

Less certain / Less money More certain / More money

RIG, Users

CXG, Client insights, Subject matter experts, Stakeholders, Users

CXG, IT

<p>100 Ideas plan, coordinate</p>	<p>20 Concepts / Design Sprints Prioritization: weighted by potential payoff, investor delight</p>	<p>20 Prototypes (Assuming one prototype per sprint)</p>	<p>100 User Tests (5 user tests per prototype)</p>	<p>3-5 Vetted Ideas Prioritization: weighted by potential payoff, investor delight and cost.</p>
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Research + Insights
Balancing business needs & outcomes with client needs & satisfaction to gain common commitment.

Ideate + Iterate
Open, inclusive, collaborative and informed design sprints about possible solutions for prioritized opportunities.

Prototype + Validate
Test and learn how solutions perform with target users, SMEs and stakeholders to help determine what we should do next.

- Business Goals**
Driven by...
- RIG strategy
 - Business goals
- Opportunities**
Inspired by...
- Lean Enterprise
 - Lean Value Tree
- Initiatives**
Balance of...
- Business
 - Technology IT CTO
 - Investor needs
 - Competitive analysis
- User input**
Balance of...
- Contextual inquiry
 - Surveys
 - Interviews
 - Focus groups
 - Behavioral science

1. Understand
Make a map & choose a target
Observe, research, define, frame

Goal

- Why are we doing this?
- Where do we want to be in a year?
- What is the long term goal?
- What questions do we want answered in this sprint?
- To meet our long term goals, what has to be true?
- What might cause the sprint to fail?
- Who are the users
- What are their needs (goals)
- What is the context (sprint map)

Activities

- Interviewing (users, SMEs, stakeholders)
- Persona development
- Sprint mapping
- Identifying target area(s) of focus
- Identifying target user(s)

Deliverables

- Goal of sprint
- List of sprint questions to be answered
- Sprint map (Journey map)
- Identified user(s) and area(s) of focus on sprint map

2. Diverge
Sketch competing solutions
Ideate, co-create

Goal

- Review great solutions from a range of sources (old, new, competitors, non-competitors)
- Decide whether team will focus on one or multiple area(s) to sketch ideas
- Develop lots of solutions
- Ideate

Activities

- Lighting demos of great solutions
- Determine where team will focus their idea sketching
- Four-step sketching process

Deliverables

- Lighting demo thumbnail sketches of great solutions
- Final solution sketches (1 per sprint team member)

2. Decide
Decide on the best
Commitment

Goal

- Choose an idea(s) to proceed with and prototype
- Determine if there are one or multiple ideas to test
- Create a storyboard for each idea to be prototyped and tested

Activities

- Evaluation of solution sketches using "Art museum, heat map, speed critique and straw poll" techniques
- All-in-one or Rumble: process of determining how many solutions to prototype and test
- Storyboarding chosen solution(s)

Deliverables

- Storyboard(s) of chosen solutions to prototype

4. Prototype
Build a realistic prototype
Prototype, experiment

Goal

- Build a realistic prototype(s) to test with target users.
- Strive for a "Goldilocks" quality, just enough quality to evoke honest reactions from users
- Build just enough to learn
- The prototype should appear real
- Create a user interview script

Activities

- Assign roles for all sprint team members; maker, stitcher, writer, asset collector and interviewer
- Create a prototype of the chosen solution(s)
- Write user interview script

Deliverables

- Prototype of solution(s)
- User interview test script

5. Validate
Test with target users
Learn, adjust

Goal

- Get user validation of the solution prototype(s)
- Get SMEs & stakeholder validation of the solution prototype(s)
- Have the entire sprint team watch interviews and take notes
- Uncover consistent patterns from user interviews
- Review findings against stated sprint goals and questions

Activities

- Conduct user interviews
- Review prototype with SMEs
- Review prototype with stakeholders
- Sprint team takes notes individually during all interviews and reviews
- Review team notes and capture any patterns that emerge
- Review findings against stated sprint goals and questions

Deliverables

- Executive summary of sprint and findings with recommendations for next steps

- Possible next steps:*
- Run Another Design Sprint**
Solution to be run through another design sprint to further develop and refine quickly and for the least amount of cost
 - Test at Scale in Production**
Solution to be elevated to a larger scale production pilot to learn more at scale with controls for moderating organic site traffic
 - Full Scale Production Project**
Solution to be used as a guide for a detailed design team to design and build a full scale production project for all users