



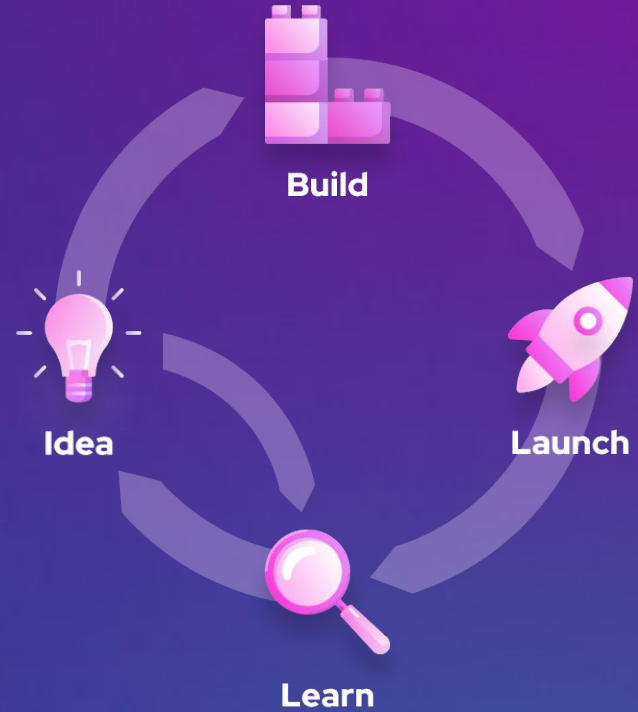
Innovation Design Sprint





What Is A Design Sprint?

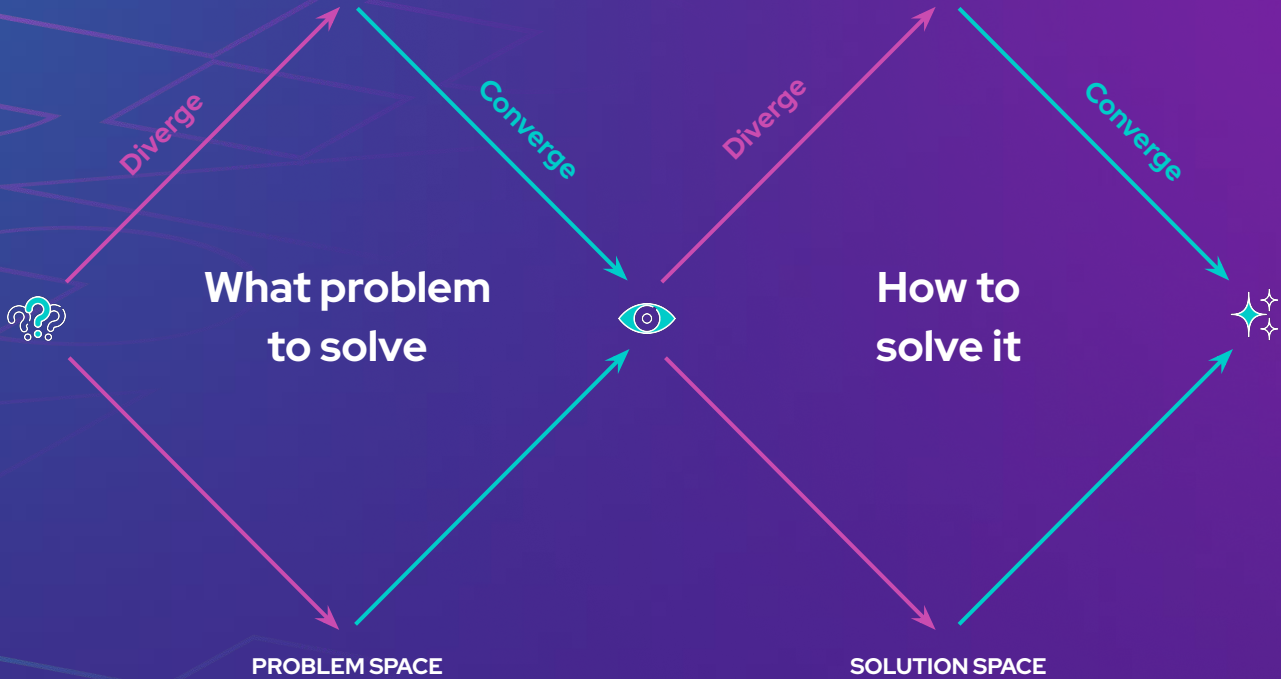
A design sprint is a framework for answering critical business questions through design, prototyping, and testing ideas with users.





The Creative Process





Our goal together

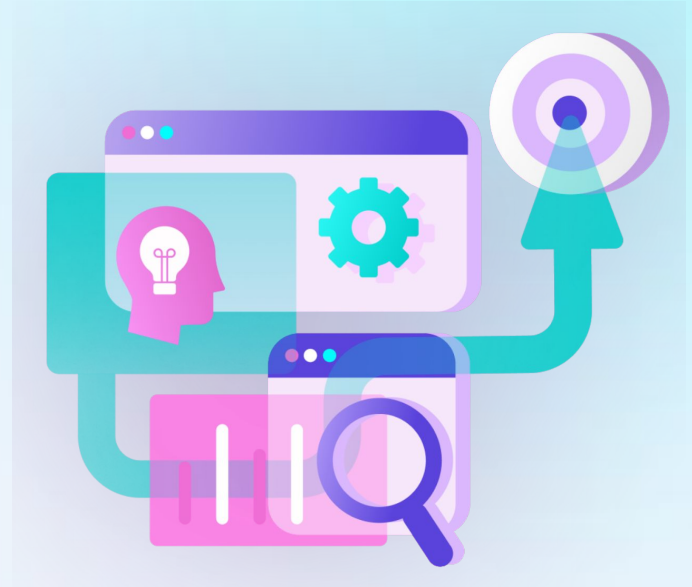
Launching a startup is an exercise in **experimentation**.

For us to succeed, it's critical that we frame everything we do as an experiment to test our critical hypotheses and maximize learning.

Our goal together is to:

1. Name as many **hypothesis and assumptions** as we can
2. Then decide on the **most critical ones** that need to be validated as either true or false.

Startups die when we stop learning.





Today's Schedule



Day 1

9 AM

12 PM

6 PM

Introduction

Overview of schedule & goals

30 minutes

Understand the Problem

Who are we solving for and how do they solve (or not solve) this problem right now.

1 Hour

Lunch Break

Walk to lunch to stretch our legs and get a break!

2 Hours

How Innovation Happens

Define the type of innovation we are attempting

15 minutes

Ideation

How do we think we can uniquely solve this problem? What possibilities should we investigate further?

2.5 Hours

Frame the Opportunity

Why are we doing this project? What are our hypothesis & assumptions?

1 Hour

Competitors & Current Trends

What are the technological & competitor trends in this space?

30 minutes

Current Solution Audit

What is already being done that we can learn from?

1 Hour

Day 2

8 AM



10:30 AM

Roadmap Planning

What customer & technological assumptions do we need to validate and in which order?

2 Hours

Wrap Up

Take care of housekeeping:

- Establish weekly meeting
- Ensure access to all systems
- Next deliverables & what to expect

30 minutes



Let's Get Started



My Super Power

Everyone gets 2-3 minutes to draw and share what “super power” they bring to the team. The other team members can comment on how this super power will benefit the success of the team over the design sprint.

DIRECTIONS

1. Grab a Pen and Paper
2. Write on the top of the sheet,

“My Super Power Is _____”

3. Write or Draw your superpower.
4. Paste the SuperPowers somewhere high to remember what everyone brings to the meeting.





Frame the Opportunity

Why are we doing this?

What problem are we trying to solve?



Set A Long Term Goal

WHAT IS THE BUSINESS OPPORTUNITY?

- What problem are we trying to solve?
 - Why is this a problem?
- What opportunities are there for solving this product better than the competition or alternative solutions (and non-solutions)?
- How do we think we can uniquely solve it?
 - Increased user engagement time or depth?
 - Reaching a new user group or market?
 - Improved loyalty and return use?
 - Differentiation from competitors?
 - Improved product or service quality?
- Are there any other opportunities?



QUESTIONS FOR STAKEHOLDERS

- Where do you want to be in 2 years?
- Complete this statement... "In two years, _____ will be known for _____, it will be making _____ in revenue and have _____ users on the platform."
- What are the primary challenges you need to overcome?
- What keeps you up at night?

How Can We Fail?

What are the biggest challenges we see in front of us that will not reach our goal?

What are all the risks, what are all the assumptions that could let us fail?

What hypothesis do we hold that we need to test?



How Will We Measure Success?

How will the lives of our customers be better or different because of this product?

How will our own lives as founders be better or difference because of this product?

What metrics can determine if the product we build is successful?

How will we know if it fully addresses the intended business objectives?





Understand the Problem

Who has this problem?

How is this problem currently being addressed?





Define Customer Personas



Proto-Personas

Personas are fictional characters to represent the different user types that might use your service, product, site, or brand in a similar way.

Step 1: Brain dump all the types of users & customers

- What types of people use your product or service?

Step 2: Group user types together into 3-5 Personas

- Can we see any patterns between their behaviors and goals?



Proto-Personas

Personas are fictional characters to represent the different user types that might use your service, product, site, or brand in a similar way.

Step 3: Fill out a profile for each persona

Answer questions to fill out what we know about this customer from our experience with them.

1. **What is a fictional name we can give to this persona group so we can imagine them in our heads?**
2. **What does this user do for work? Where do they live? How old are they?**
3. **What is the user motivated by? What do they care about? What are their goals?**
4. **What are the obstacles preventing them from reaching their goals? What are they frustrated by?**



REMINDER: Take a picture of each Persona before proceeding



User Journey Map



Phase 1: Define

User Journey Map

Now that we have our personas, we need to visualize your customer's path from discovery to post-purchase evaluation.

Before solving the problem, we need to understand how users are currently solving the problem for themselves and put ourselves into the users shoes.

Step 1: Move all the Personas to the start of the User Journey Map.

Step 2: Move the goals from each Persona to the end of the User Journey Map



User Journey Map

DISCOVER	CONSIDER & LEARN	DECIDE/PURCHASE	USE
<p>What is the struggle moment that leads them to look for a solution?</p> <p>Where are they looking for a solution?</p> <p>What are they currently doing/using to solve their problem?</p> <p>What device are they using when they do XX?</p> <p>What are their deal breakers when considering a solution?</p> <p>What are their anxieties when looking for a solution?</p>	<p>What considerations are they making when they are purchasing?</p> <p>Where are they getting the information about how to use or purchase the service/product?</p> <p>How do they learn how to use the product or service?</p>	<p>How do they pay for the solution/product?</p> <p>Where are they and what are they doing when they decide to purchase?</p> <p>How are they checking the status of their purchase?</p> <p>How is their purchase/service delivered?</p> <p>How do they receive the solution/product?</p>	<p>Where are they or what are they doing when they are using the solution/product?</p> <p>Is this a single or multi-session experience?</p> <p>How does the experience end?</p> <p>How do they expect to hear from XX?</p> <p>How are they engaged after using the product/service?</p>

REMINDER: Take a picture before proceeding

Color Key

Add them to the user journey flow and use color coded stick notes:

- **RED = Pain Points/Frustrations**
What makes them frustrated?
- **GREEN = Actions**
What do they do? How long does it take?
- **YELLOW = Emotions**
How are they feeling? What are they thinking about?
- **PURPLE = Environment**
Where are things happening?
- **BLUE = Tools**
What tools do they use? Channels?



REMINDER: Take a picture before proceeding



Break Time



Analyze the Competition & Trends

Who else is solving this problem?

Who are our competitors?

What is their value proposition?

How many customers do they have?

What is their revenue?

What type of customers do they have?

What is the cost structure?

What trends are critical for us to consider?

Why now? Why has no one else solved this problem previously?

What are the trends or technology waves that might provide us with enough momentum to get off the ground and, eventually, become a massive success?



Why will people
buy from you?

Just because a technology or service is “new” or “different” does not guarantee it will be successful

Innovations are successful because of:

- how they are introduced
- where they are introduced
- when they are introduced

The success of an innovation depends on how you introduce it to the world relative to the existing business models of the competition and existing products or services.



VS

A stylized "VS" graphic with a diagonal slash through it, positioned between the two candy bars. The letters are white with black outlines and are flanked by two horizontal arrows pointing towards each other.



How will we innovate?

Sustaining Innovation

Better, Faster, More Powerful

- Do we have an existing business and customer base already?
- Who are our most demanding customers with the biggest budgets?
- What do they need to be better, faster, and more powerful?
- What are they willing to pay for?

Low End Disruption

Cheaper

- Can we deliver an existing product or service more cheaply and more efficiently?
- How can we cut operating and production costs compared to our competitors?
- How can we win the low-end of the market with a service or product that is good enough?

New Market Disruption

Different customers, simpler & more convenient

- Who is not yet using this product or service that we can uniquely win over?
- Why are they not using the existing products or services available?
- How can our product or service be simpler and more convenient to win this untapped group of customers?



Get job done
BETTER



Get job done
WORSE

Differentiated strategy
Win underserved customers only

Dominant strategy
Win all types of customers (under- overserved, etc.)

Sustaining strategy

Discrete strategy
Win customers with limited options

Disruptive strategy
Win overserved customers and nonconsumers

Charge **MORE**

Charge **LESS**

NETFLIX



HubSpot



Google Docs

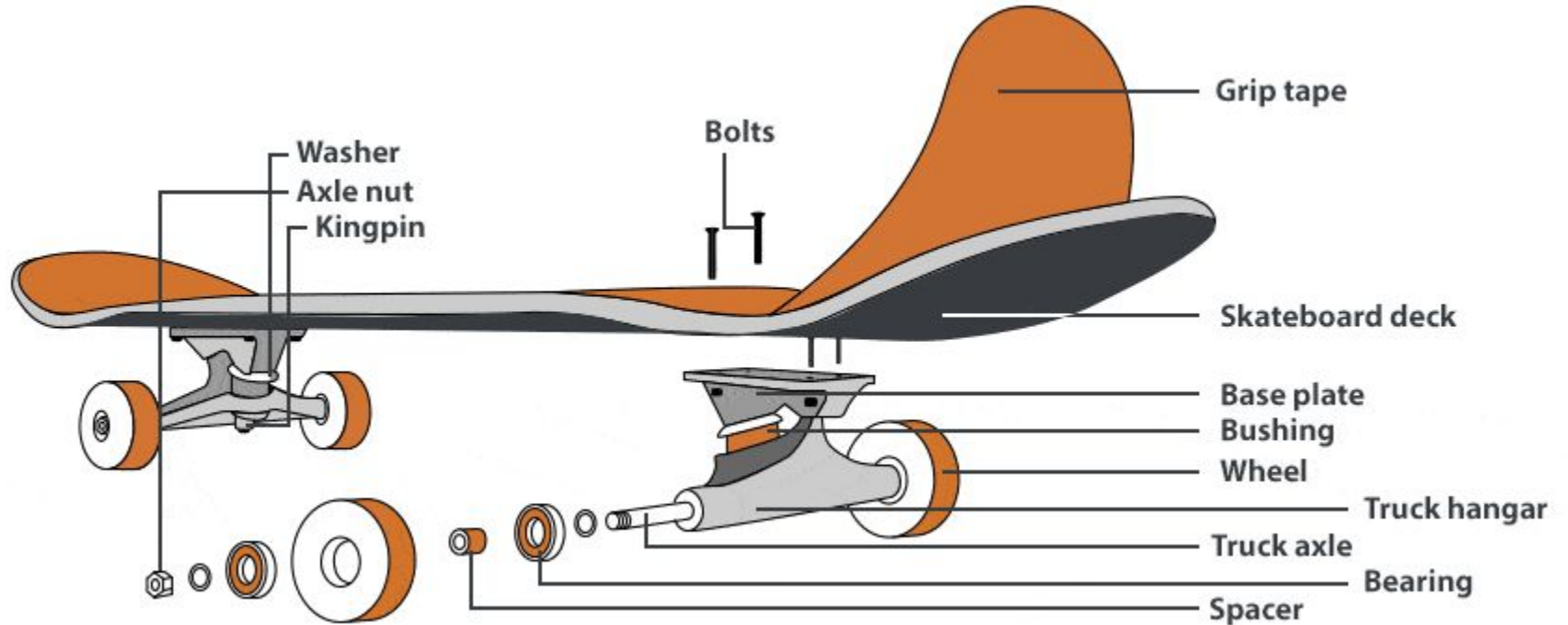


Who usually wins?

Existing businesses usually always win at innovations that make a product or service better (**sustaining innovation**).

New businesses usually always win at introducing a product or service to a new market of people or innovating at the low-end of the market (**low-end & new market innovation**).

What Businesses Sell...



What Customers Want



Existing Solution Audit

What does the solution look like today?

Can you describe your current in-person coaching service in detail?

Who are your typical clients? What are their demographics, goals, and pain points?

What are the key elements of your coaching program that contribute to its success?

What are the limitations or challenges of your current in-person coaching model?

Are there any specific aspects of the program that are difficult to deliver consistently or scale effectively?

How has it evolved over time?

What have we tried that has worked? What have we tried that has not worked?





Ideation

How do we think we can uniquely solve this problem?



Phase 1: Define

Ideation

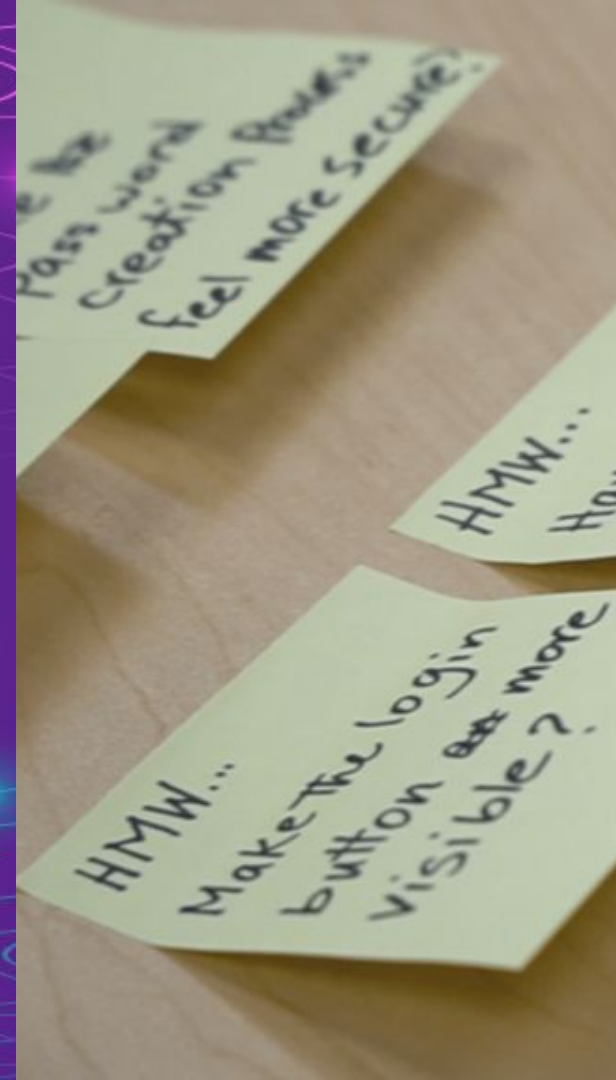
During our time together, we will go in lots of directions and come up with lots of ideas.

In order to organize our thoughts efficiently, we use a note taking method called How Might We's.

How: assumes opportunities exist.

Might: says we don't have to find something

We: is all about doing this together



Phase 1: Define

Writing "How Might We"

TIPS

Write with a thick dark sharpie.

Be succinct.

One idea per sticky note.

Not too broad, and not too narrow.

If you don't write it down it can't be voted on.

How might we



intended
action

For



primary
user

So that



desired
effect



Solution Ideation



SCAMPER Method

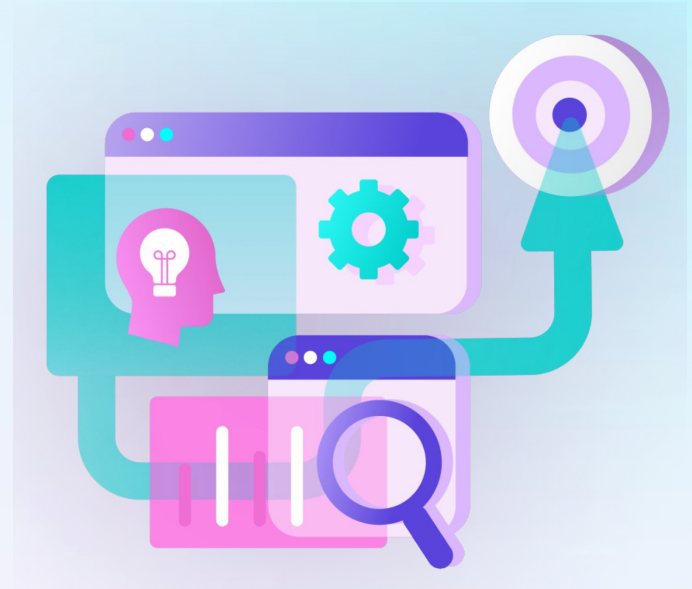
Substitute	Combine	Adapt	Modify, Magnify, maximize, minimize	Put to other use (purpose)	Eliminate or minimize	Reverse, reengineer, or rearrange
What can be replaced? (for example, components, materials, people)	What can be combined? (for example, other features, devices)	What can be added? (such as new elements or functions)	What can be modified? (for example, change the size, shape, color, or other attribute)	Could you put the product to a different use, or use it in another industry?	What can be removed or simplified?	What would happen if you reversed the product's production process? What can be swapped or flipped?
Example: if you were making windows for a children's playhouse, you might substitute glass with plastic (for safety).	Example: cell phones have combined phone features with cameras.	Example: cars now have built-in wifi.	Example: sunglasses reduced in size for babies or small children.	Example: during COVID19 pandemic, coffee filters being used as filters in masks for faces.	Example: removing cigarette lighters from cars (to be able to use the space for charging devices?).	Example: fast food restaurants rearranged the typical eat then pay model to pay then eat.

Phase 2: Ideate

Brainwriting

The best way to start ideation is to

1. Each person writes down **3 ideas** in 5 minutes
2. After each round of ideas, participants **swap their brainwriting worksheets**, and repeat the process several more times. During each round they can respond to other people's ideas or add new ones.
3. After the final round, **all the ideas on the worksheets are shared with the group**. Everyone can then discuss the suggestions that have been made and we will agree on the best ones to take forward.



Selecting the Best Ideas

1. Each person writes down **3 ideas** in 5 minutes
2. After each round of ideas, participants **swap their brainwriting worksheets**, and repeat the process several more times. During each round they can respond to other people's ideas or add new ones.
3. After the final round, **all the ideas on the worksheets are shared with the group**. Everyone can then discuss the suggestions that have been made and we will agree on the best ones to take forward.





Product Roadmap



Technical Considerations

How will the solution be built? Data sources? Devices?

Is the solution likely to be web-based? mobile? embedded?

Where will data and information come from?

Will user data be used for personalization?

How will privacy be addressed?

How will accessibility be addressed?

What devices are likely to be used for the solution?

What product areas are involved and need to be coordinated?

Are there other dependency involved?





Wrap Up & Next Steps



Wrap Up & Next Steps

Let's summarize the day & take care of housekeeping

1. **Establish weekly meeting**
2. **Ensure access to all systems**
3. **Next deliverables & what to expect**





**Thank you for a
great day!**

