

GV sprint

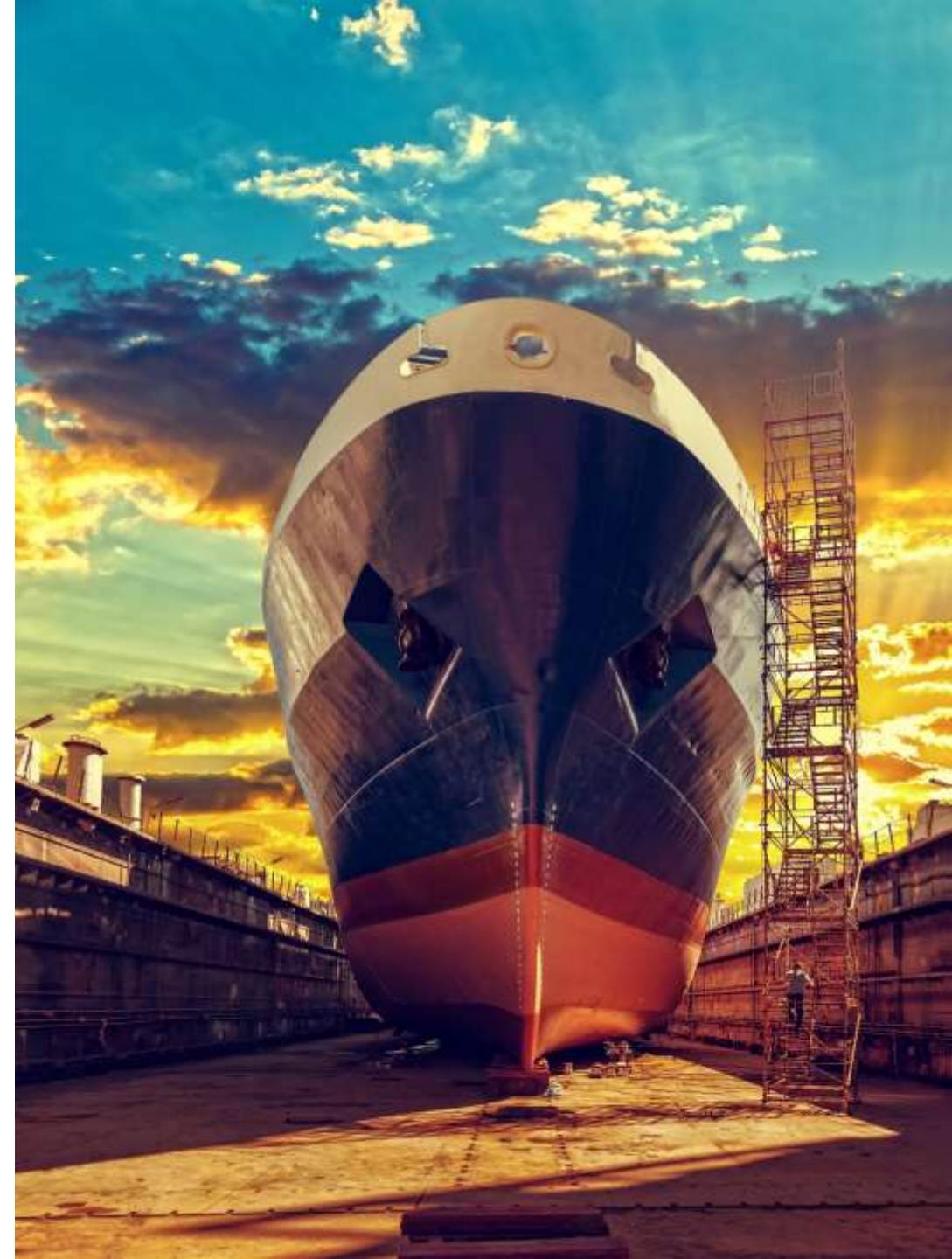
Petr Hyna
November 20, 2017

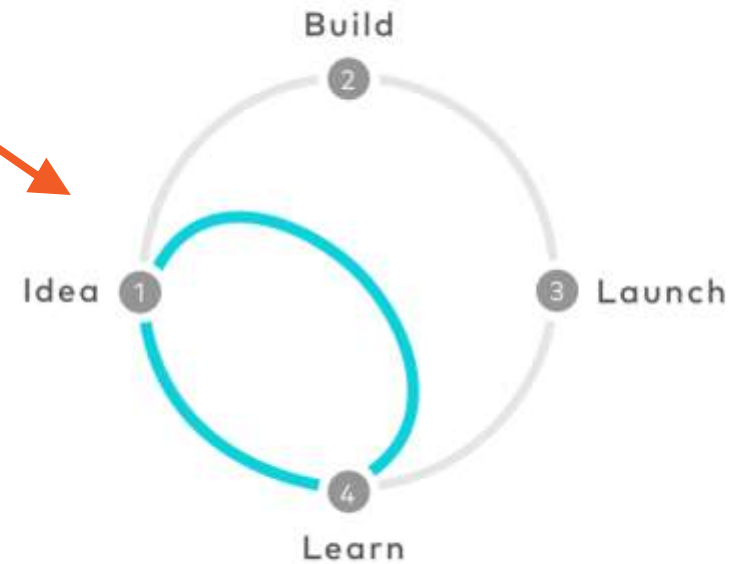
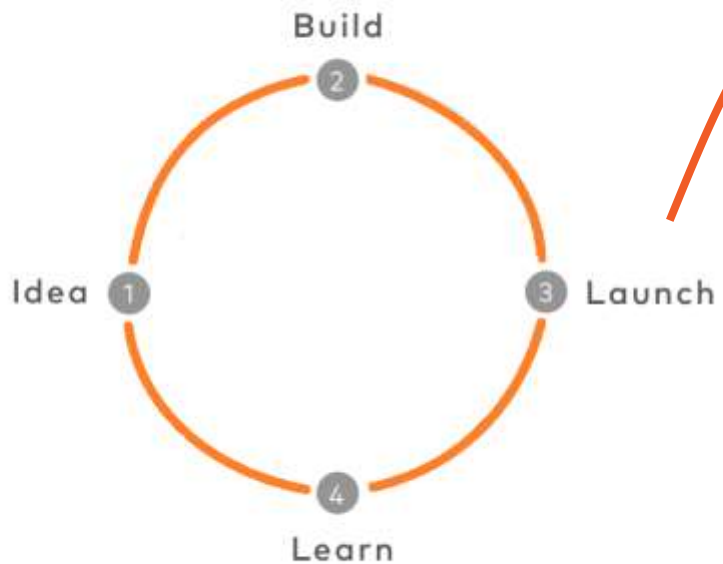


Five-day process for answering critical business questions through design, prototyping, and testing ideas with customers

Use cases

- Start of new project
- Not enough time
- Just plain stuck





Why did we use SPRINT in Kentico?



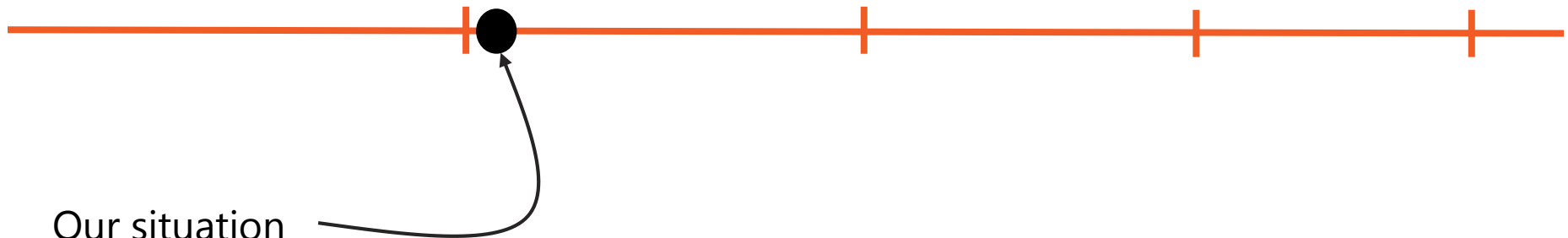
Problem understood

Solution defined

MVP

Version 1.0

Our situation



Monday

Map



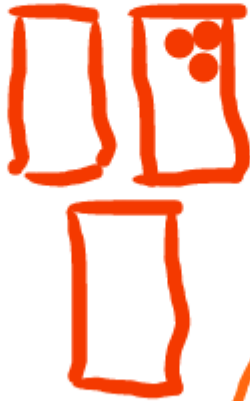
Tuesday

Sketch



Wednesday

Decide



Thursday

Prototype



Friday

Test



2 p.m.

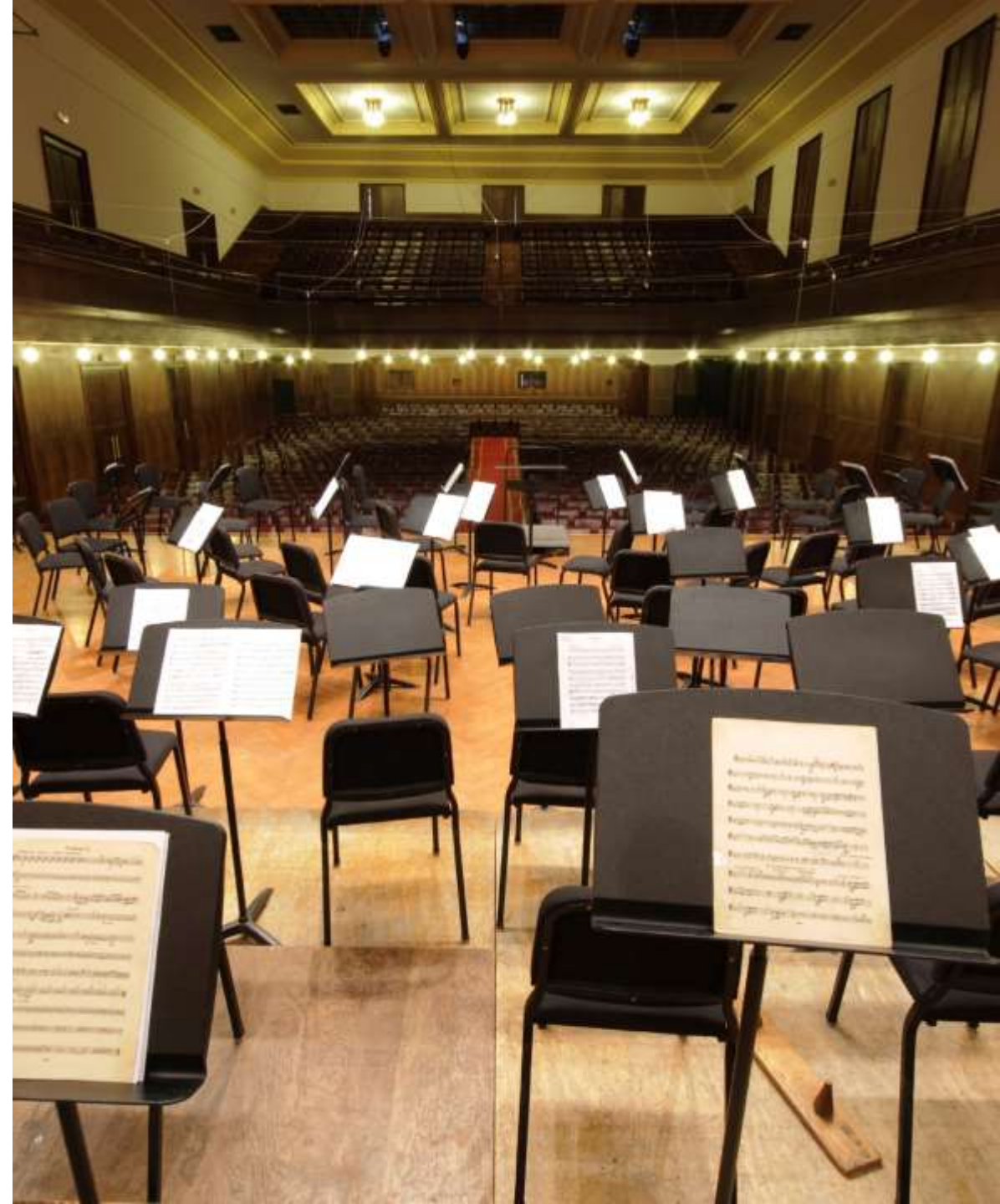
- ❑ **Ask the Experts.** Interview experts on your sprint team and guests from the outside. Aim for fifteen to thirty minutes each. Ask about the vision, customer research, how things work, and previous efforts. Pretend you're a reporter. Update long-term goal, questions, and map as you go. (p. 71)
- ❑ **Explain How Might We notes.** Distribute whiteboard markers and sticky notes. Reframe problems as opportunities. Start with the letters “HMW” on the top left corner. Write one idea per sticky note. Make a stack as you go. (p. 73)

4-ish

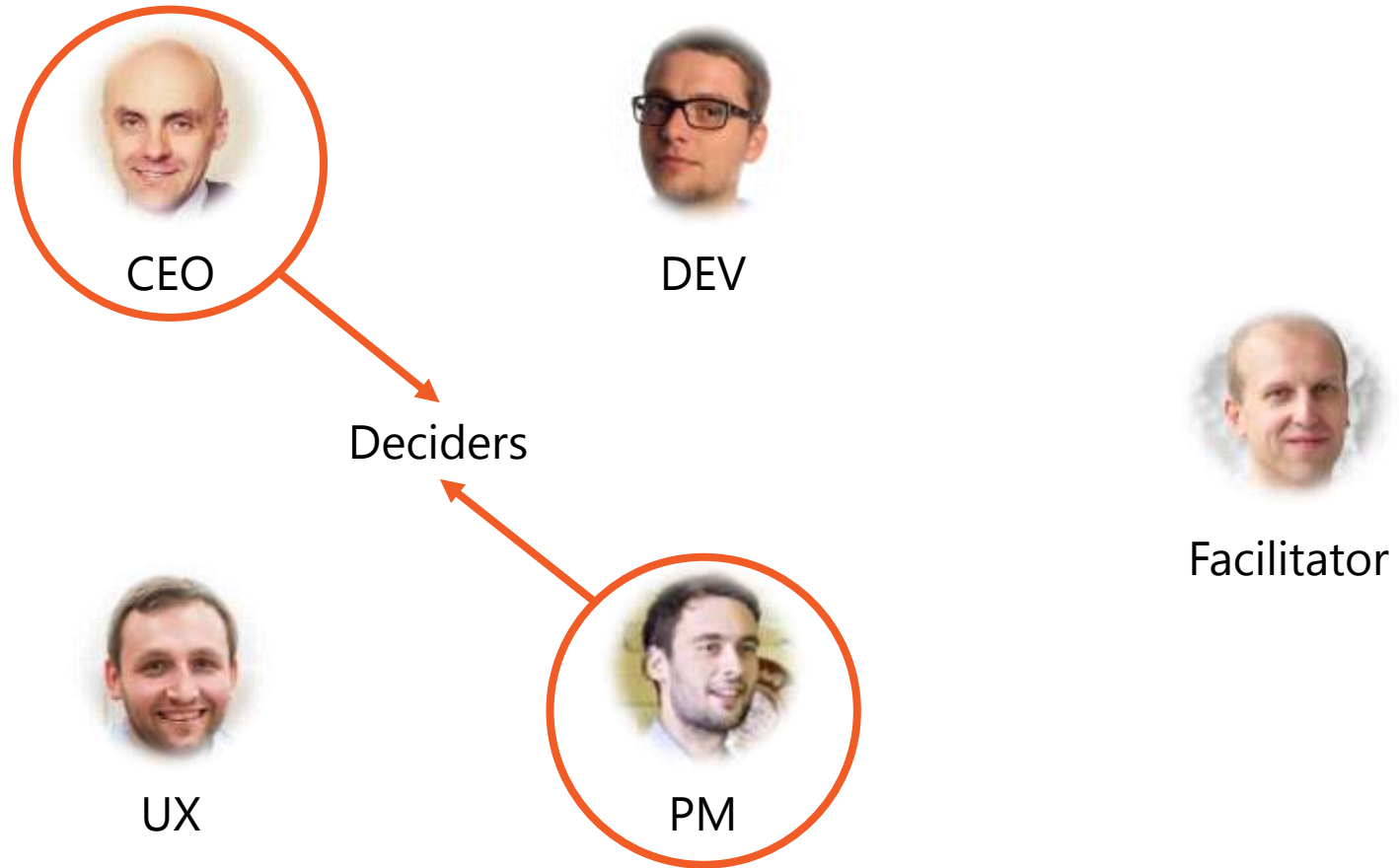
- ❑ **Organize How Might We notes.** Stick all the How Might We notes onto a wall in any order. Move similar ideas next to one another. Label themes as they emerge. Don't perfect it. Stop after about ten minutes. (p. 79)
- ❑ **Vote on How Might We notes.** Each person has two votes, can vote on his or her own notes, or even the same note twice. Move winners onto your map. (p. 80)

Set the stage

- Choose big challenge
- Get a Decider (or two)
- Recruit a sprint team
- Schedule extra experts
- Pick a Facilitator
- Block five full days



Team



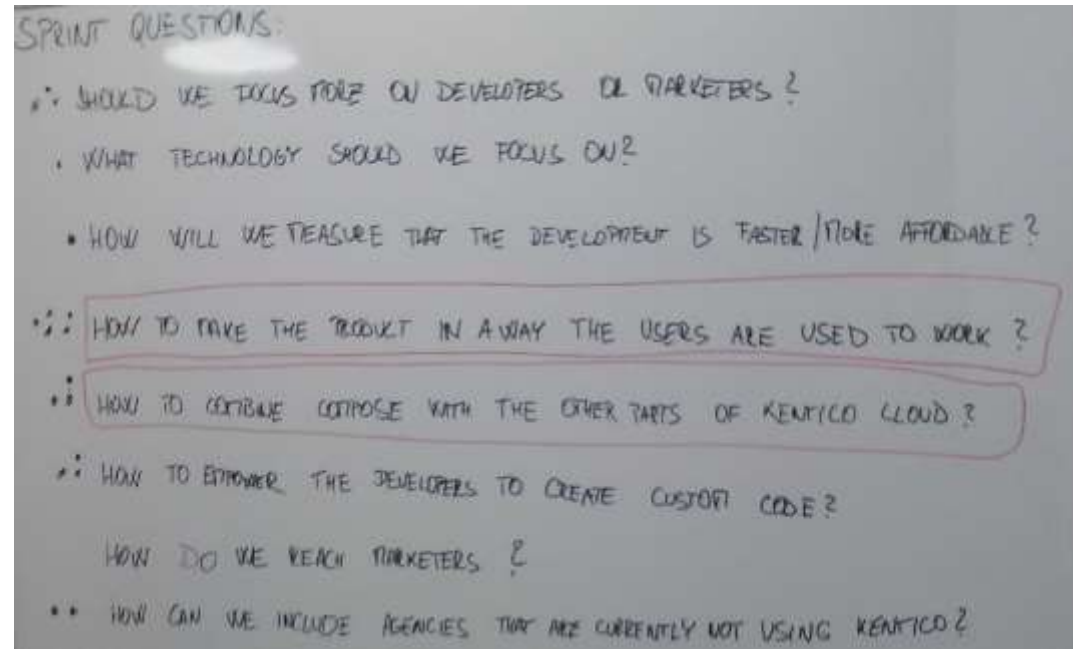
Monday - long term goal

- Why are we doing this project?
- Where do we want to be in six months, a year, or even five years from now?

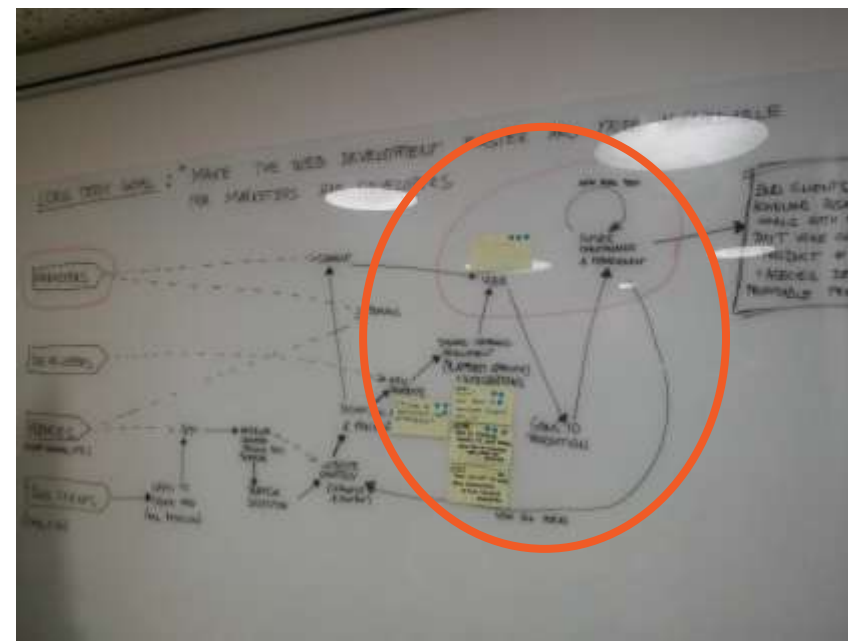
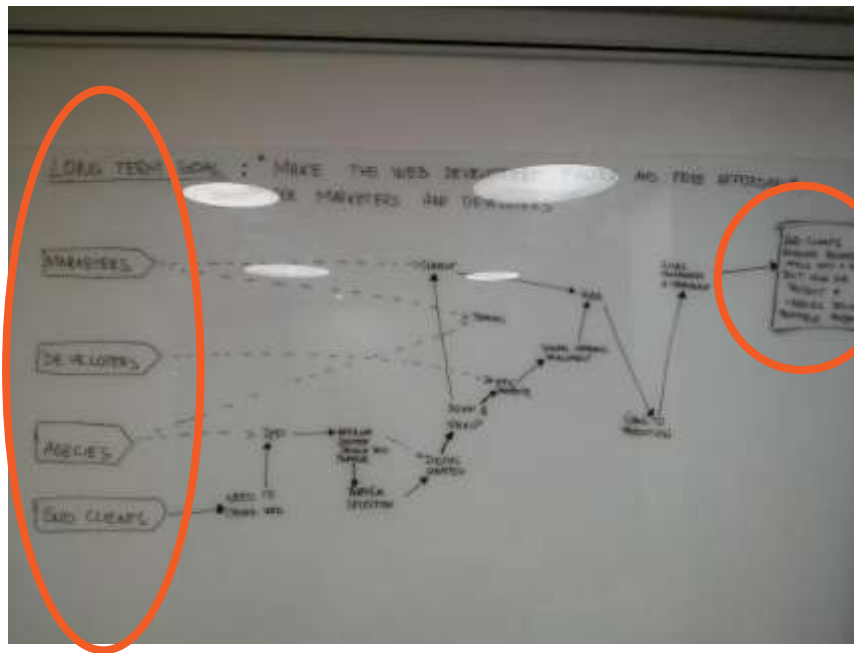
„Make the web development faster and more affordable for marketers and developers“

Monday - sprint questions

- To meet our long-term goal, what has to be true?
- Imagine we travel into the future and our project failed. What might have caused that?



Monday - map

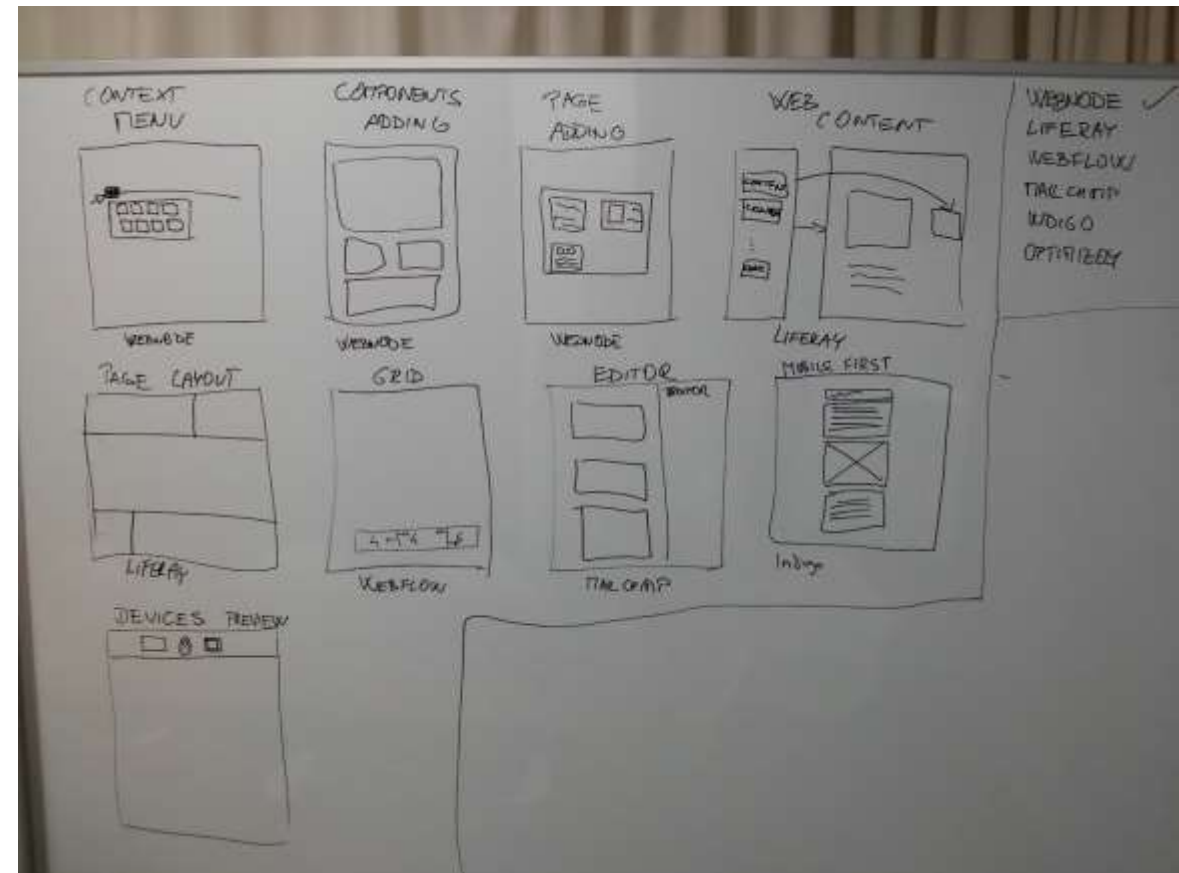


HMWs concept

Problem/Challenge	HMW question
Users are not able to find the content that they are interested in.	"How might we help our users to find content they're interested in?"
Users are frustrated by the unintuitive navigation in our system.	"How might we make the navigation fun and intuitive for our users?"
The product is difficult to integrate with other platforms.	"How might we make it easier to integrate the product with other platforms?"

Tuesday – lightning demos

- Short demos
- Capture big ideas





Group brainstorming does not work

Tuesday - sketches

- Notes
 - *Collecting inspiration*
- Ideas
 - *Rough ideas*
- Crazy 8s
 - *Alternative ideas*
- Solution sketches



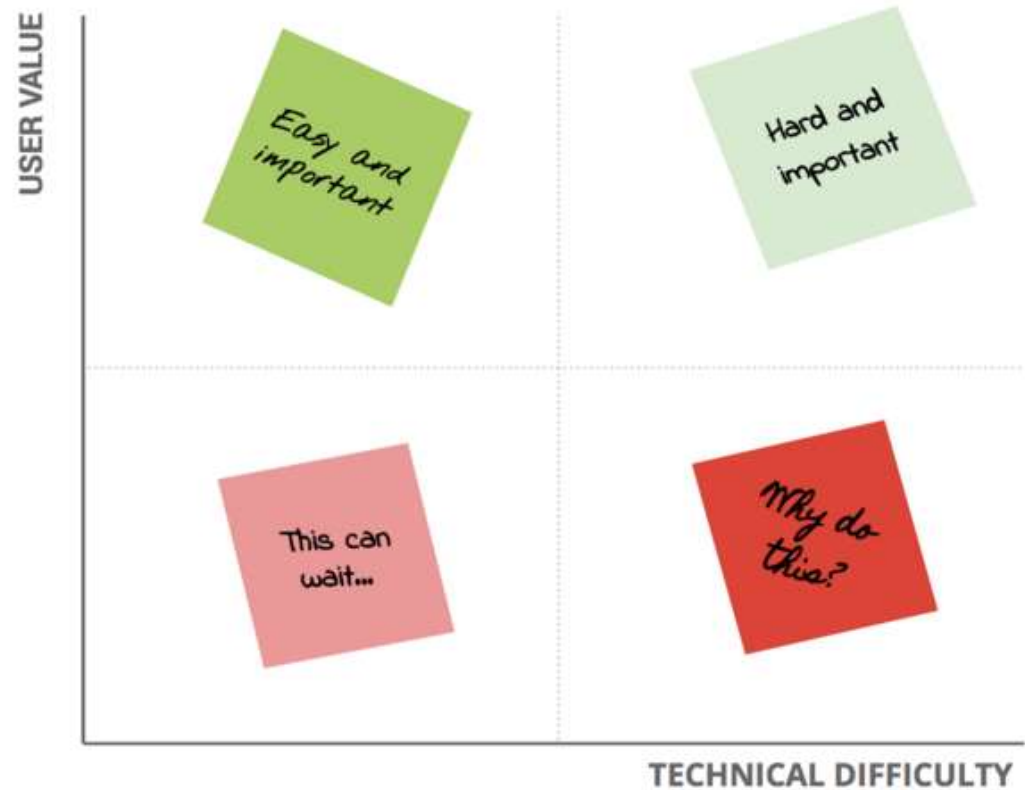
Wednesday – sticky decision

- Art museum
- Heat map
- Speed critique
- Straw poll
- Supervote



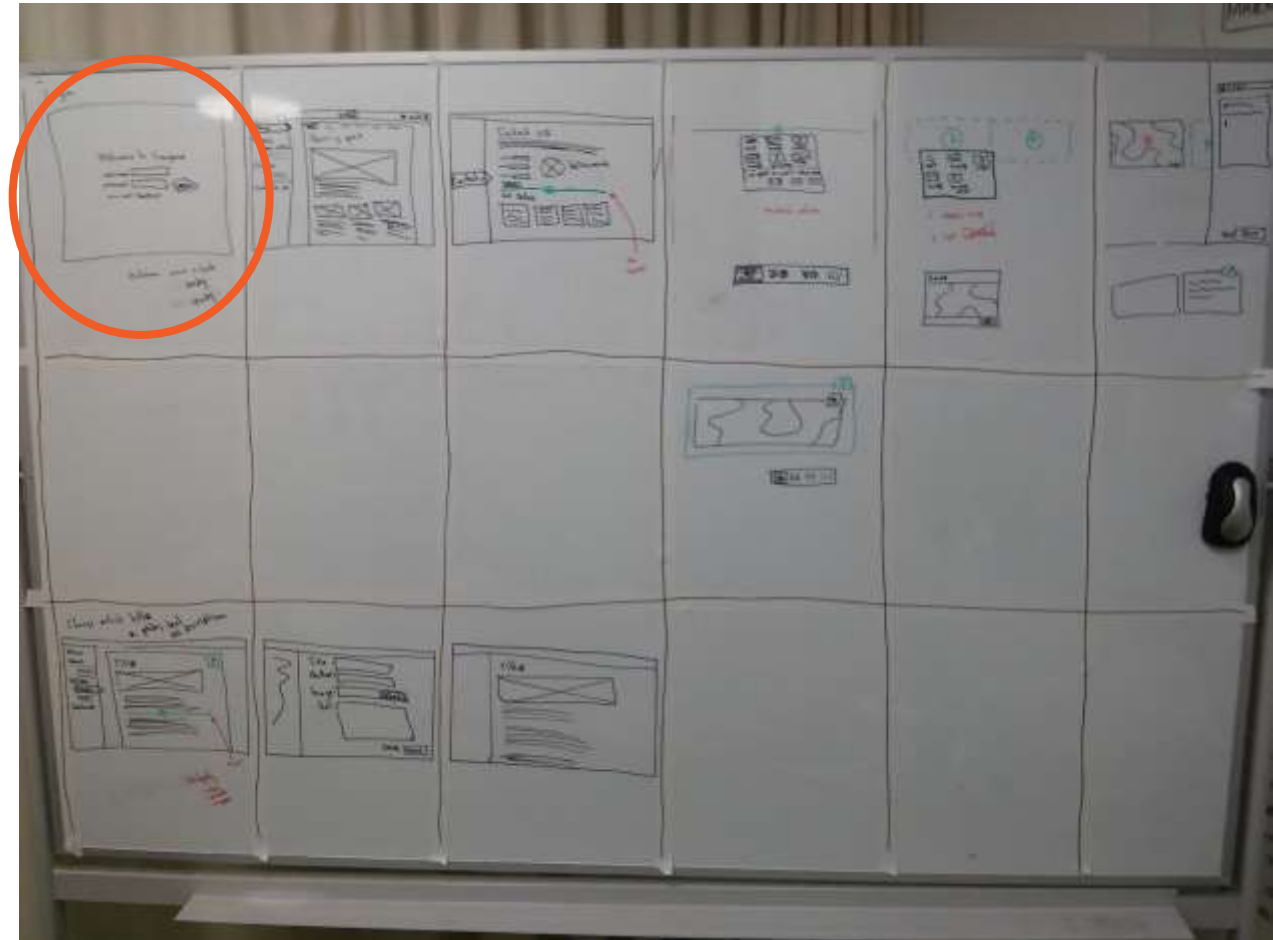
After Straw poll

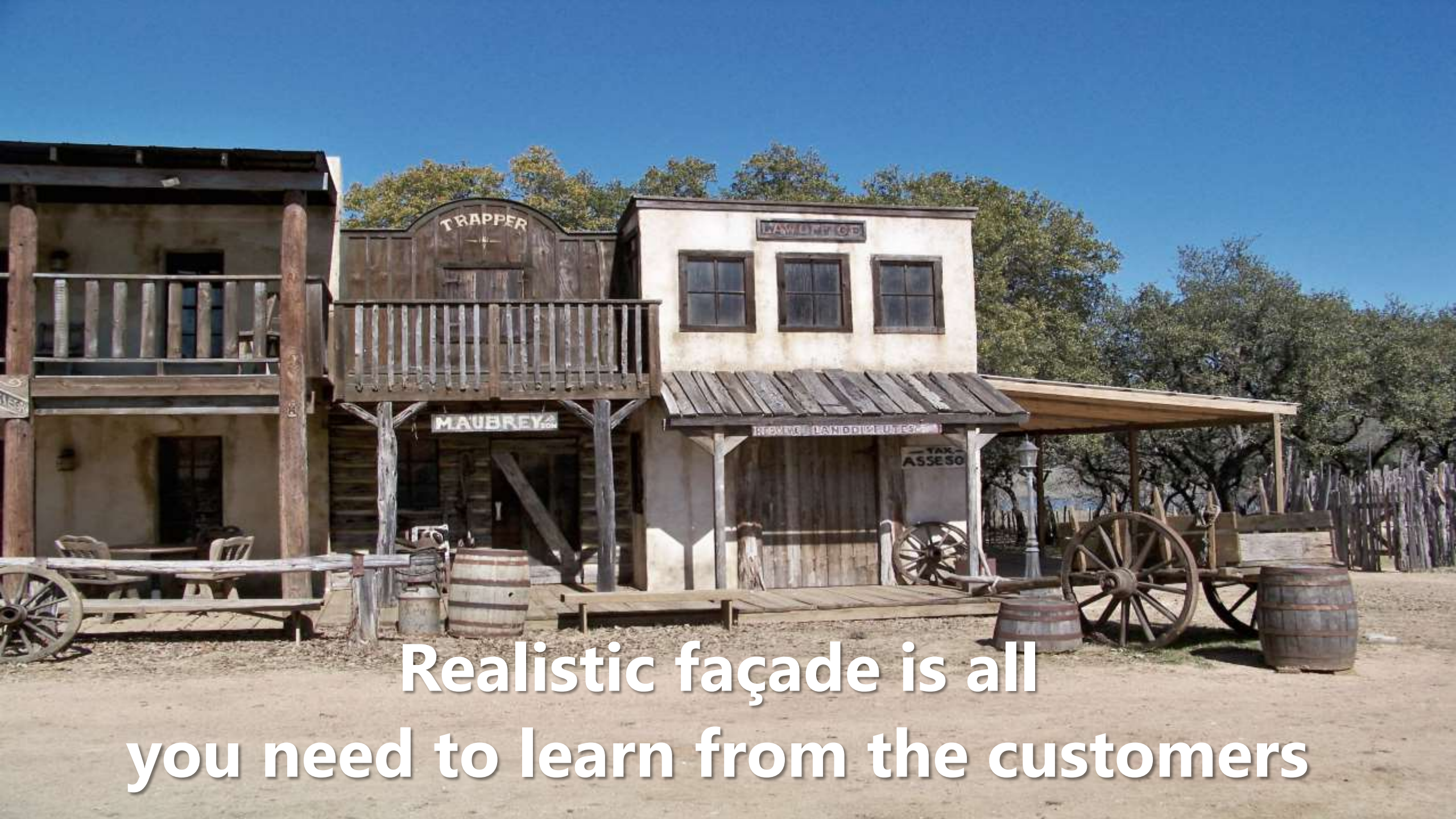
Prototype decision



Wednesday - storyboard

- Opening scene
- Fill out the storyboard

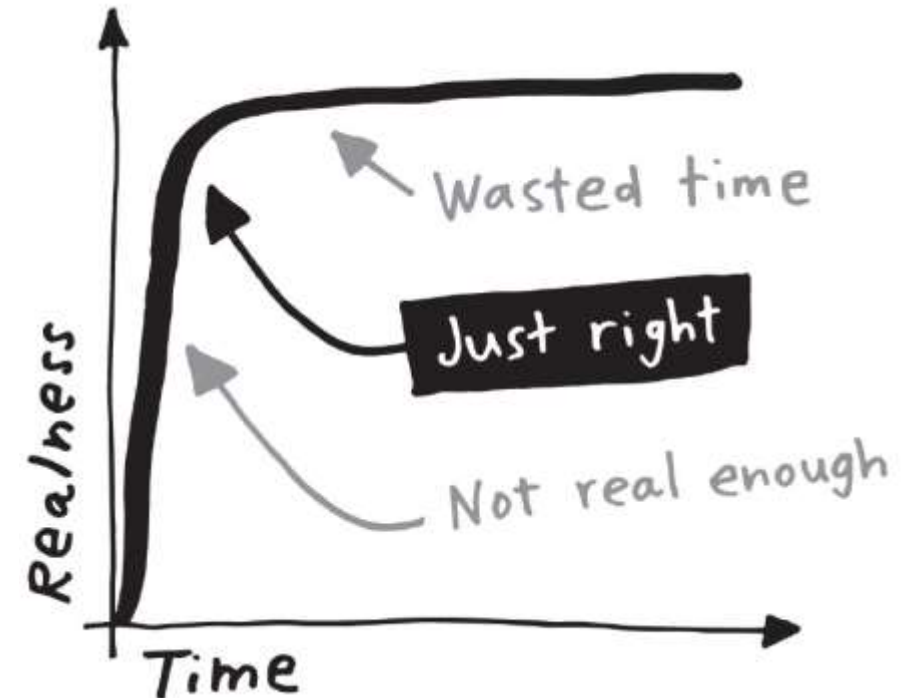




**Realistic façade is all
you need to learn from the customers**

Thursday

- Prototype mindset
 - You can prototype anything
 - Prototypes are disposable
 - Build just enough to learn, but not more
 - The prototype must appear real
- Goldilocks quality
 - Create a prototype with just enough quality to evoke honest reactions



Thursday

- Prototype
 - Pick the right tools
 - *Keynote, PowerPoint, Axure, Indigo Studio, 3D print, Word, modify the existing space*
 - Divide and conquer
 - *Makers, Stitcher, Writer, Asset Collector, Interviewer*
 - Stitch it together
 - Do a trial run



Demo time



Interview & Learn

Interview script

- Friendly welcome
- Context questions
- Introduction to the prototype
- Tasks
- Quick debrief



Interview script – preparation

- Print
 - This script
 - Questions cheatsheet
 - Problem interview
- Find out what's weather like :-)
- Open prototype
- Prepare
 - Empty sheet of paper and pen
 - Jabra speaker
 - Glass of water
- Learn interviewee's name and company
- Make sure you have started recording in GoToMeeting

Friday - Interviews



Friday – Wrap up

At the End of the Day

- Look for patterns
- Wrap up
 - *Review your long-term goal*
 - *Compare with the patterns*
 - *Decide how to follow-up*



Lessons learned

- Deciders need to be available when taking decisions
- Prototype syncs help the team to stay on track
- Prepare enough whiteboards to write on (at least 3)
- Lightning demos homework saves the time on Tuesday
- Keep the HMWs visible for Tuesday not to lose additional inspiration for sketching



Shortened Sprint


Improve modular
content usability and
way of working

Manage item elements
w/o switching to
another screen



Shortened Sprint

- One day
- Goal – get storyboard

- 
- GOAL
 - LIGHTNING DEMOS
 - BREAK
 - SKETCH
 - ROUGH SKETCHES
 - CRAZY 8S
 - SOLUTION SKETCHES
 - BREAK
 - DECIDE
 - ART MUSEUM
 - HEAT MAP
 - SPEED CRITIQUE
 - STRAW POLL
 - SUPERVOTE
 - RUMBLE OR ALL-IN-ONE

Shortened Sprint - experience

- Crazy 8s – wow effect
- Focus on one problem only
- Design sprint was incomplete
- 4 hours schedule (with 2 breaks) was tough

A modern office lounge with four people sitting on colorful sofas and talking. The room features large windows, concrete pillars, and contemporary lighting. The word "Discussion" is overlaid in the center.

Discussion

A low-angle, close-up shot of a person's legs and feet as they skateboard on a paved surface. The person is wearing a striped t-shirt, dark pants, and bright blue sneakers. The background shows a city skyline with several tall buildings under a clear blue sky with some light clouds. The skateboard is in the foreground, and the person's shadow is cast on the pavement.

Thanks

*Feel free to contact me at:
petrh@kentico.com*