ONE PAGE SUMMARY

IT & Software › Product Design › Design Sprints

Introduction to Design Sprints

Accelerate product design with effective Design Sprints!

DEFINITION

> Design Sprints are time-constrained processes for solving design problems through rapid prototyping and testing. They help teams quickly validate ideas and make informed decisions.

KEY CONCEPTS

Five-Day Process

Design Sprints typically unfold over five days, focusing on different stages each day.

Define the Challenge

The first step involves identifying and defining the core problem to solve.

Sketch Solutions

Participants brainstorm and sketch potential solutions to the defined problem.

Prototype

A simple, low-fidelity prototype is created to visualize the best solution.

User Testing

The prototype is tested with real users to gather feedback and insights.

EXAMPLES

→ A team designs a new app feature in just one week.

→ A startup validates a product idea through user feedback in five days.

→ A company improves its website layout using rapid prototyping.

MEMORY TIPS

★ Remember 'Define, Sketch, Decide, Prototype, Test' as the five key steps.

★ Use the acronym 'DSDPT' to recall the process order.

★ Visualize a sprint as a race: quick, focused, and goal-oriented.

COMMON MISTAKES

✗ Skipping the user testing phase can lead to unvalidated assumptions.

✗ Not defining the challenge clearly results in wasted time and effort.

✗ Overcomplicating prototypes instead of keeping them simple and focused.

QUICK RECAP

Design Sprints are a structured five-day process for solving design challenges. They involve defining the problem, sketching solutions, prototyping, and testing with users to gather feedback.