



MMT Digital

## THE DESIGN SPRINT

**A two-week process for answering critical business questions through design, prototyping, and testing ideas with customers**

### Why run design sprints?

Design sprints allow you to quickly test out potential solutions to business problems with real users, without the risk or high investment costs of building a full-scale solution.

### How does it work?

Our process is based on the Google Ventures Design Sprint backed up with an initial week of discovery work to ensure we set the vision and get the most value from the week-long sprint process. The process can be run remotely or on-site at MMT Digital or in client offices.

#### Week one – discovery

- Review research, competitor & market analysis and analytics
- Plan the approach to the problem statements, agree the goals and map the challenges
- Define the digital measurement framework
- Define and plan the user testing approach

#### Week two – design, build & test

- *Day 1:* frame the problem to solve using discovery learnings and set the path for the sprint week
- *Day 2:* generate ideas for solving the problem using sketches, ideation & wireframes
- *Day 3:* build a prototype in hi-fidelity flat designs or even code
- *Day 4:* test prototype with users – one-on-one testing, guerrilla testing or on-line testing
- *Day 5:* analyse the results, make design decisions and iterate, share findings with the wider team and agree next steps

### What are the benefits?

- ✓ Effective way to identify if/how specific business challenges can be solved
- ✓ Evidence based solutions with rapid feedback from real customers
- ✓ Low risk, low cost route to innovation
- ✓ Consultancy, design and technical expertise working together

### Who is involved?

Over the two-week period MMT experts will lead the client through the process. The team – including UX consultants, UI designers and developers – will work together with business leaders and subject experts from client side to help innovate and solve the problem.

### What is the industry saying?

Design sprints were pioneered by Jake Knapp at Google Ventures in 2010 and have been used to tackle business challenges at companies like Slack, KLM Airlines and the British Museum. Read more about how other businesses are using design sprints here: [www.sprintstories.com](http://www.sprintstories.com)

### Client story

A global bank wanted us to help design a ‘best in class’ page for their flagship product. We worked collaboratively using our user-centric Design Sprint approach to develop an innovative solution.

### What is the investment?

The process requires an investment of time from the client, typically up to five days over the two week sprint cycle. The sprint does not have to run over ten consecutive days, it can be extended out.

### What is the output?

A prototype that provides a potential solution to a business problem, with evidence to back up the approach taken, and recommendations for next steps.

### What next?

Hopefully this gives you an understanding of Design Sprints. If you would like to find out more, please email us at [hello@mmtdigital.co.uk](mailto:hello@mmtdigital.co.uk).