

Design Sprints

All you need to know!

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What is it?

A 4-day process for rapidly solving big challenges, creating new products, or improving existing ones. It'll help you accelerate your product, marketing and sales strategy and answer your most important business challenges.

Why use it?

Because it is the fastest way to find out if your product is worth developing, if a feature is worth the effort, or if your value proposition is on the right track.

How does it works?

Its dynamic is like a hackathon. On **Day 1** we work with you to define the challenges and scope of the week. **Day 2** is about deciding what challenges to prototype. **Day 3** is about rapidly building a prototype, which is tested on **Day 4** with real users.

The week looks like this

Monday

Define the challenges

&

Produce lots of solutions

Client-in-house

Tuesday

Curate and vote on best solutions

&

Define the prototype with a storyboard

Client-in-house

Wednesday

Build the prototype

&

Set up the user test

Thursday

Test the prototype with real users

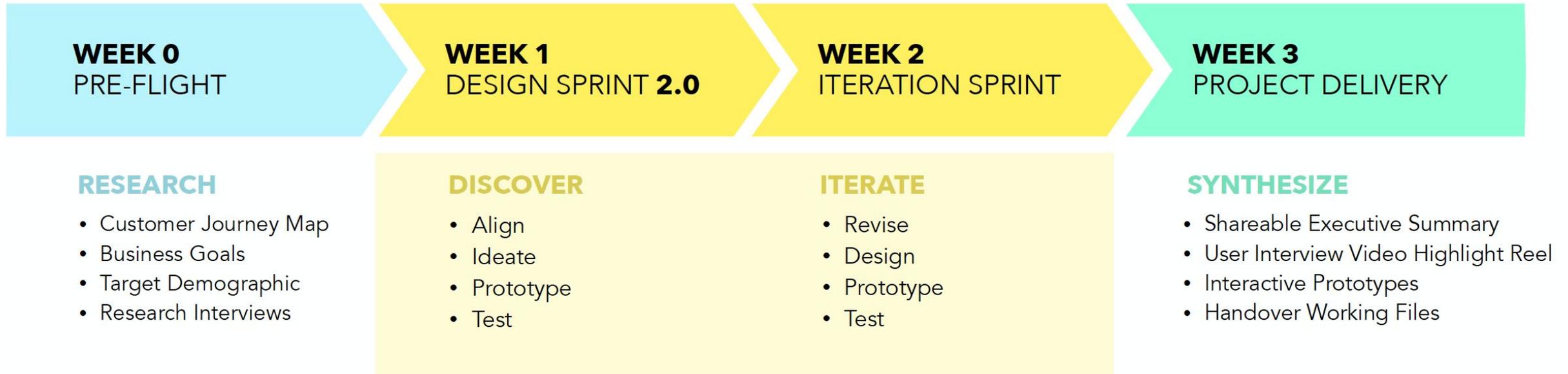
&

Use feedback from testing to create clear next steps

What is the outcome?

An interactive prototype (product, website, webshop, social media campaign), tested by real users, and with clear insights on where to go next. The fidelity on the look and feel will require the involvement of the product design team (customer or an extra partner).

Sprints calendar



KEEP IN MIND THE WEEK 0!

Remember

Design Sprints are designed to:

Define the right problem

Gain a deep understanding of your main challenges within the context of your business.

Create a potential solution

Co-create and produces many meaningful and viable ideas selecting the one that has the most potential to prototype.

Test to validate the idea

(in)Validating the concept to increase the speed to market and lowers the chance of failure.

If you need more reasons

Here are 5 reasons **Design Sprints** are worth your time and money:

- Improve visibility & alignment for your team
- Get an understanding of your target audience - before it's too late
- Validation of your product's value and usability
- Gain speed, momentum and the right direction for your project
- Foster a **culture of innovation**

LET'S KEEP IN TOUCH!

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