

The Design Sprint at nearForm

Design Sprint Activity Templates

SAMPLE GOAL

- Decide if it is a short term or a long term goal.
- Specify a type of user.
- Specify a capability.
- Specify a measurable market differentiator.

In 3 months

a developer,

can identify specifc issues in a Node.js app

in 3 days without deep domain expertise.

GOAL 1

- Decide if it is a short term or a long term goal.
- Specify a type of user.
- Specify a capability.
- Specify a measurable market differentiator.

GOAL 2

- Decide if it is a short term or a long term goal.
- Specify a type of user.
- Specify a capability.
- Specify a measurable market differentiator.



GOALS & MOTIVATIONS

What is the person trying to accomplish and what are their motivations to succeed?

NAME

CONFLICT & ATTEMPTS TO RESOLVE

How does the person currently attempt to resolve the problems they encounter?

ROLE

BACKGROUND

SETTING

ONE-LINER

TOOLS AND SKILLSET



NAME

ROLE

SETTING

GOALS

HOW WILL THEY USE THE APPLICATION?

NAME

ROLE

SETTING

GOALS

HOW WILL THEY USE THE APPLICATION?

NAME

ROLE

SETTING

GOALS

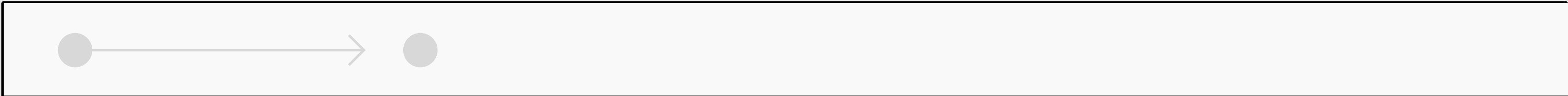
HOW WILL THEY USE THE APPLICATION?



SCENARIO

GOALS AND EXPECTATIONS

STAGES



DOING



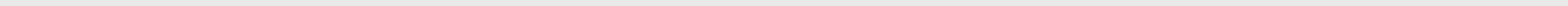
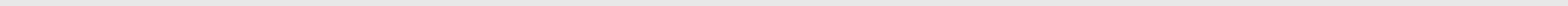
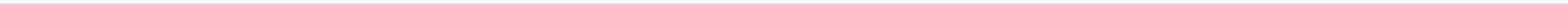
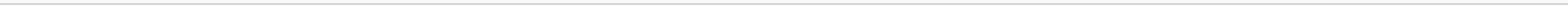
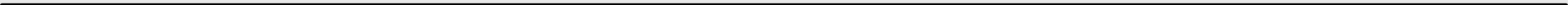
THINKING & FEELING

TOUCHPOINTS

OPPORTUNITIES

(Phrase as 'How Might We...' to describe how we might be able to overcome a painpoint.)

Blank area for writing opportunities.



Write a brief overview of a big idea or solution for a persona/pain point pair.

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Draw a sketch that describes the solution. Sketches can be an interface or a user performing an action.

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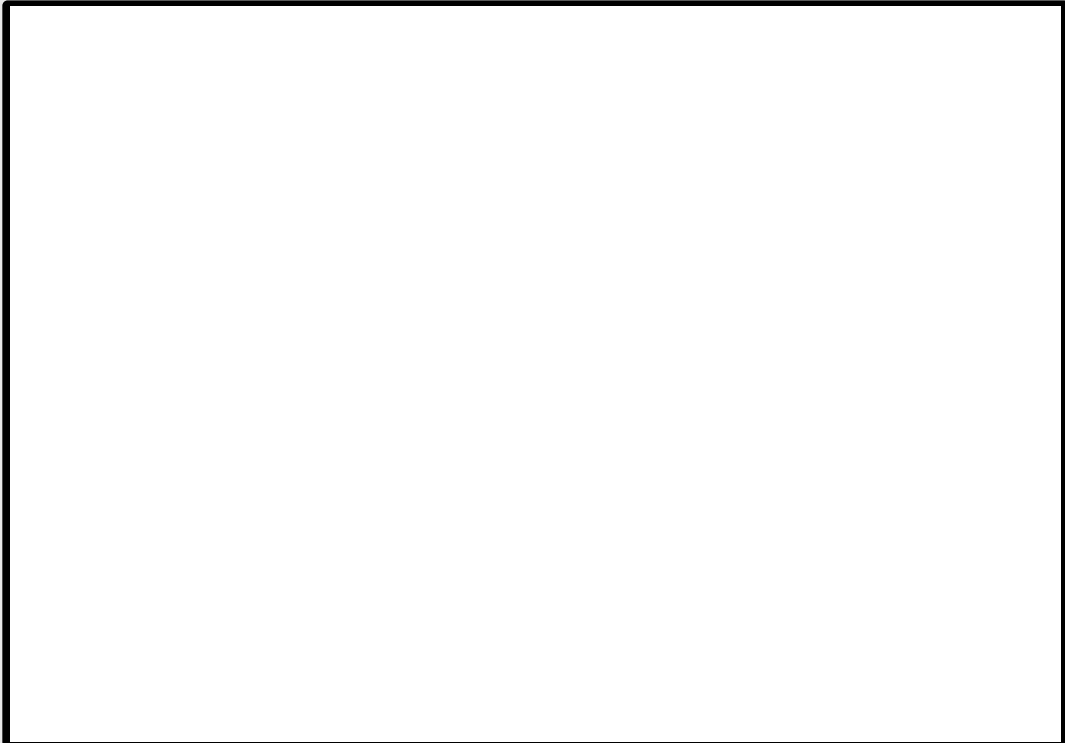
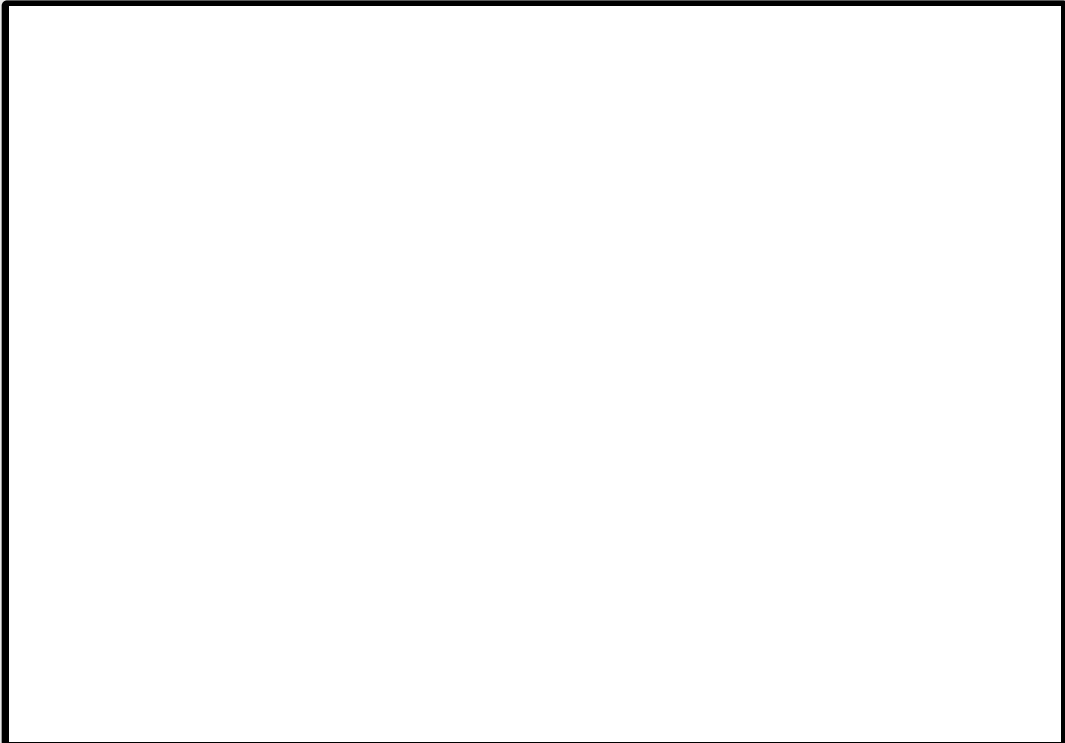
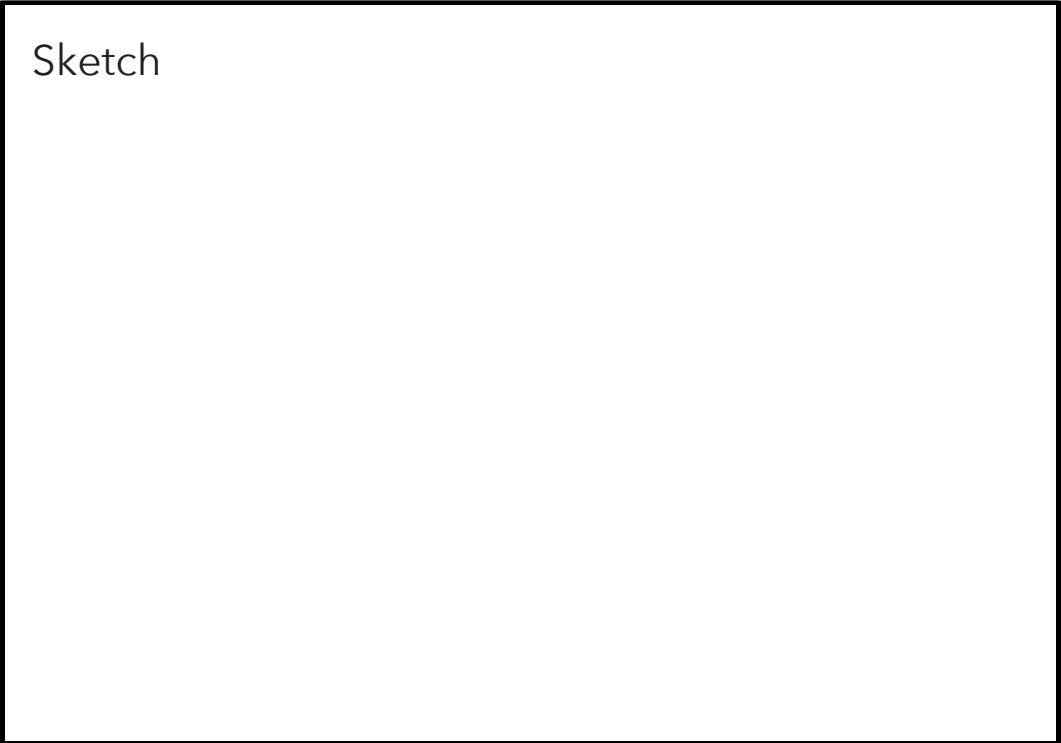
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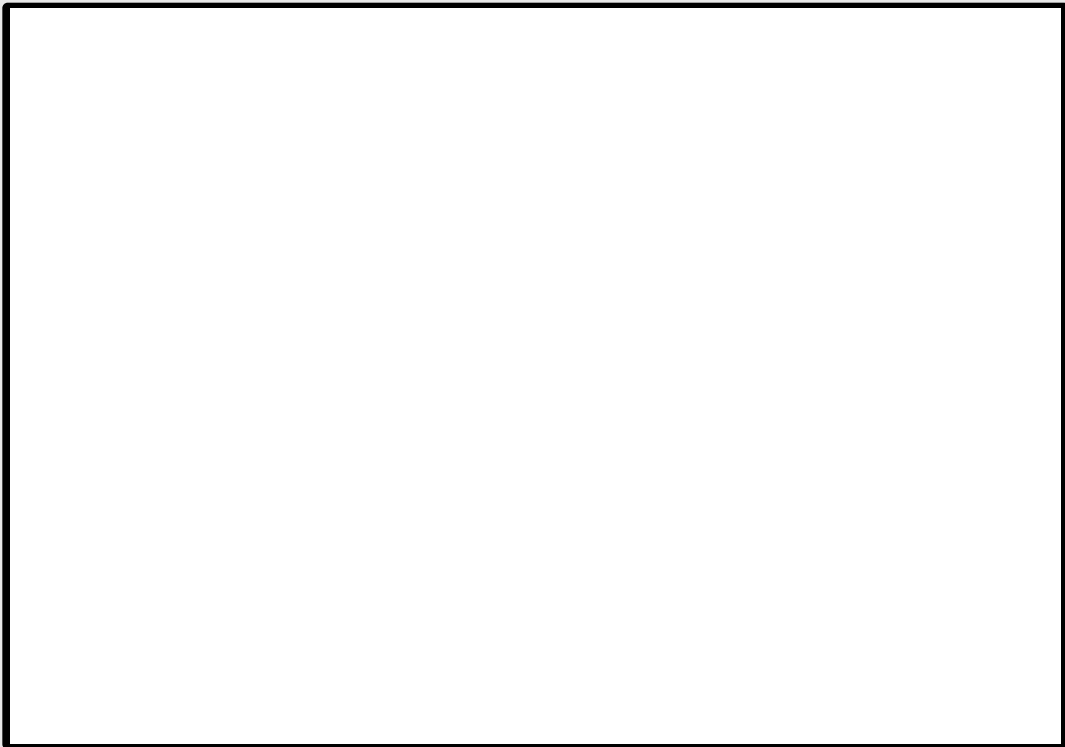
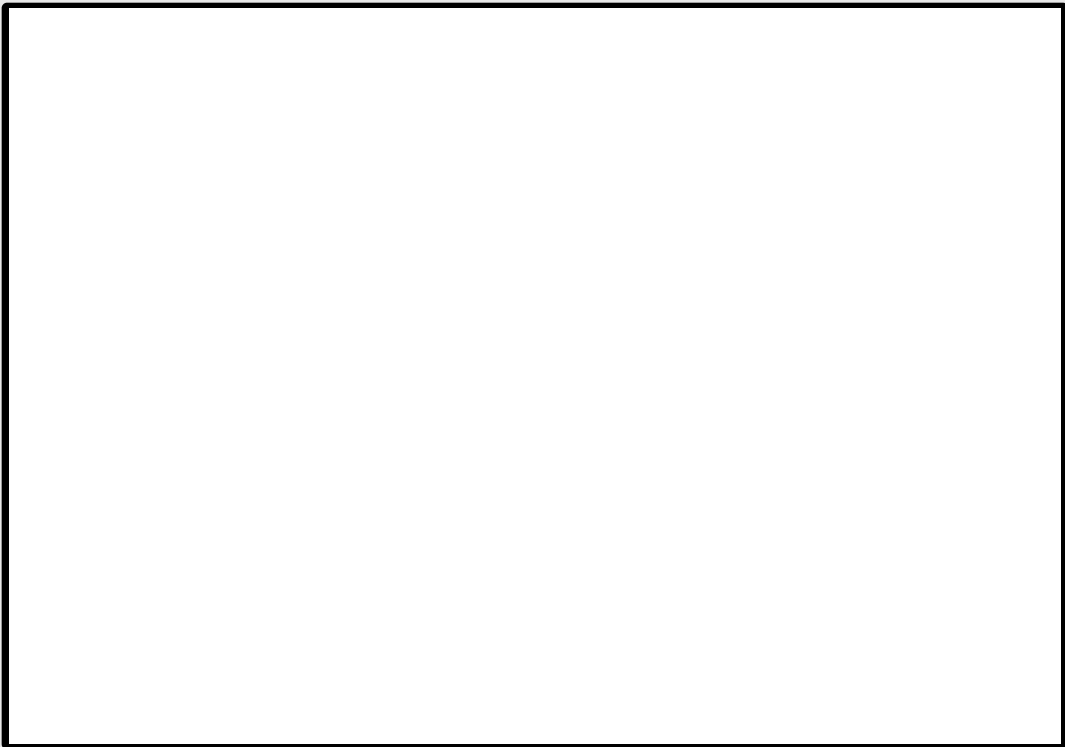
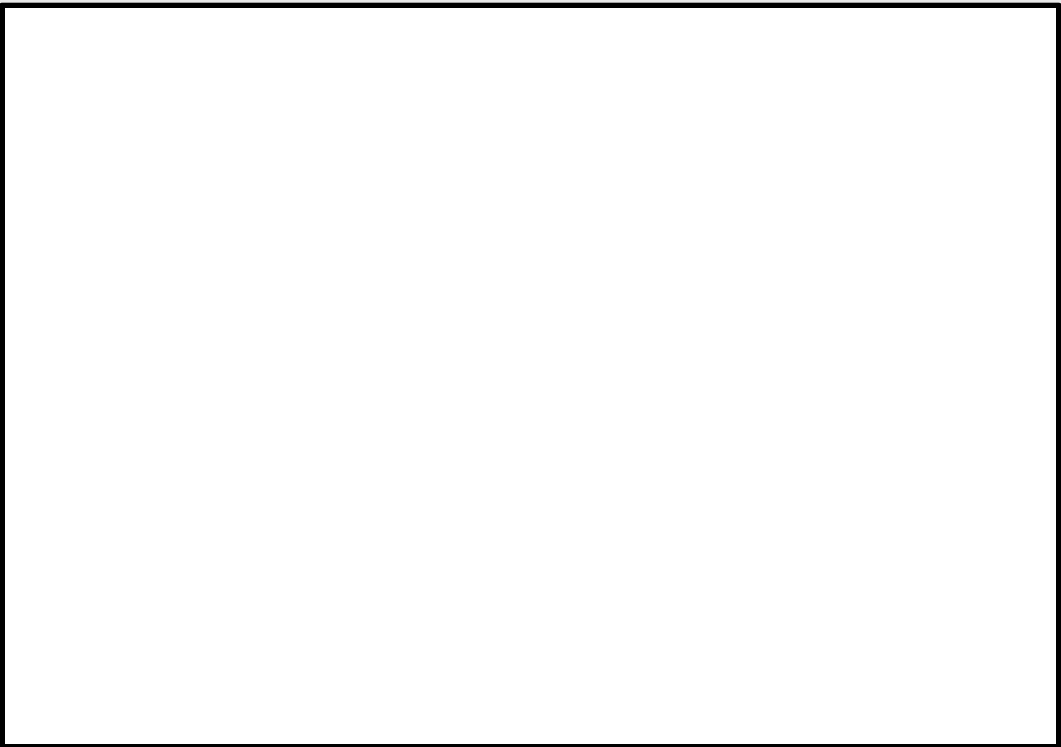
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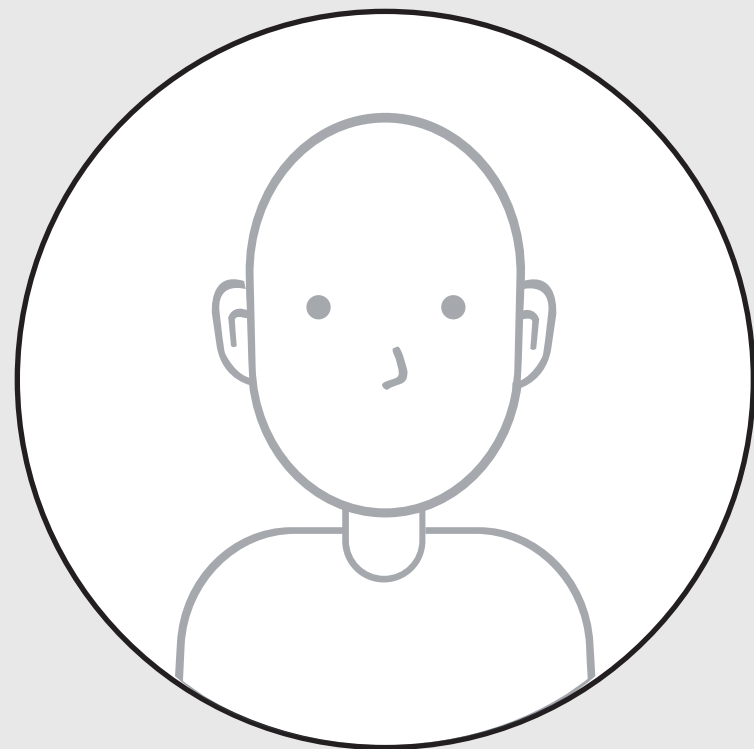
Expand on an idea by telling a story in 6 frames. Draw what customers see as they move through the product solution from beginning to middle to end.



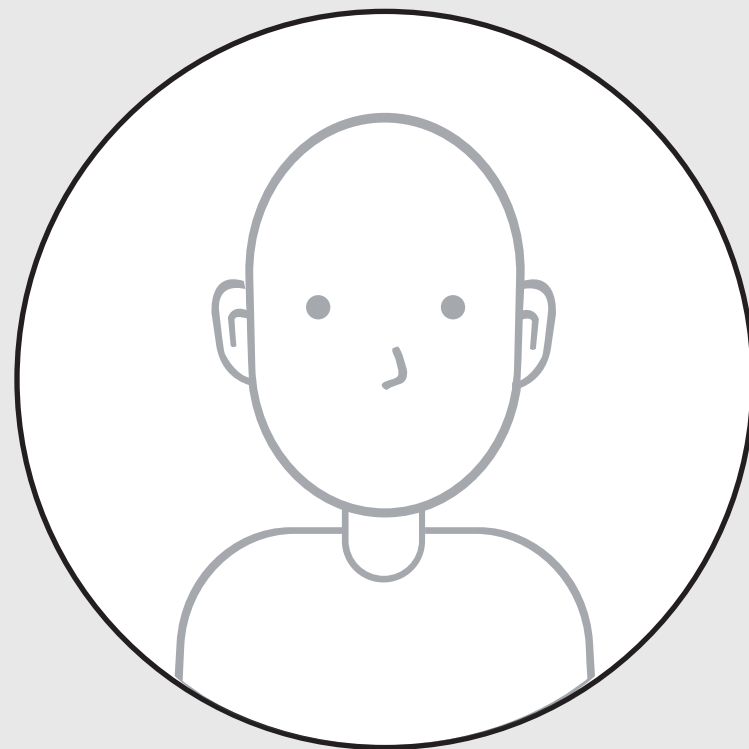
Caption



Each team member chooses a suitable role to build the prototype. Roles: Maker, Stitcher, Writer, Asset Collector, Interviewer



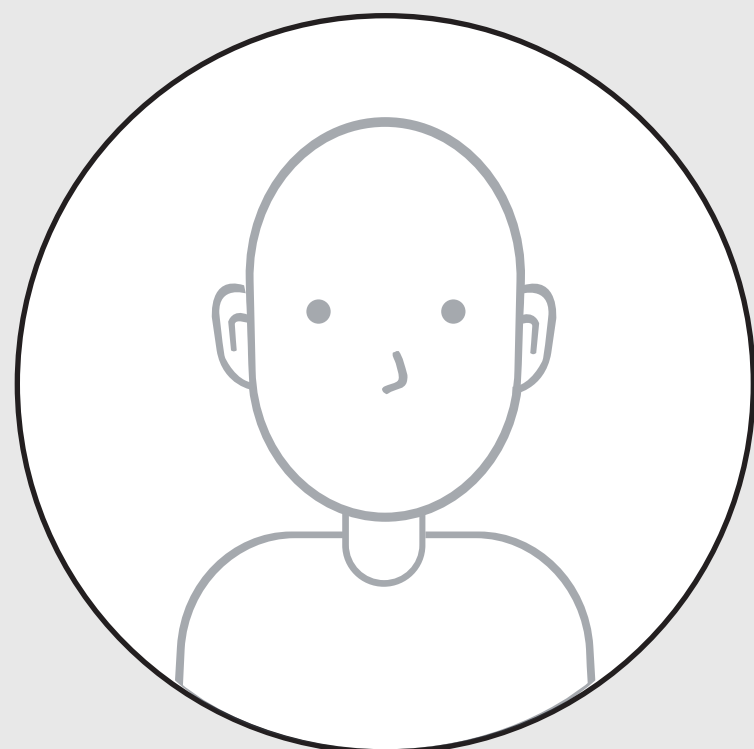
MAKER:
The Maker creates the screens.



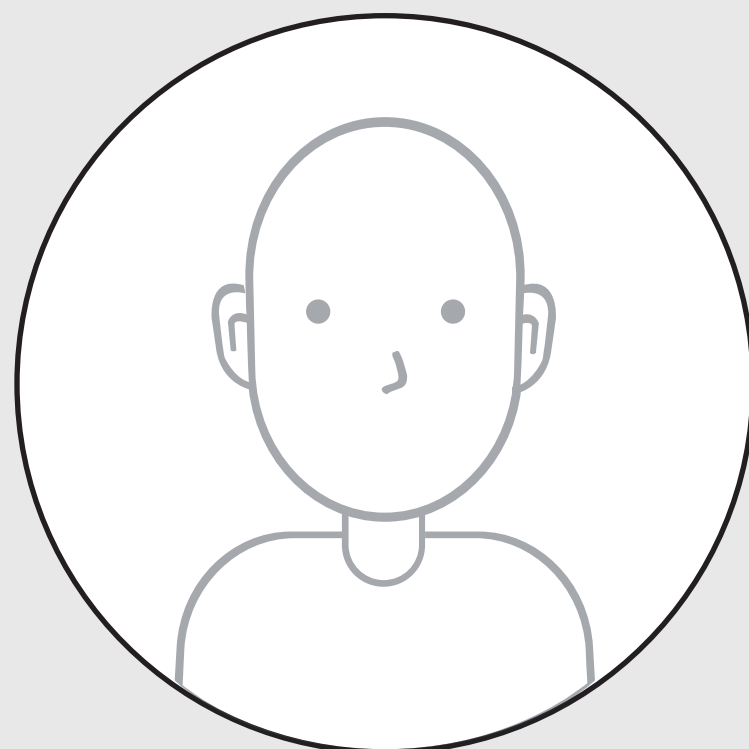
STITCHER:
The Stitcher collects assets from the Makers and combines them into a flow.



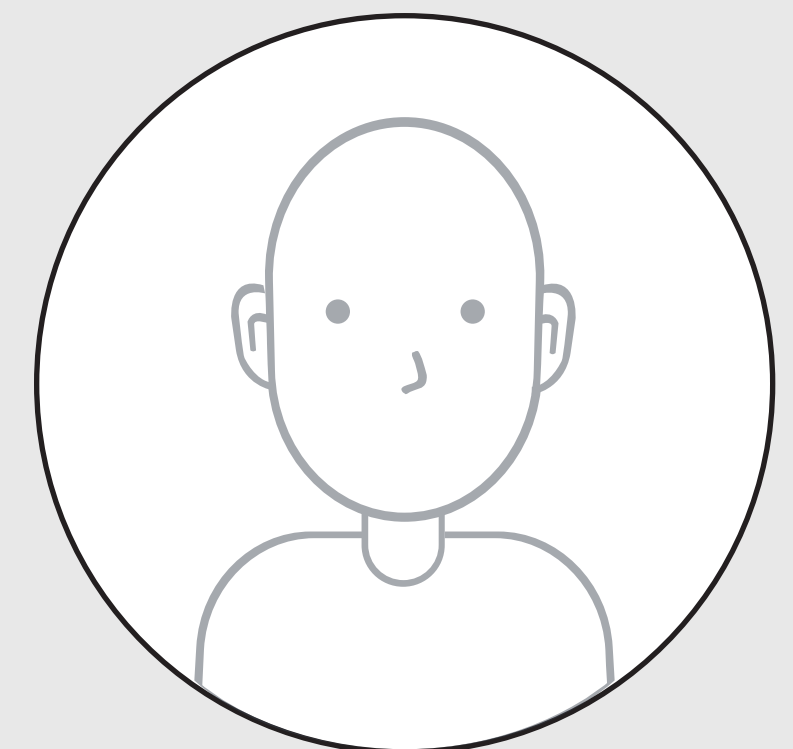
WRITER:
The Writer captures the content.



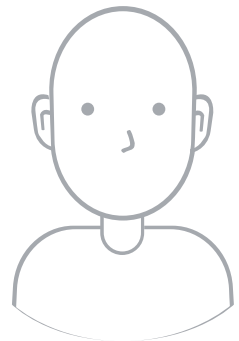
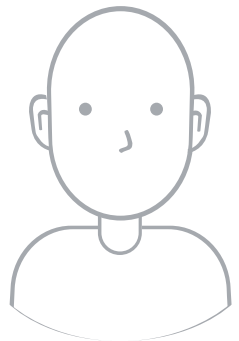
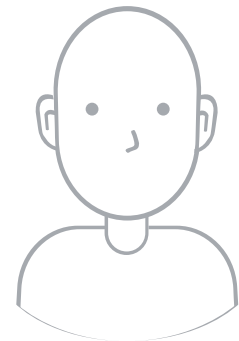
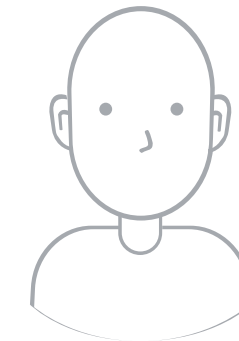
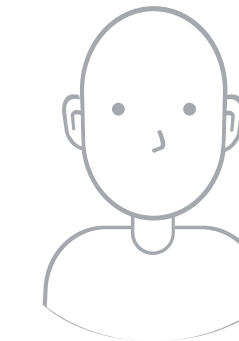
ASSET COLLECTOR:
The Asset Collector supplies the Makers with visual and data content.



INTERVIEWER:
The Interviewer prepares for tomorrow's user interviews.



Write down something interesting: quotes, observations, interpretations.

TEST PARTICIPANTS:					
SECTIONS OF THE PROTOTYPE:					

Write down something interesting: quotes, observations, interpretations.

SECTIONS OF THE PROTOTYPE:					

INTERVIEW FINDINGS: Look for patterns that show up with three or more interview participants. If two participants reacted strongly in the same way then make a note of that too.

PATTERNS	POSITIVE	NEGATIVE	NEUTRAL