fresh tilled soil
#DesignSprint
@iamctodd
@katerigarcia
Oh, Hai!

C. TODD LOMBARDO - @IAMCTODD
KAT GARCIA - @KATERIGARCIA
1. Post-It #1 [] Hobby of yours
2. Post-It #2 [] Favorite App
3. Get into a group (8/group)
Post-It #2 [ ]
App

Post-It #1 [ ]
Hobby
How do you know your product idea is any good?
NEW
for salads
JELL-O
K BRAND
NET WT. 3 OZ
gelatin salad mix
ADD WATER
Launching soon,
so start popping the popcorn.
MAKE THINGS PEOPLE WANT
MAKE THINGS PEOPLE WANT
MAKE THINGS PEOPLE WANT > MAKE PEOPLE WANT THINGS
design sprint
SCIENTIFIC METHOD

DESIGN PROCESS

AGILE PHILOSOPHY

design sprint
design sprint
design
spike
product discovery
discovery session
deep dive
discovery
sprint
design
s.w.a.t.
<table>
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<th>Empathize</th>
<th>Define</th>
<th>Ideate</th>
<th>Prototype</th>
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Source: gv.com; thoughtbot.com; smashingmagazine.com
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Phase 1
Understand

Get the Background
Get Inspired
Define the Problem
Know the User
Daily Retrospective
Phase 1
Understand
Get the Background
Get Inspired
Define the Problem
Know the User
Daily Retrospective

Phase 2
Diverge
Gear Up
Generate Solutions
Daily Retrospective
Phase 1
Understand
- Get the Background
- Get Inspired
- Define the Problem
- Know the User
- Daily Retrospective

Phase 2
Diverge
- Gear Up
- Generate Solutions
- Daily Retrospective

Phase 3
Converge
- Scrutinize Your Work
- Team Sketching
- Prototype Sketch
- Daily Retrospective
Phase 1
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Phase 2
Diverge
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Generate Solutions
Daily Retrospective

Phase 3
Converge
Scrutinize Your Work
Team Sketching
Prototype Sketch
Daily Retrospective

Phase 4
Build
Build Prototype
Structure Interviews
Daily Retrospective
Finish Prototype
Ready?
understand

Get the Background
- Introductions
- Rules of the Design Sprint
- Idea Parking Lot
- Review Agenda
- Pitch Practice
- Research, Competition & Past Work

Get Inspired
- Goals & Anti-goals
- Assumptions

Define the Problem
- Problem Statement

Know the User
- Who / Do
- Personas
- User Journey Map

Wrap-up
- Daily Retrospective
Rules...
Rules

○ Write BIG and with a Sharpie
○ All Participate
○ “Yes, and...” not “No, but...”
○ Just keep on: Four hours for five days

○
○
pitch practice
what are you solving for?
Who? | Do?
<table>
<thead>
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<th>WHO + DO</th>
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<tbody>
<tr>
<td>Sponsors</td>
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<tr>
<td>Donate $5k per program</td>
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<tr>
<td>Board Members</td>
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<tr>
<td>Recommend 3 new sponsors</td>
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<td>VP Development</td>
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<td>Sign off on event concept</td>
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assumptions: what you think you know
Products fail because somewhere in the upfront design process, someone made an incorrect assumption. h/t @davegray

CONCLUSION

Cultural factors make a significant contribution to the problem of user acceptance of knowledge-based medical information systems. As we have seen, the scientists who build these systems tend to blame potential users for their failure to adopt this new technology on a widespread basis. However, observation suggests that an important source of the problem is to be found in the worldview of the scientists themselves: in the beliefs and assumptions that they bring to the system-building process and in the practice in which these values are expressed. Designed, built, and evaluated according to procedures that “delete the social” and mute the voice of users, most of these systems remain “on the shelf,” a fact which is hardly surprising.
facts assumptions questions
what are you solving for?
Students don't receive enough guidance on how to develop the skills that will enable them to learn and flourish.
what’s their journey?
I-want-to-know moments

65% of online consumers look up more information online now versus a few years ago.²

I-want-to-go moments

2x increase in "near me" search interest in the past year.⁴

I-want-to-do moments

91% of smartphone users turn to their phones for ideas while doing a task.⁶

I-want-to-buy moments

82% of smartphone users consult their phones while in a store deciding what to buy.⁸

66% of smartphone users turn to their phones to look up something they saw in a TV commercial.³

82% of smartphone users use a search engine when looking for a local business.⁵

100M+ hours of "how-to" content have been watched on YouTube so far this year.⁷

29% increase in mobile conversion rates in the past year.⁹
Amy had **419** digital moments researching her trip over 2 months.

5 videos

380 web page visits

34 searches

87% of these digital moments happened on mobile.

Luth Research, March 2015.
Phase | Before | During | After

Goal

Opportunity

Forecasting

Research

Prioritization

Execute

Analysis

Set Finding

Define Calendar

Eliminate

Understand WAY!

Resource

Be Heard!

Track

Get Visionary

Future Success

Define Metrics
<table>
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diverge

Gear Up
- Review Agenda and Rules
- Pitch Practice
- Background Phase Recap
- Job-Stories

Generate Solutions
- Mind Map
- 6-Ups (aka Crazy Eights)
- Storyboard
- Silent critique
- Group critique

Wrap-up
- Daily Retrospective
pitch practice
job stories
When ___SITUATION___ happens, 
I want/need ___MOTIVATION___ so 
that I can ___OUTCOME___.

<table>
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<tr>
<td>Job Stories</td>
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six-ups
crazy-eights
1. Generate 6 (or 8) DIFFERENT solutions to the job-story
2. One idea in 50 seconds
3. DRAW don’t write
storyboards
1. Three Post-its per storyboard
2. Think: Beginning-Middle-End
3. Draw on Post-It & Write on Paper
ANALYZING CAMPAIGN RESULTS

KEY METRICS FOR SUCCESS

Sarah, the director of Boston Non-Profit, doubled her fundraising last year, as a result this year's goals are even higher.

As Sarah is crafting her next set of challenges, analytics of past performing guide her towards success. She selects 3 key metrics to track.

Sarah exports the results to different stakeholders by email [BRANDS], [boss], social media or Excel. The follow-through is appreciated by everyone!
Get Started
Describe Converge
Pitch Practice (yes, again!)

Scrutinize Your Work
Recap Background
$100 Test Assumptions Table
Identify Alternative

Prototype
Team Sketching - I
Ritual Dissent
Team Sketching – II
Final Sketch

Wrap-up
Daily Retrospective
pitch practice
assumption table

$100 Test
1. Each participant gets “$100”
2. Spend the $ on which assumptions are critical & need validation
3. Rank from high to low
4. Add ‘Test by...’ and ‘Valid if..’ columns
<table>
<thead>
<tr>
<th>Storyboard</th>
<th>Assumption</th>
<th>Test by...?</th>
<th>Valid if...?</th>
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**ASK:** How do they track? Importance?

- Type Analytics/Tracking

**SHOULD USER EVEN CONSIDER**: 
- Measure on control/awareness

- How do they measure today?

- Tech Question

**INQUIRY...**
- Showing Examples

**SEE #1**

- Ask: How do they base?

- Show: Ability to segment

- Ask: Basepoint threshold/virality?

**SEE #1**

- Ask to sign up!

**SUCCESSFUL SIGN-UP - NO HELP**

**RESPONSE IS IMPORTANT!**

- They do something w/data

- Share examples

- Accept scenario

- Possible

- Have tried

- Reaction
<table>
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</table>
**Assumption**

\[ $\text{Test by...} \]

**Prototype + Task & Post**

- **Fake It**
  - Trigger: Email
  - Message: In Prod
- **Do They Take Action?**
  - BLANK PAGE
  - SUGGESTIONS

**Valid If...**

- Schedule Selected!
  - **Fake It**
    - Do they take action? + Invest?
  - BLANK PAGE
  - SUGGESTIONS

**Interview On History... Define Value**

- Value is obtained somehow...

**Follow up? **

- Login freq? 1 to 10
- Why not this?

**Internal - Postpone!**

- All 3!
team sketching
1. One assumption “row” / 3 people
2. Sketch out the prototype to validate that particular assumption
Prototype
Refine Screens
Build it!

Confirm Interviews
Define Pre-roll questions
Define Tasks
Define post-roll questions
Confirm Interviews

Wrap-up
Daily Retrospective
pitch practice
my status

status

authentication triples

reading

name email phone number

set

in bed

going to park

someone? find 'em

email looks for jabb presence and sets

watch?
1. Pre-roll questions
2. Tasks / Interview
3. Post-roll questions
Interviews
#1
#2
#3
#4
#5
#6

Wrap-up
Daily Retrospective
Sprint Retrospective
what worked?
.. was validated?
.. did you learn?
DESIGN SPRINT

WEEK 1
- Define
- Understand
- Ideate
- Build
- Test

WEEK 2
- Refine
- Build
- Test

WEEK 3
- Refine
- Build
- Test

WEEK 4
- Refine
- Build
- Test

WEEK n
- Refine
- Build
- Test

INTERVALS

AGILE SCRUM
Life is too short to build something nobody wants.

Ash Maurya
AUTHOR, RUNNING LEAN
fresh tilled soil

ctodd@freshtilledsoil.com
#designsprint
@iamctodd