

Design Sprint + Sprint + Sprint = Success

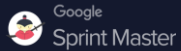


Google
Sprint Master



Google Developers
Experts

About Us



Adi Mazor Kario

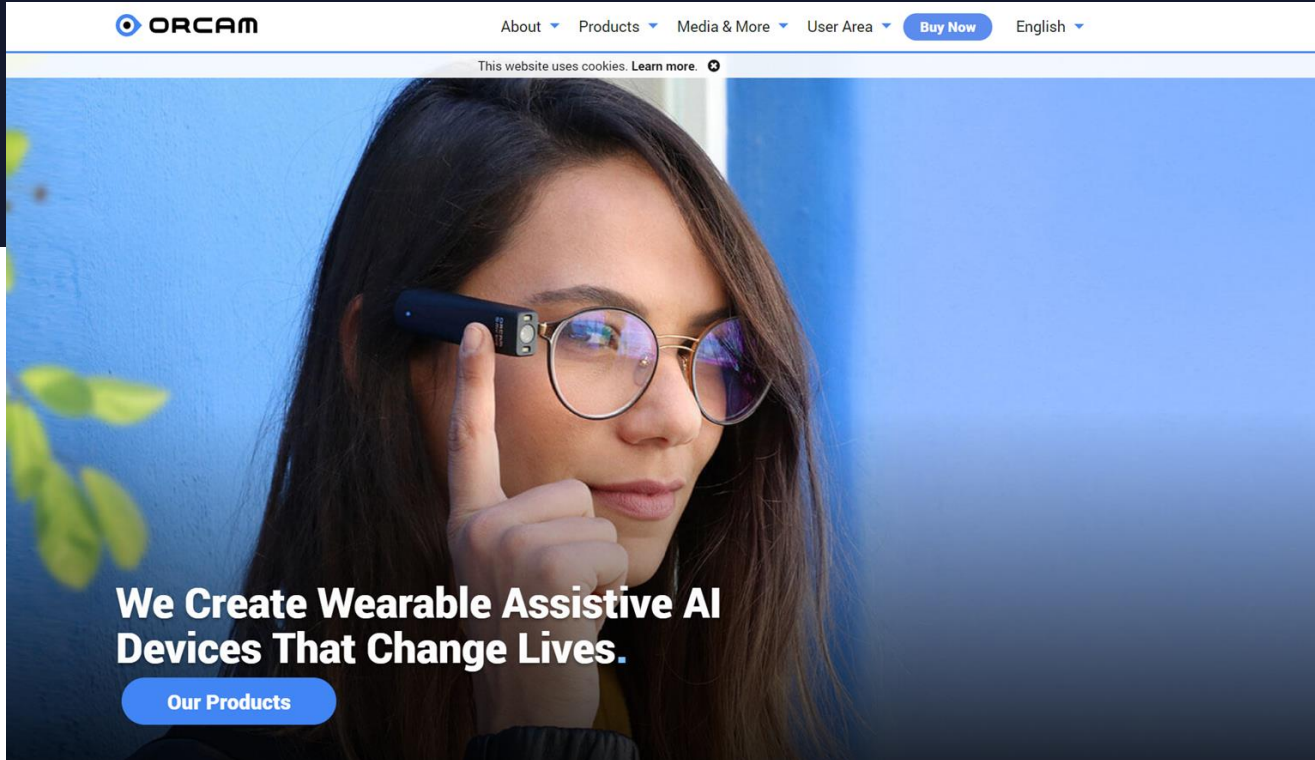
Design Strategist
MSc Cognitive Science
ExStrategy.co
Strategy. Design. Experience



Boaz Fine

Imagination Executive
Partner, Ajimah

Working Lean



The image shows a screenshot of the ORCAM website. At the top left is the ORCAM logo. The navigation menu includes 'About', 'Products', 'Media & More', 'User Area', a 'Buy Now' button, and 'English'. A cookie notice states 'This website uses cookies. Learn more.' The main visual is a woman with long dark hair wearing smart glasses, with her hand near her face. The headline reads 'We Create Wearable Assistive AI Devices That Change Lives.' Below it is a blue button labeled 'Our Products'.

ORCAM

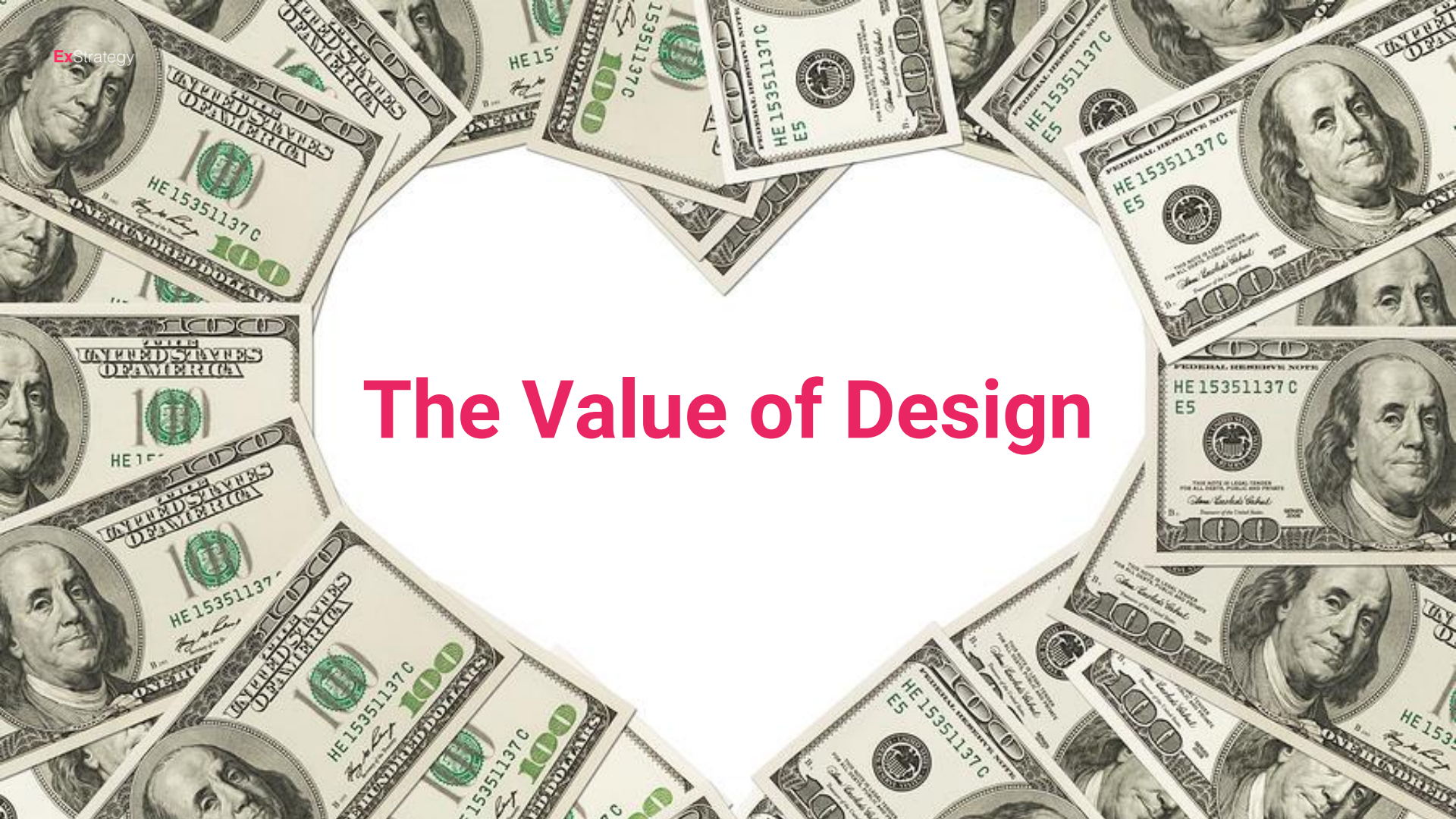
About Products Media & More User Area [Buy Now](#) English

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We Create Wearable Assistive AI Devices That Change Lives.

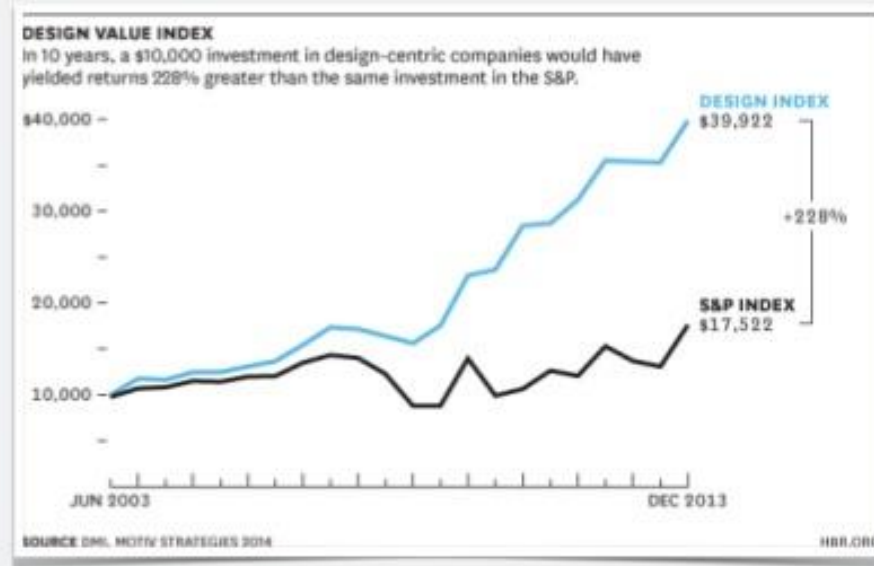
[Our Products](#)

The Value of Design



ROI

DESIGN-LED COMPANIES ARE OUT-PERFORMERS



Apple, Coca-Cola, Ford, Herman-Miller, IBM, Intuit, Newell-Rubbermaid, Procter & Gamble, Starbucks, Starwood, Steelcase, Target, Walt Disney, Whirlpool, and Nike...

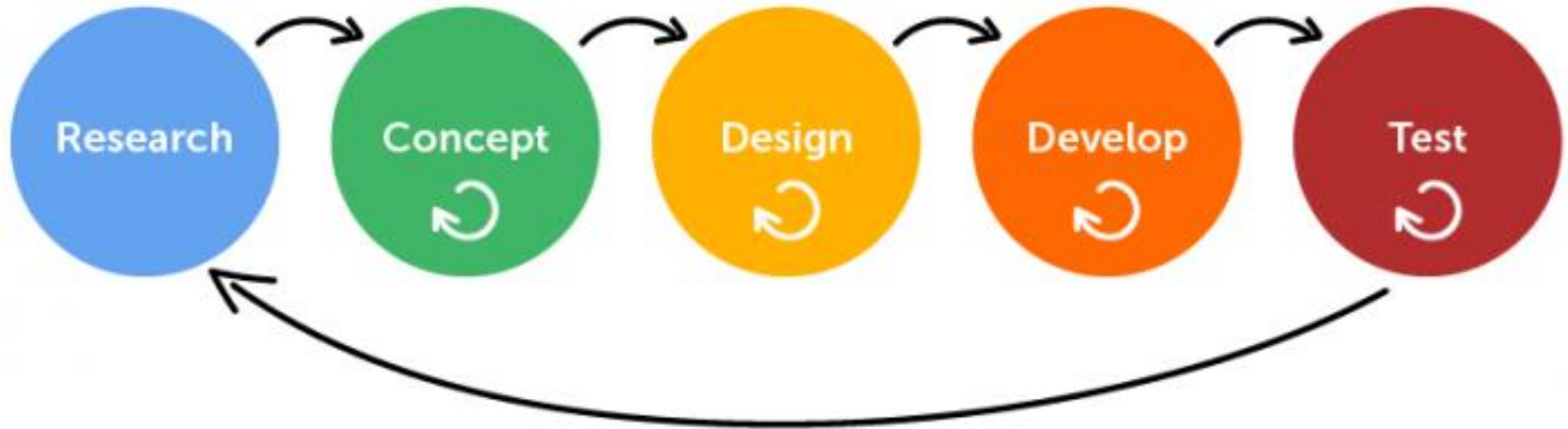
<https://www.dmi.org/blogpost/1093220/182956/Design-Driven-Companies-Outperform-S-P-by-228-Over-Ten-Years--The-DMI-Design-Value-Index>

Companies that use design strategically grow faster and have higher margins than their competitors.

Jeneanne Rae, Writing in HBR

In the past...

UCD process



Today...

The Agile Manifesto

Individuals and Interactions

over

Processes and Tools

Working Product

over

Comprehensive Documentation

Customer Collaboration

over

Contract Negotiation

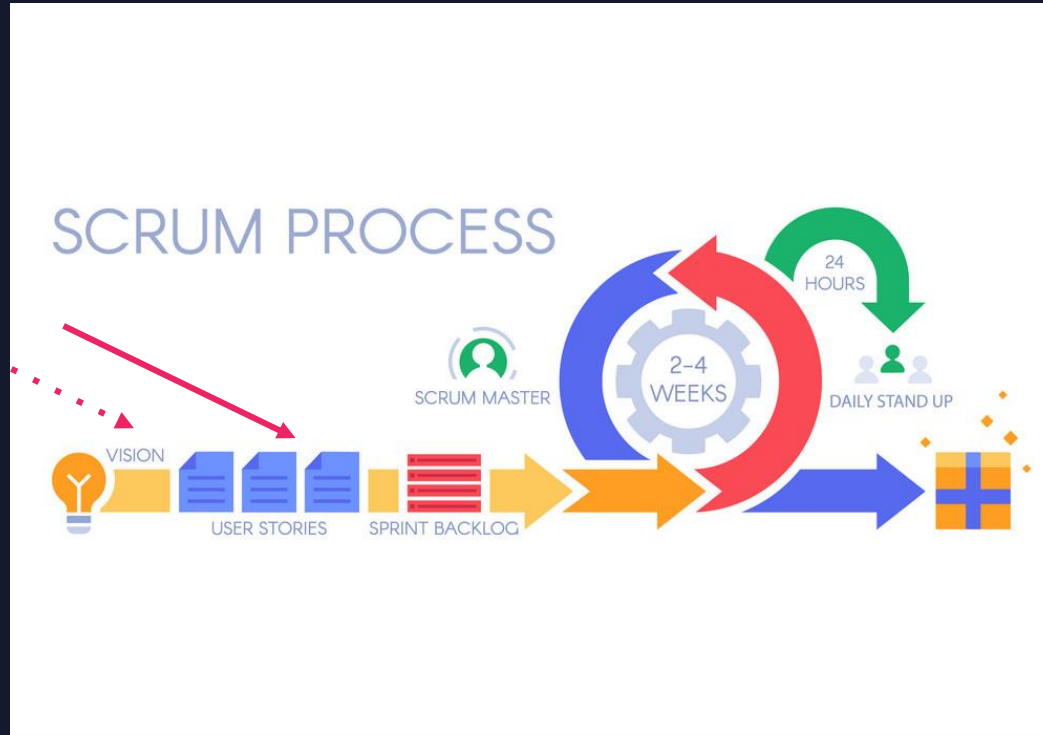
Responding to Change

over

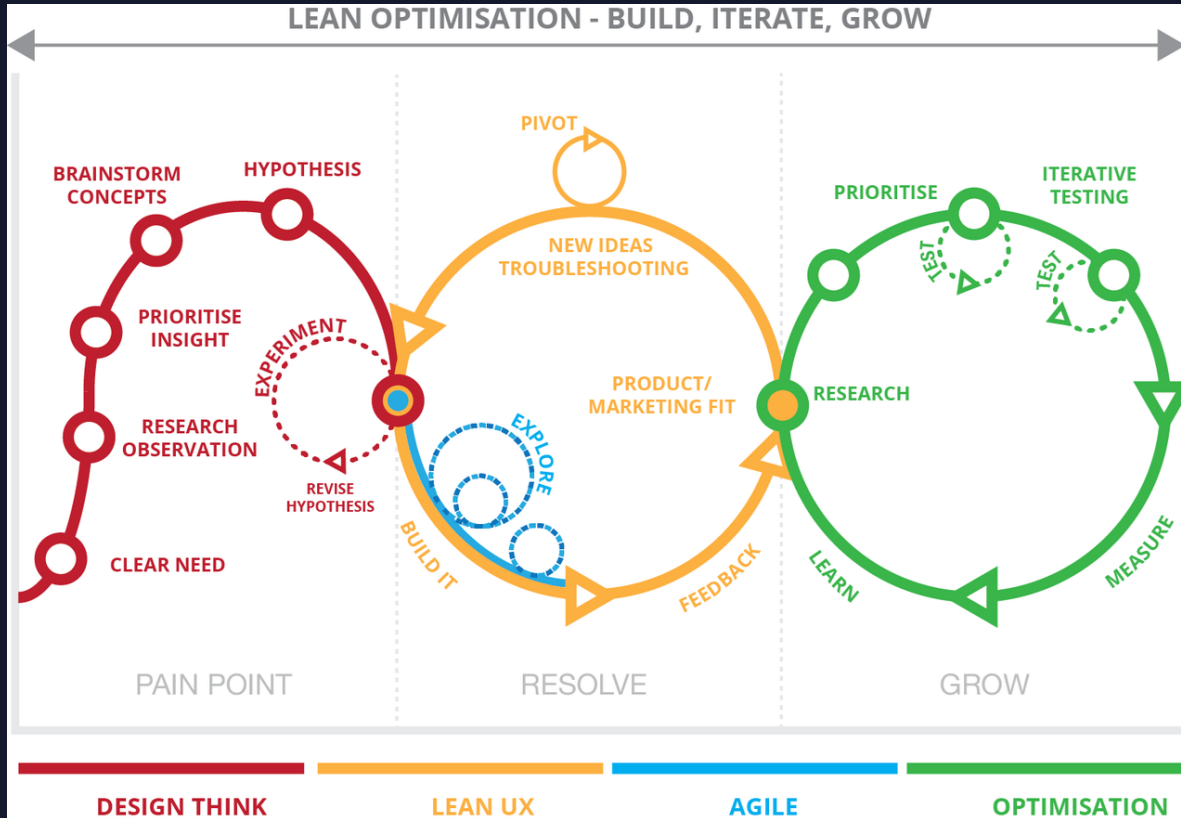
Following a Plan

*That is, while there is value in the items on the right,
we value the items on the left more.*

Where is the user, today, in Agile?....



Today...



3 Main Dangers of Agile Methods

A photograph of a light-colored wall with a prominent, dark, jagged crack running horizontally across the middle. A single, rectangular, light-brown adhesive bandage is placed vertically over the crack, partially covering it. The background is a textured, slightly mottled grey-blue color.

1. Solving small problems

2. No long term vision





3. No leapfrog innovation

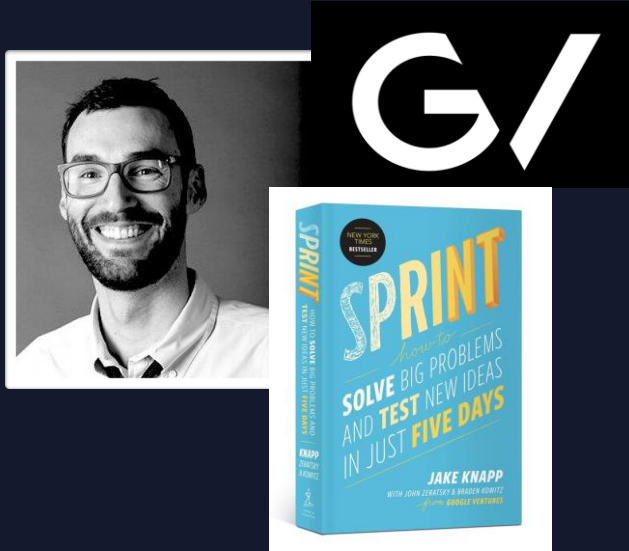
Design Sprints are the fastest way to solve big challenges innovatively together. Sprints Reduce time, cost, and risk.

We will redesign the admissions predictor to improve the experience of American students in the US

worthy g...
engage



WHERE DID DESIGN SPRINT COME FROM?



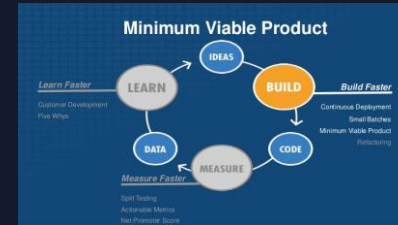
Google Ventures

<http://gv.com/sprint>

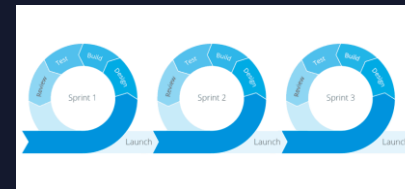
Design Thinking



Lean Startup



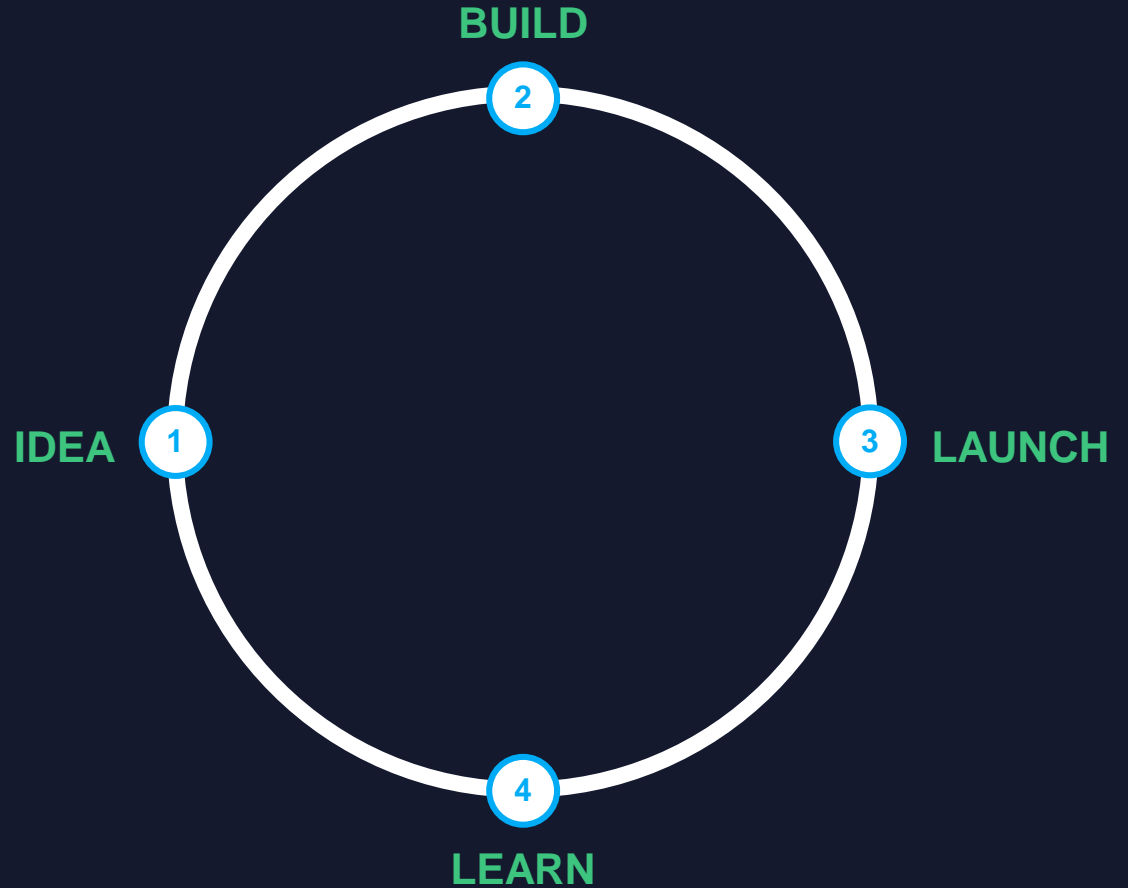
Agile Method



DESIGN SPRINT IS A DESIGN THINKING METHOD

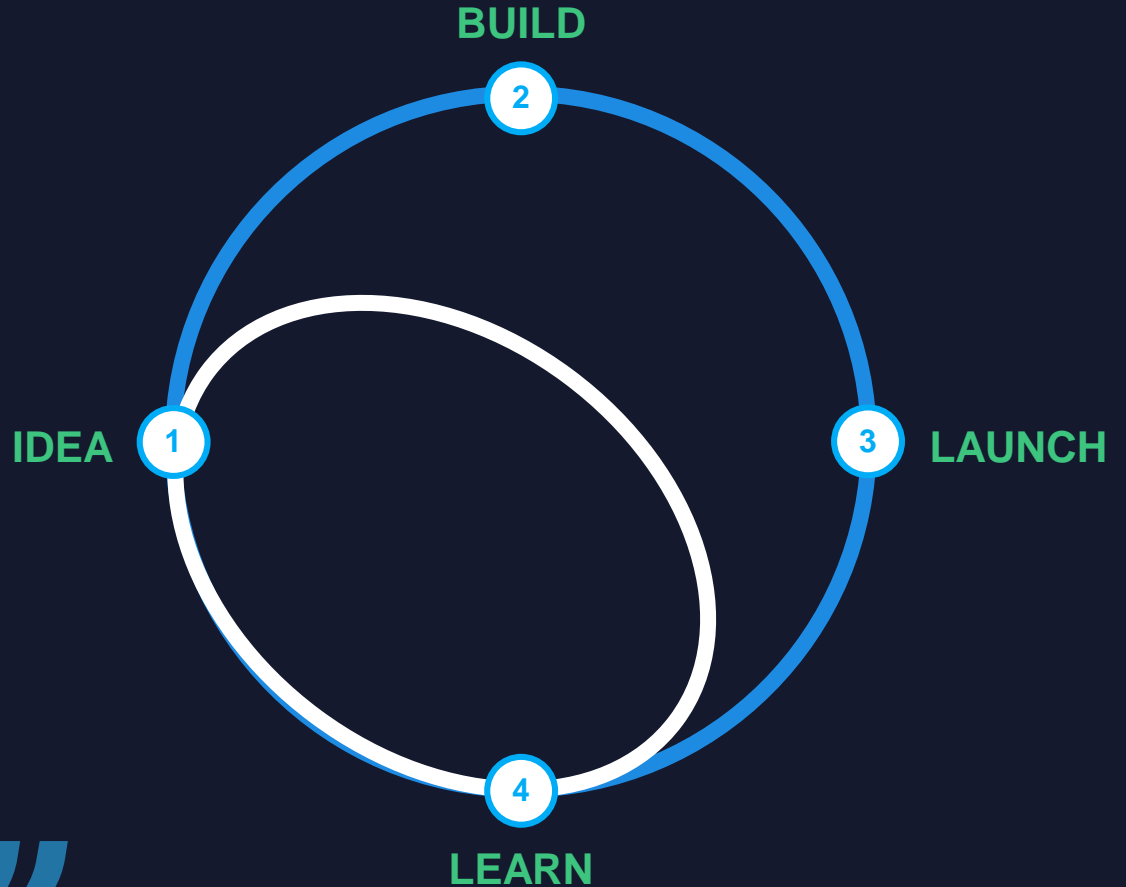


THE COMMON PROCESS



DESIGN SPRINT PROCESS

The sprint gives teams a shortcut to learning without building and launching.



DESIGN SPRINTS IS USED BY

Uber

 Dropbox

 slack

facebook

 airbnb

Medium

PRODUCT DESIGN SPRINT

THE STAGES

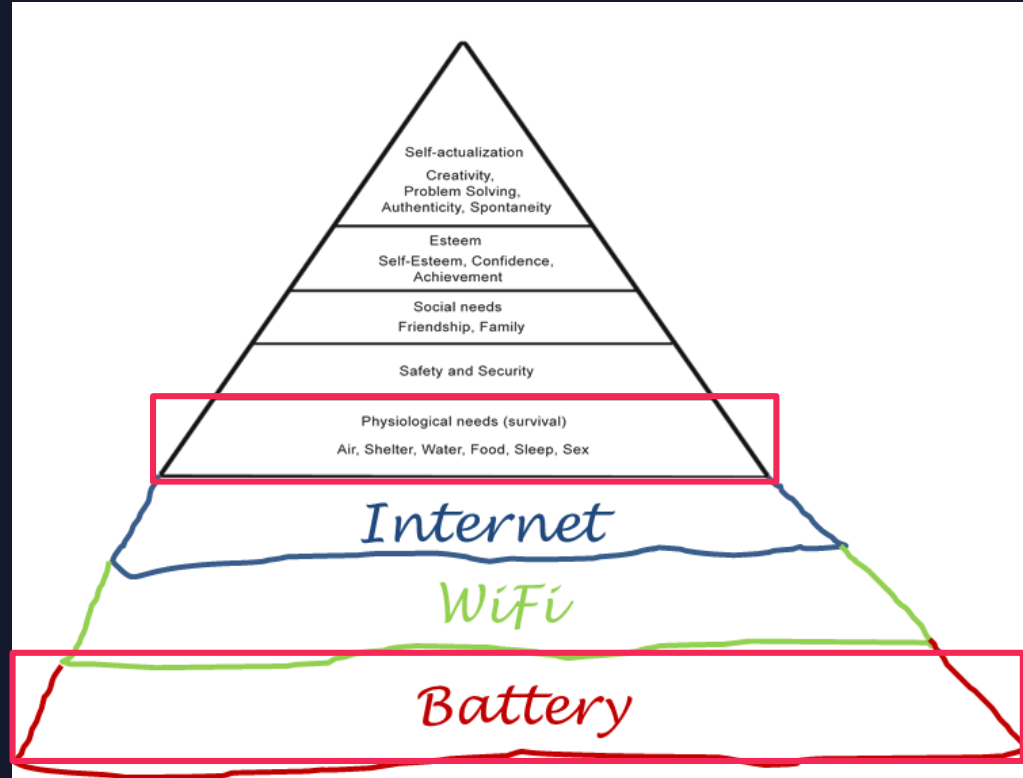


Google and the UN's World Food Programme used Design Sprints to help startups end world hunger.

Solar Cooker- Main Advantage?



Maslow Pyramid of needs is true



DESIGN SPRINT WILL ENABLE YOU TOO

Collaborate
Innovate
Accelerate

DESIGN SPRINT WILL ENABLE YOU TOO

Collaborate

Bring together a cross-functional team to explore a challenge from 360 degrees



DESIGN SPRINT WILL ENABLE YOU TOO

Innovate

Put the user at the center

Jumpstart creativity

Release Design Fixation



DESIGN SPRINT WILL ENABLE YOU TOO

Accelerate

Fast Prototyping

Test it fast



THE PROCESS

PRE-SPRINT

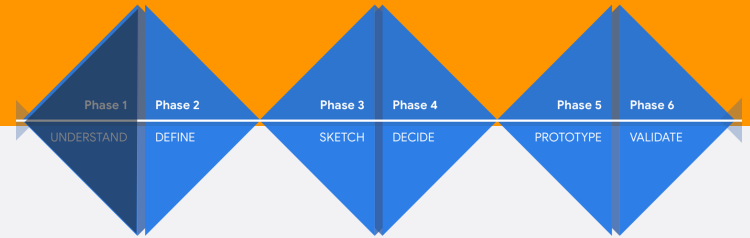
SPRINTS

BUILD



LAUNCH

1- Understand



HMW Guidelines

Build on the ideas of others

Go for quantity

Write headlines

Sketch

Go for big ideas

No judgement



Documentation & Knowledge

Management Challenge

How to better manage the code related knowledge within the dev teams.

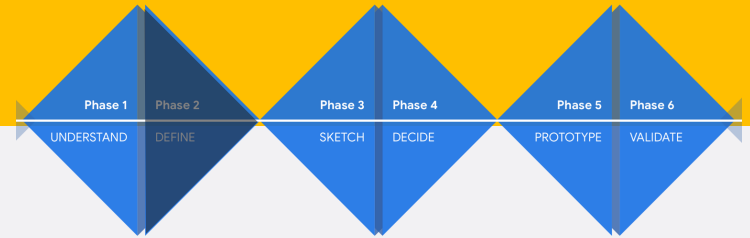
Actually- Bug Management system

The main topic that was hard for the dev teams is the case of bug, without documented well (especially as they are growing and many new team members join).

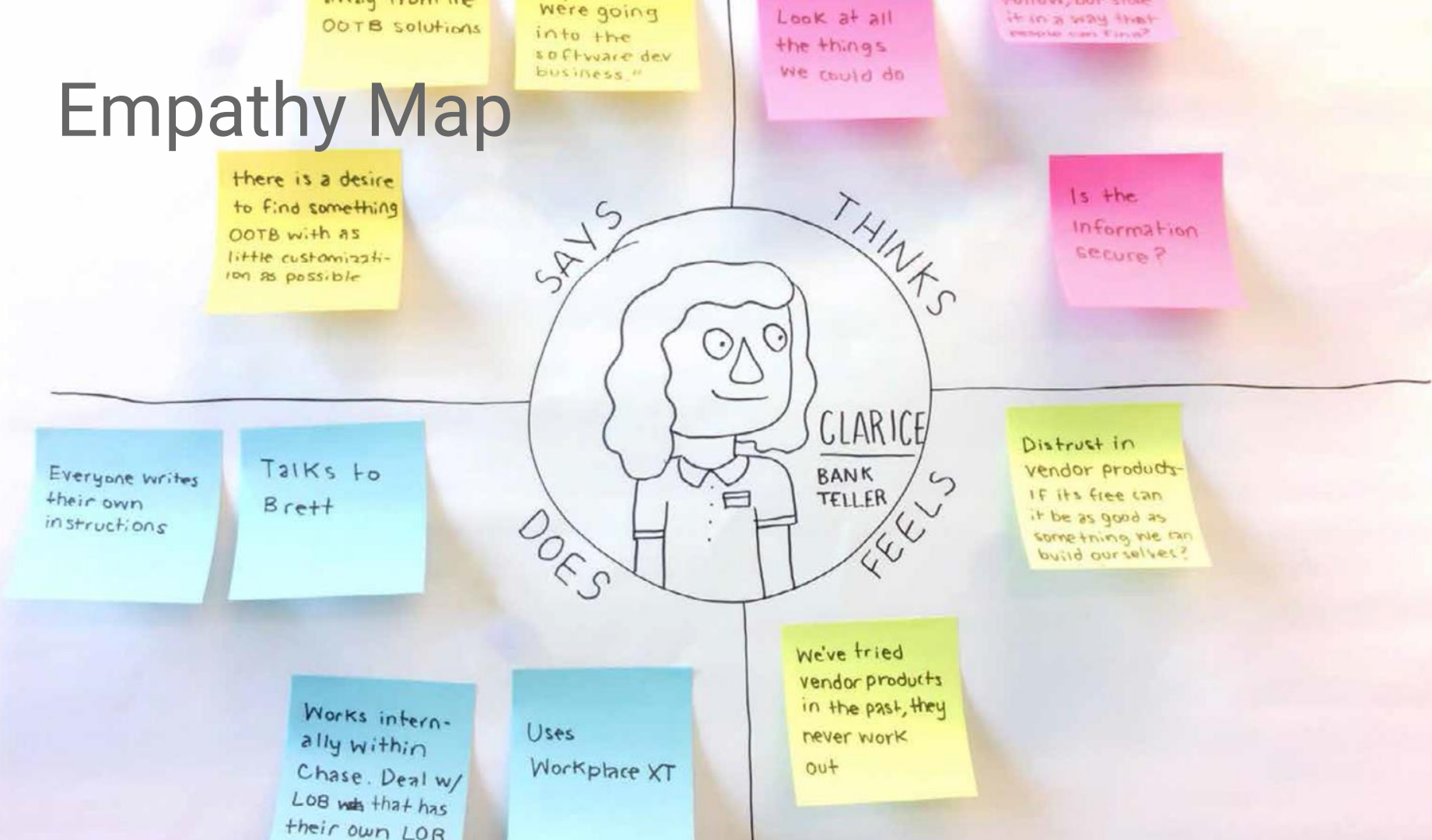
We mapped the challenge differently and created a different solution based on it.



2- Define



Empathy Map



Immerse Deeply

we constantly immerse ourselves in the places where our customers live, work, and eat.

Iterate Quickly

we test designs as quickly as possible in the real world. We observe and iterate as soon as we identify opportunities to improve the design.

<https://medium.com/uber-design/how-we-design-on-the-ubereats-team-ff7c41ffb76>



Get started

Uber

How We Design on the UberEATS Team

Creating the future of food delivery takes empathy, innovation, and an appetite for complex logistical challenges.

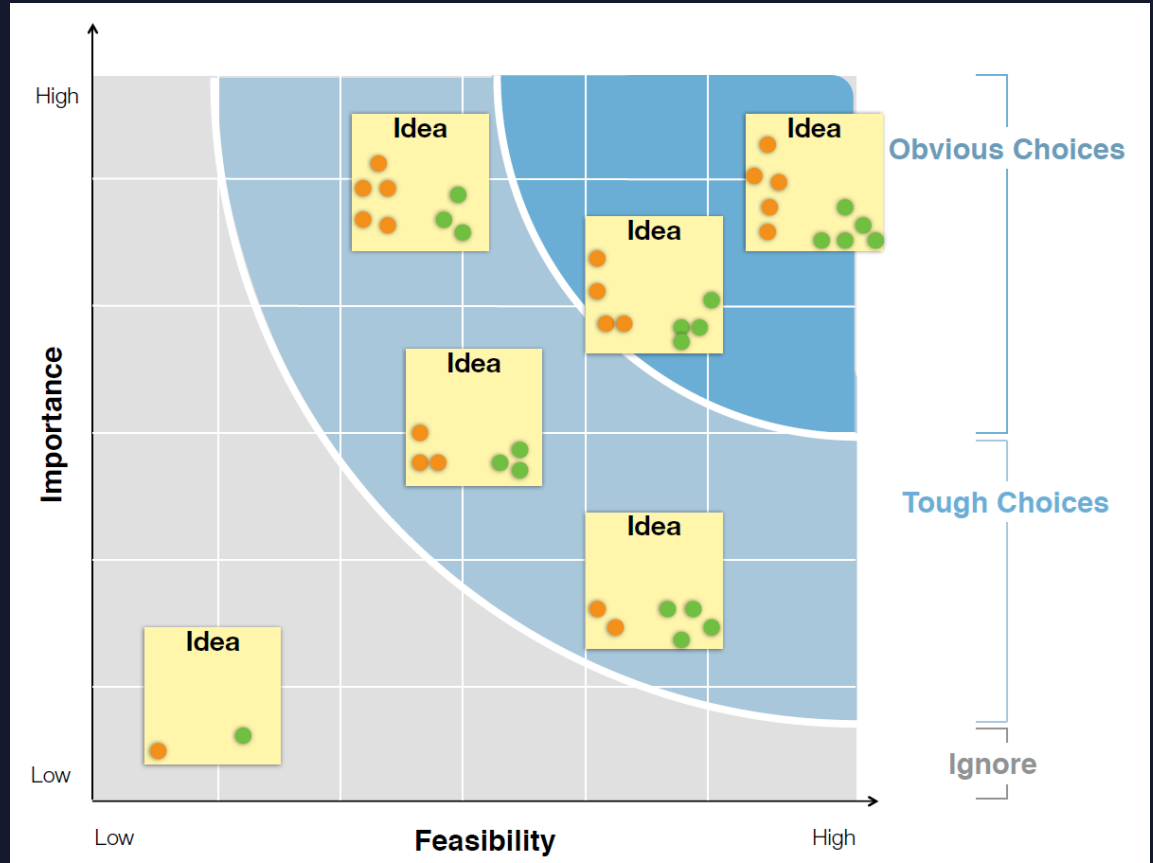


Paul Clayton Smith [Follow](#)

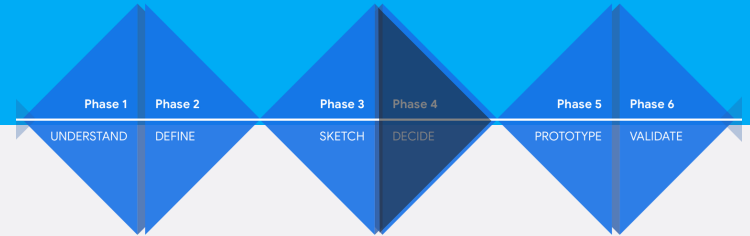
Jun 7, 2017 · 8 min read



Score features

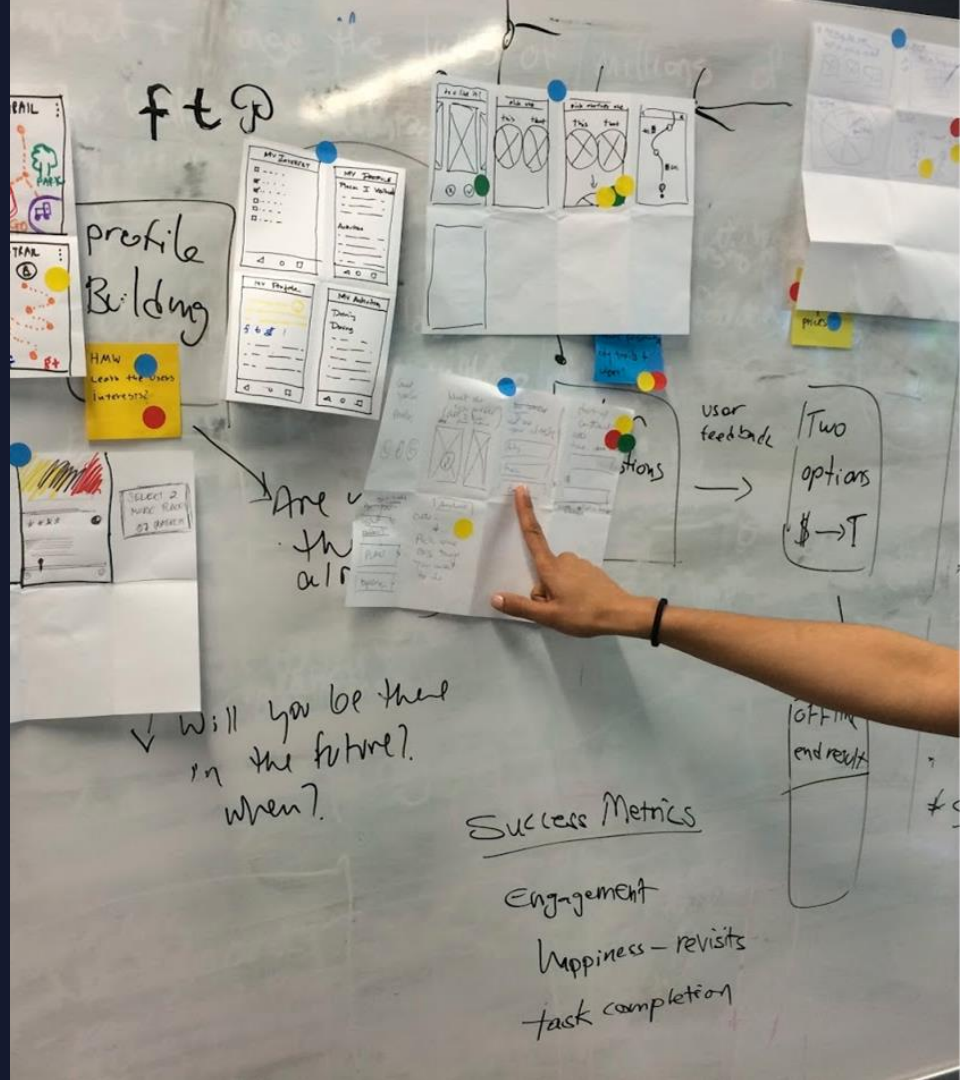


4- Decide

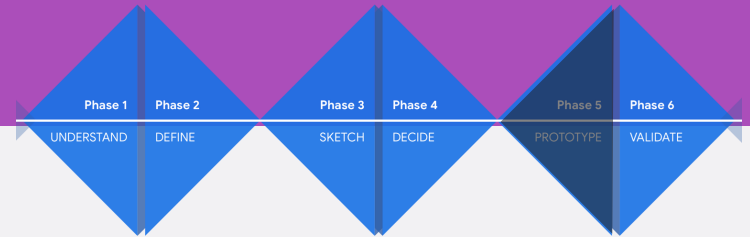


Decide

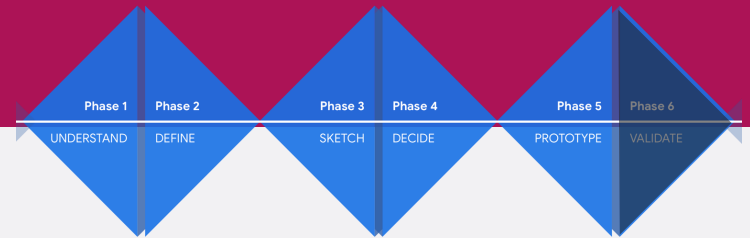
1. Review Solutions
2. Zen dot voting
3. Decision



5- Prototype



6- Validate



AND...

How do we create a plan out of it?....

For this we have Boaz and Ajimeh :)

Creative sessions

Hackathon

Design Sprints

Innovation sprint

SAFe innovation and planning



ExStrategy

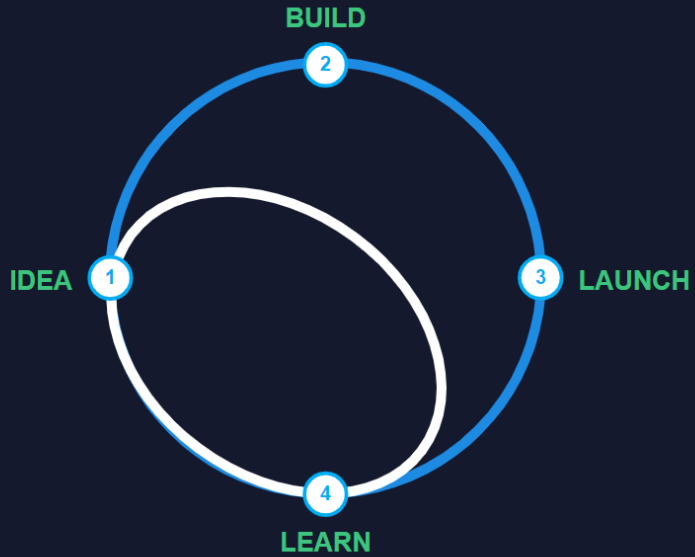
AjimehV

Expanding Business Consciousness

P.O
Product
Enablers...
Maintenance...
Innovation...

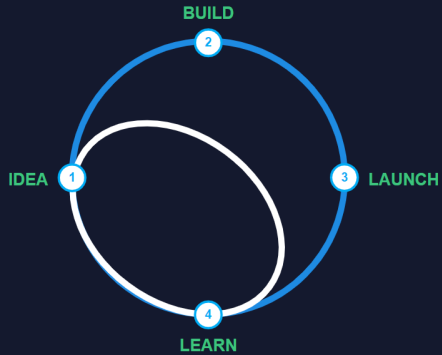


© China Foto Press / Barcroft Medi

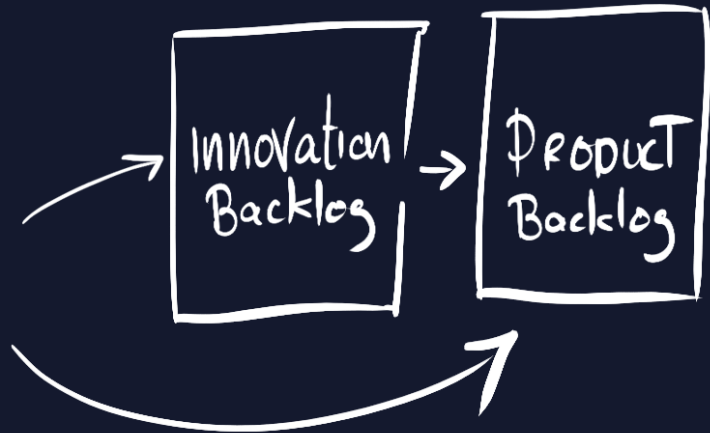


+





+



Who needs to be there? Depends on The Challenge

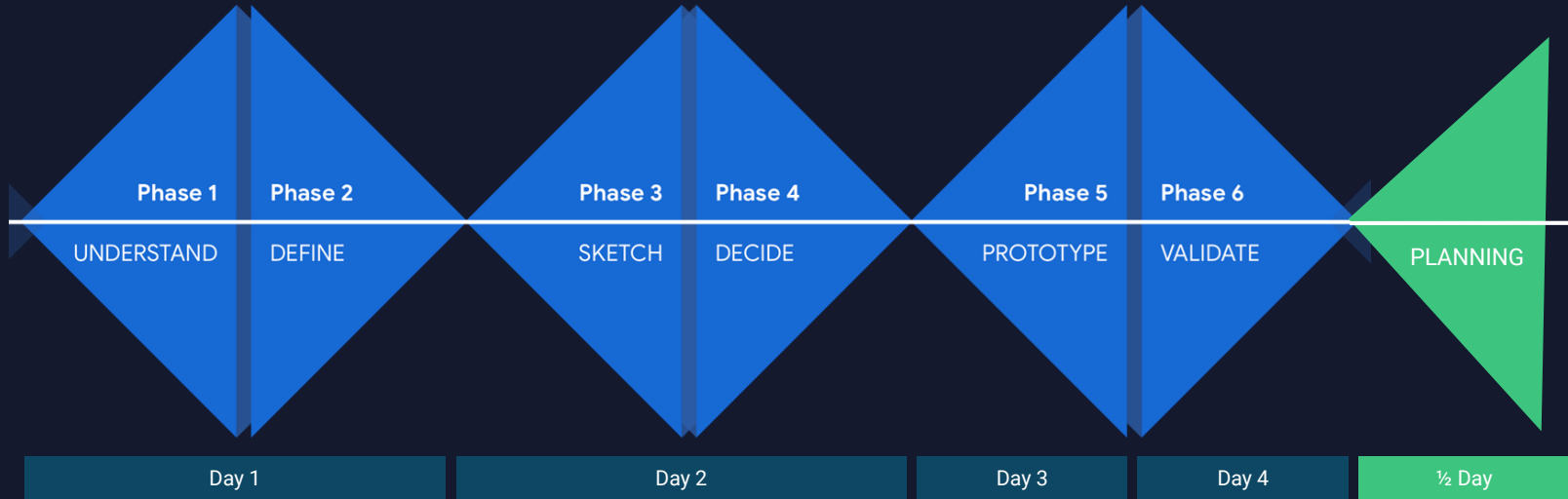
Example: Day 1 agenda

8:00-9:00	Business context		State of the business and upcoming objectives
9:00-10:30	Product/Solution Vision		Vision and prioritized features
10:30-11:30	Architecture Vision & development practices		<ul style="list-style-type: none">4 Architecture, common frameworks, etc.4 Agile tooling, engineering practices, etc.
11:30-1:00	Planning context and lunch		Facilitator explains planning process
1:00-4:00	Team breakouts		<ul style="list-style-type: none">4 Teams develop draft plans and identify risks and impediments4 Architects and Product Managers circulate
4:00-5:00	Draft plan review		Teams present draft plans, risks, and impediments
5:00-6:00	Management review & problem solving		Adjustments made based on challenges, risks, and impediments

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1.14

PRODUCT DESIGN SPRINT + SCRUM



Remember what Adi said?

1. Solving small problems
2. Limited long term vision
3. Limited frog leap innovation

Remember what I said? (Hopefully)

1. Great enthusiasm & Limited continuity
2. No capacity for product
3. Disconnected solutions



Agile Sprints + Design Sprints



How to use Design Sprints within Scrum projects.

Insert to SAFe as a program

ExStrategy

AjimehV

Expanding Business Consciousness



Questions?

ExStrategy.co

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Expanding Business Consciousness



Want to know more about Design Sprints + Scrum?



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Boaz @Ajimeh.com

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Experts

Agile Sprints + Design Sprints

