

Design Sprint Brief Template

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BRIEF

SPRINT CHALLENGE:

What is the challenge that you want to solve in the sprint?

Here are four things that make a great challenge:

- The challenge is something real that the team needs to deliver
- It's stated in a way that sounds inspiring - something to solve for
- It's clear and concise
- It includes a time frame (next quarter? 3 years from now?)

Example: Build an exciting new feature for a cycling app in time for relaunch later in the year.

KEY DELIVERABLES:

What do you want the team to create during the sprint?

A few tips for deliverables:

- Aim for the highest quality deliverables possible. Polished digital work, videos, and interactive prototypes are better than sketches.
- List all platforms that need to be designed for - e.g., web, mobile, tablet / physical product + website / environment

Example: Complete prototype that includes the feature update. Or user journey flows for X and Y.

LOGISTICS:

Where:

When:

Who: [list at end of doc - bookmark]

Sprint Leader:

APPROVERS:

Internal Stakeholder(s):

Who needs to sign off on the project so it can launch?

We want to include this person's view in the sprint, so we can plan a path to launch that's fast and smooth.



RESOURCES:

For short term sprints: Assignment development team, if any: Engineering.....

It's recommended that you start a design sprint by having assigned development resources to carry the work after the sprint. This is easier in the case of short-term focused sprints.

For long-term / vision sprints: Plan to secure resources:

Vision sprints take a long-term view of planning. In order to succeed, our team needs to have a plan of approvals for how to integrate the sprint within the organizational roadmap.

PROJECT OVERVIEW:

1. Current state of the project

What's been created already?

If this is a new project with no history, say so. If this is a 4 year project with lots of history, summarize.

2. Roadblocks

What stands in our way?

3. Early wins, if any.

Has our team demonstrated any wins or learnings in the space already?

4. Estimated launch plan

When is the projected launch for the piece we are designing?

What is this likely to look like at launch - e.g., a website, campaign, service, physical product. Be sure to list that in the challenge statement as well.



SPRINT SCHEDULE

5 DAY SAMPLE SCHEDULE:

DAY 1 - UNDERSTAND

10:00	Introductions & ice breaker <ul style="list-style-type: none">• Meet the team (15 min)• Introduce the design challenge (10 min)• Rules for the design sprint and walk through agenda (10 min)
10:35	Guiding goals and questions
11:30	Make an empathy map
12:00	Lunch
12:45	Lightning talks from experts <ul style="list-style-type: none">• Business goals and opportunities (10 min)• Existing user research (10 min)• Existing product audit (10 min)• Competitive audit (10 min)• Technology trends and capabilities or limits (10 min)
2:00	"How Might We" exercise and voting
2:30	Choose a target
2:45	Success metrics
3:00	Break
3:15	User interviews - 3 participants (15 min each)
4:00	Problem statement and debrief
4:30	End of day team check-in

DAY 2 - IDEATE

10:00	Inspiring demos - Everyone researches existing products that are useful to the sprint challenge. Everyone presents, and the big idea from each presentation is captured.
1:00	Lunch
2:00	Silently review the long term goal, empathy map, HMWs, and demos (posted in the room)
2:20	Everyone writes rough ideas, diagrams, sketches, headlines, etc.
2:40	Crazy Eights - Everyone sketches 8 different ideas to address the sprint challenge
2:50	Everyone sketches their best idea in more detail, and keeps their sketch anonymous.
4:00	Collect all detailed sketches
4:15	End of day team check-in

DAY 3 - DECIDE

10:00	Vote on detailed sketches (solutions to sprint challenge) <ul style="list-style-type: none">• Sketches are hung on walls around the room• Everyone reviews the anonymous sketches silently• Everyone votes for their favorite sketches using stickers
11:00	Decide on best sketch as a team discussion <ul style="list-style-type: none">• Talk about the sketches that received the most votes• Ask sketch creator to hold their comments until the end of the discussion



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- Delegate the role of “scribe” to 1 volunteer to take notes
- If there is more than one sketch chosen, then decide if you’ll combine the solutions or create multiple prototypes

12:30	Lunch
1:30	Make a storyboard to represent the top ideas, stitched together in a cohesive storyboard
2:10	Review and adjust storyboard as team
4:30	End of day team check-in

DAY 4 - PROTOTYPE

10:00	Choose prototyping tools
10:10	Assign roles to team members to make prototypes <ul style="list-style-type: none">• Makers: create screens, pages assets, etc.• Stitcher: combines components created by maker in comprehensive manner• Writer: wording in the prototype• Interviewer: prep for the interview on day 5• Asset collector: search the web for images, icons, samples, etc.
10:30	Begin prototyping, focused on the main features that need to be tested
12:40	Lunch
1:45	Continue prototyping and verify consistency across the prototype, looking at all of the pieces
3:00	Present the prototype to the team (stitcher)
3:15	Revisit storyboard and the sprint challenge, to ensure the prototype is on track
4:30	Finish prototype and end of day team check-in

DAY 5 - TESTING

10:00	Set up rooms - one room for interview, and one to watch the interview
10:15	Set up whiteboard grid - with five columns, one for each interviewee, to take notes
10:30	Interviews #1 and #2
1:00	Lunch
2:00	Interviews #3, #4, and #5
4:30	Debrief interviews and review notes that were collected on the whiteboard grid
5:00	Final end of day team check in and wrap up



PARTICIPANT LIST

- Sprint participants:
- Lunch planning:

