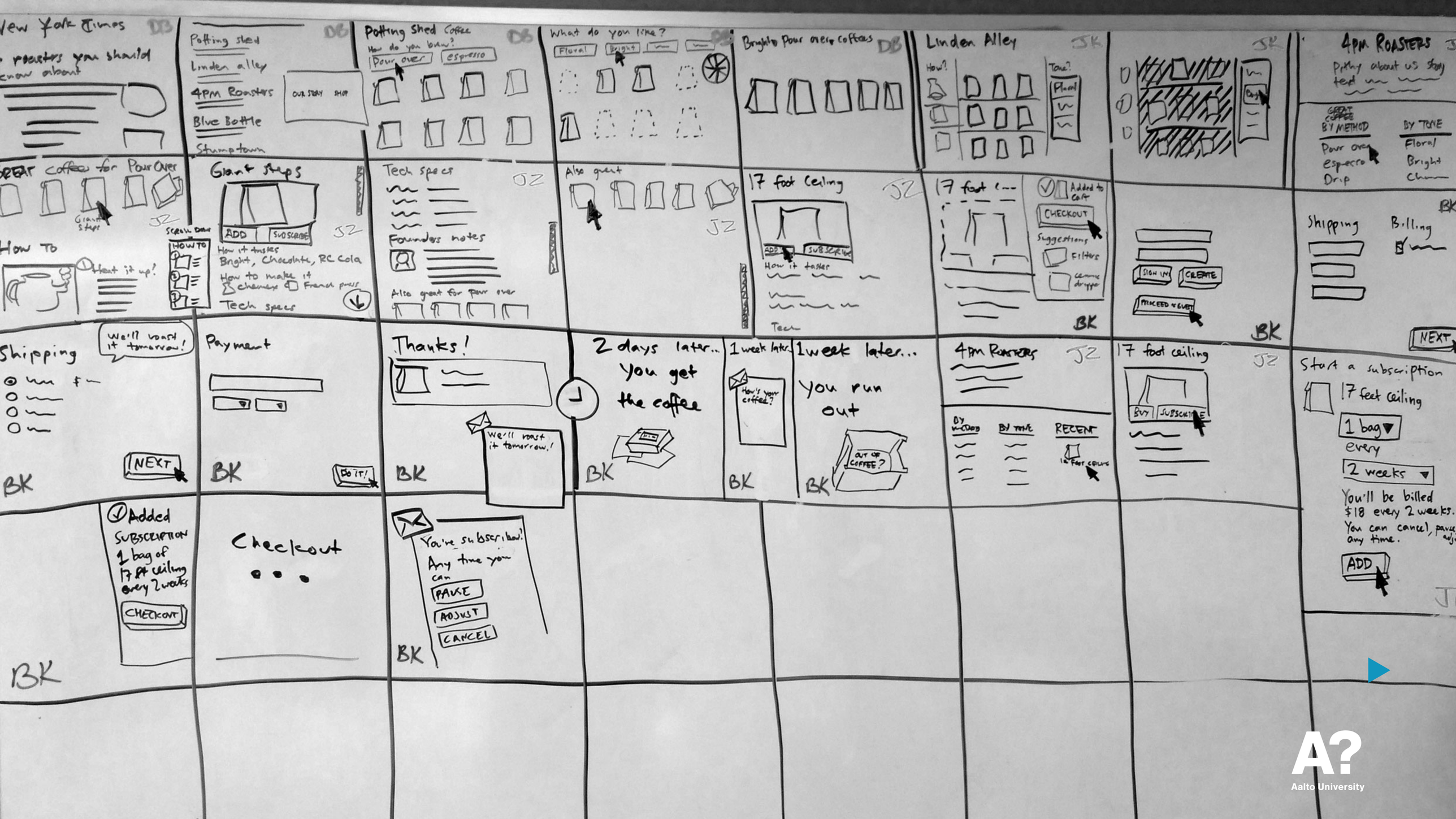

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WEDNESDAY

Sprint: Wednesday. https://youtu.be/7BKBFOOKbNo

SPRINT:THURSDAY

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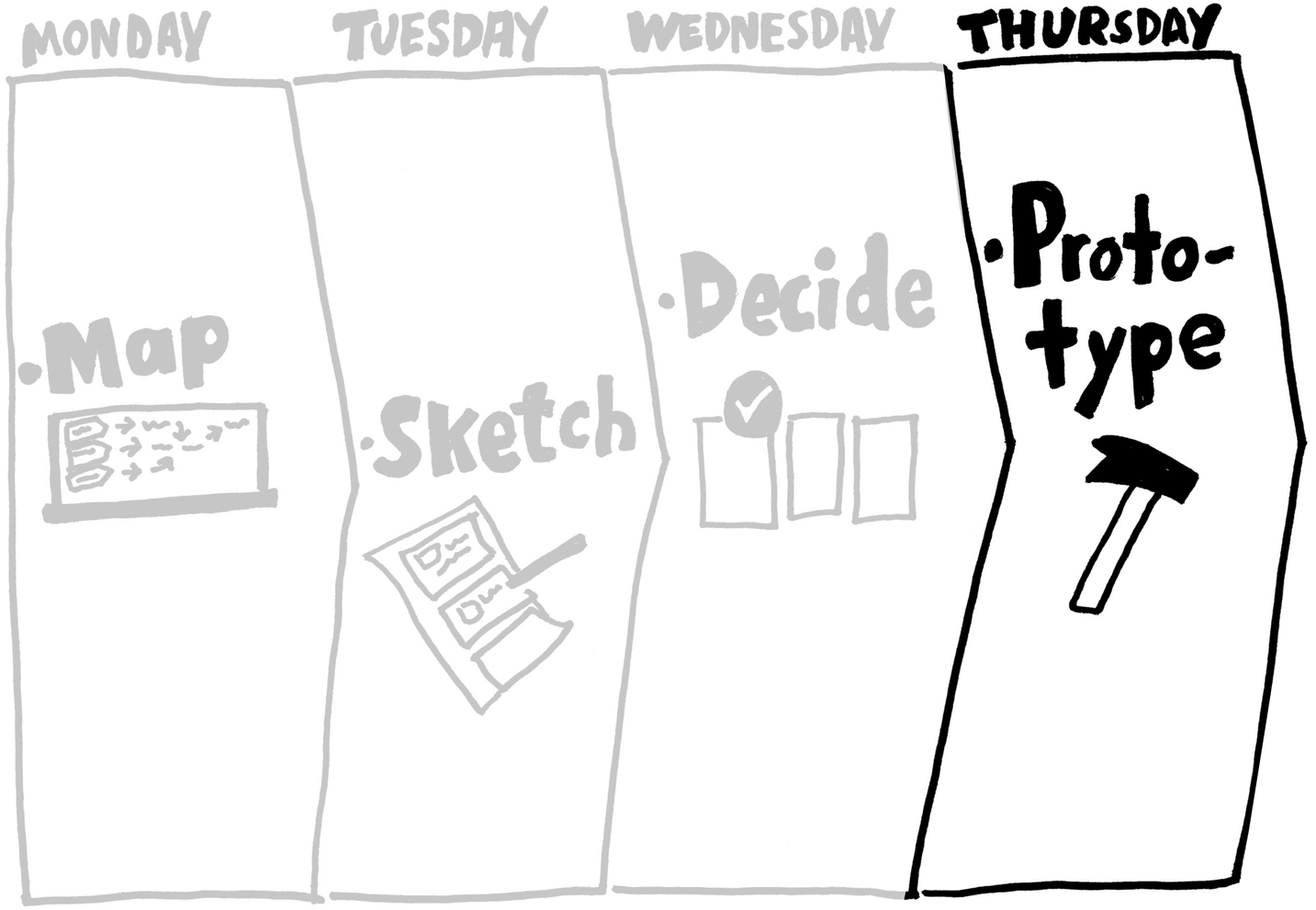

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A realistic façade is all you need to learn from customers.

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If your product is on a screen,
try tools like
Keynote or
PowerPoint and
InVision or Marvel.

If it’s on paper, design it with Keynote, PowerPoint, or Word.

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If it’s a service, use your sprint team as actors.

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If it’s a physical space, modify an existing space.

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If it’s an object, modify an existing object, 3D print a prototype, or prototype the marketing.

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THURSDAY

Sprint: Thursday. https://youtu.be/lGcwFV76t7o

SPRINT: FRIDAY

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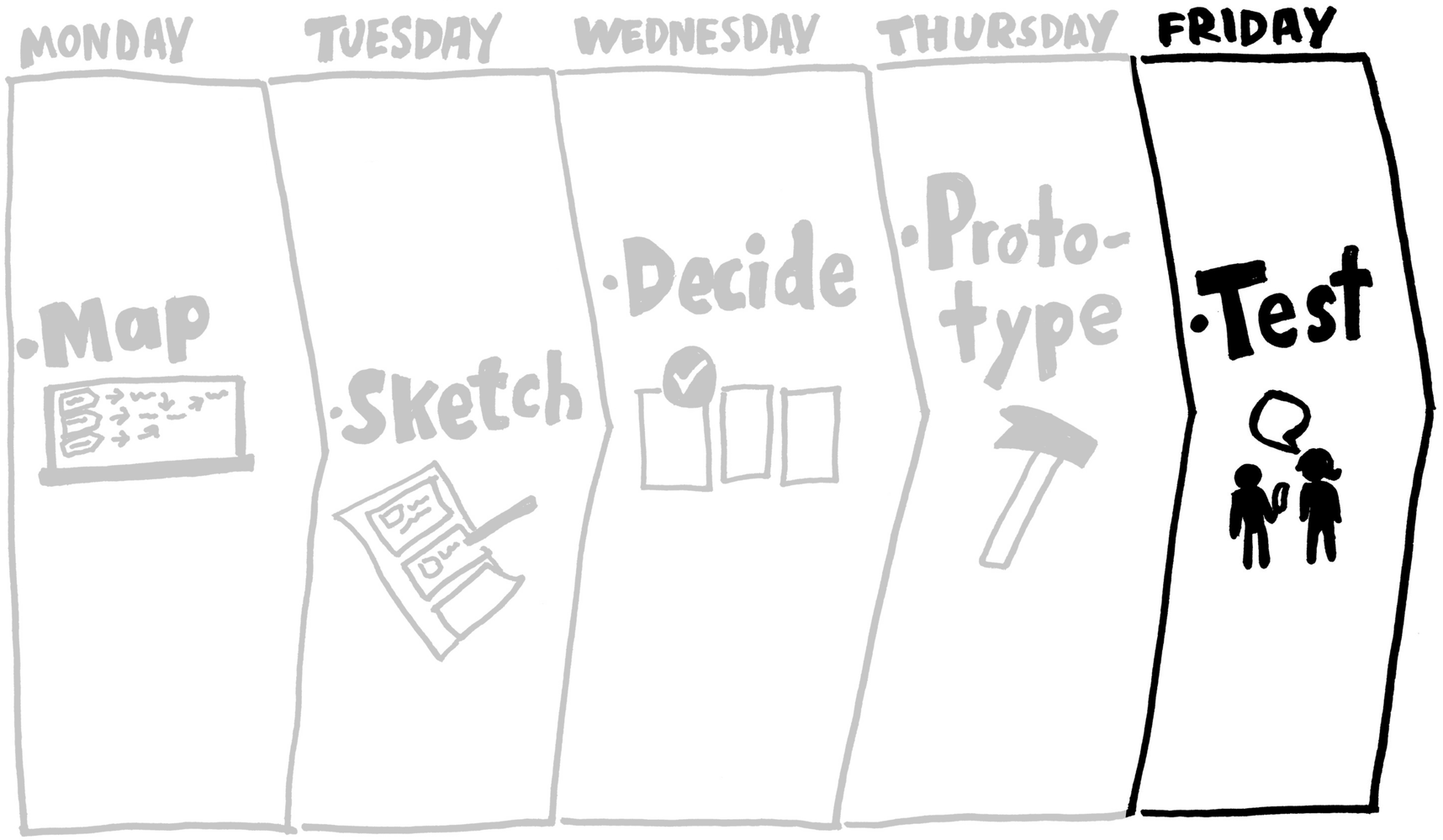

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5 customer interviews are enough to reveal big patterns.

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Interview 5 customers, 1:1.

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The team watches over video from another room.

At the end of the sprint, you'll know what to do next.

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Often, it’s helpful to fix the prototype and test it again.

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If you do 3 sprints in a row…

…they won’t all take 5 days.

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FRIDAY

Sprint: Friday. https://youtu.be/jQmBuKN10VY

Okay, let’s do it!

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EXERCISE:
F-FORMATIONS SPRINT

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Day	Time	Activity
Monday	09:15	Google Design Sprint introduction
	10:00	Set long-term goal, list sprint questions
	11:00	Make a map (lunch 12:00)
	13:00	Ask the experts
	14:00	Explain How Might We (HMW) notes
	15:00	Organize HMW notes, vote HMW notes, pick target (end 16:00)
Tuesday	09:15	Lightning demos
	11:30	Divide or swarm (lunch 12:00)
	13:00	The four-four-step sketch (end 16:00)
Wednesday	09:15	Sticky decision
	10:30	Divide winners from maybe laters, rumble or all-in-one, fake brand names, note-and-vote (lunch 12:00)
	13:00	Make a storyboard (end 16:00)
Thursday	09:15	Pick right tools, divide and conquer, prototype! (lunch 12:00)
	13:00	Prototype! Stitch it together
	14:00	Do a trial run, finish up the prototype (end 16:00)
Friday	09:15	Prepare 5-act interviews, conduct interviews
	11:00	Look for patterns, wrap up (lunch 12:00)
	13:15	Presentations (end 16:00)

EXERCISE: F-FORMATIONS SPRINT

Test a prototype (5 days)

- Task: based on last week's F-formations observations in Helsinki/Espoo/world build and test a prototype in 5 days using Google Design Sprint
- Groups: same 5 groups as last week
- Process: follow Sprint as closely as possible; adapt if needed and reflect on changes (if any)
- MyCourses: these slides plus 'Sprint Checklist' available in materials
- Rooms: use this room/CoID home base/Learning Center today. We can book a few meeting rooms for Tuesday-Friday
- Kick off: every day at 8:45 sharp in room F102

Present results (15 + 5 minutes per group)

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FURTHER READING

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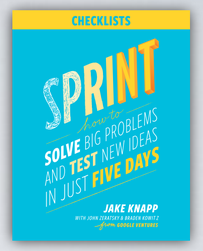
FURTHER READING



Books

- *Knapp J, Zeratsky J, Kowitz B (2016) Sprint: How to solve big problems and test new ideas in just five days. Simon and Schuster. https://www.thesprintbook.com/how*

Articles

- *Lárusdottir M, Roto V, Stage J, Lucero A, Šmorgun I. Balance Talking and Doing! Using Google Design Sprint to Enhance an Intensive UCD Course. INTERACT '19, 95-113. https://doi.org/10.1007/978-3-030-29384-0_6*
- *Roto V, Larusdottir M, Lucero A, Stage J, Šmorgun I. Focus, Structure, Reflection! Integrating User-Centred Design and Design Sprint. INTERACT 2021, 239-258. https://doi.org/10.1007/978-3-030-85616-8_15*

Videos

- *The Sprint process in 90 seconds. https://youtu.be/K2vSQPh6MCE*
  - *Sprint: Monday. https://youtu.be/7zOBMxRYJ7I*
  - *Sprint: Tuesday. https://youtu.be/_ITJ5IAXQhg*
  - *Sprint: Wednesday. https://youtu.be/7BKBFOOKbNo*
  - *Sprint: Thursday. https://youtu.be/IGcwFV76t7o*
- *Sprint: Friday. https://youtu.be/jQmBuKN10VY*
  - *The Five-Act Interview: https://youtu.be/U9ZG19XTbd4*

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QUESTIONS?

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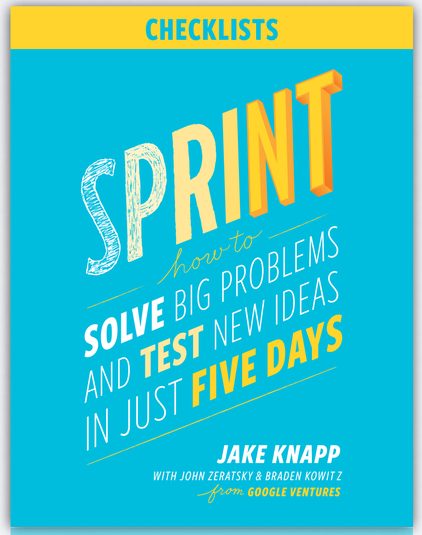

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