

Clearleft

# Mini Conference

# Schedule



## Are you ready for a design sprint?

CHRIS HOW & JERLYN JAREUNPOON-PHILLIPS



## Taking content from zero to hero

RACHEL McCONNELL



@CLEARLEFT



WEARECLEARLEFT



## Service design heuristics

RICHARD RUTTER & KATIE WISHLADE



## Systematised design

BEN WHITE



## Avoiding Frankenstein

JON AIZLEWOOD

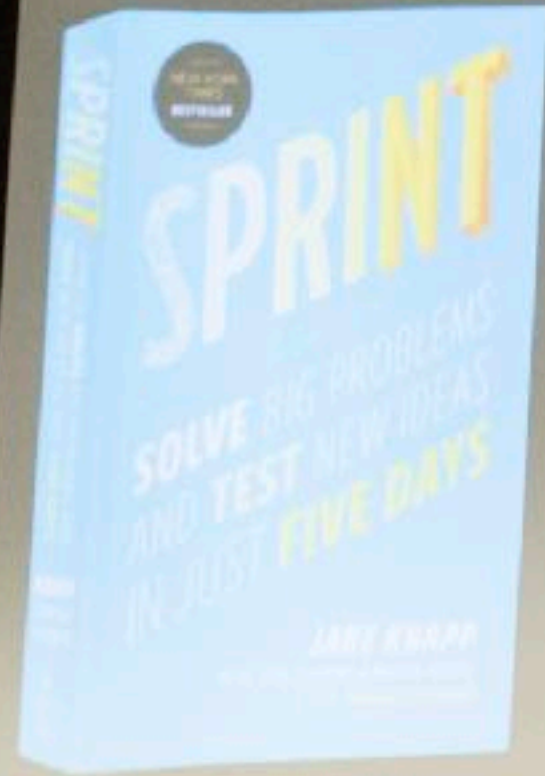
Break

# Are you ready for a design sprint?

HMW...

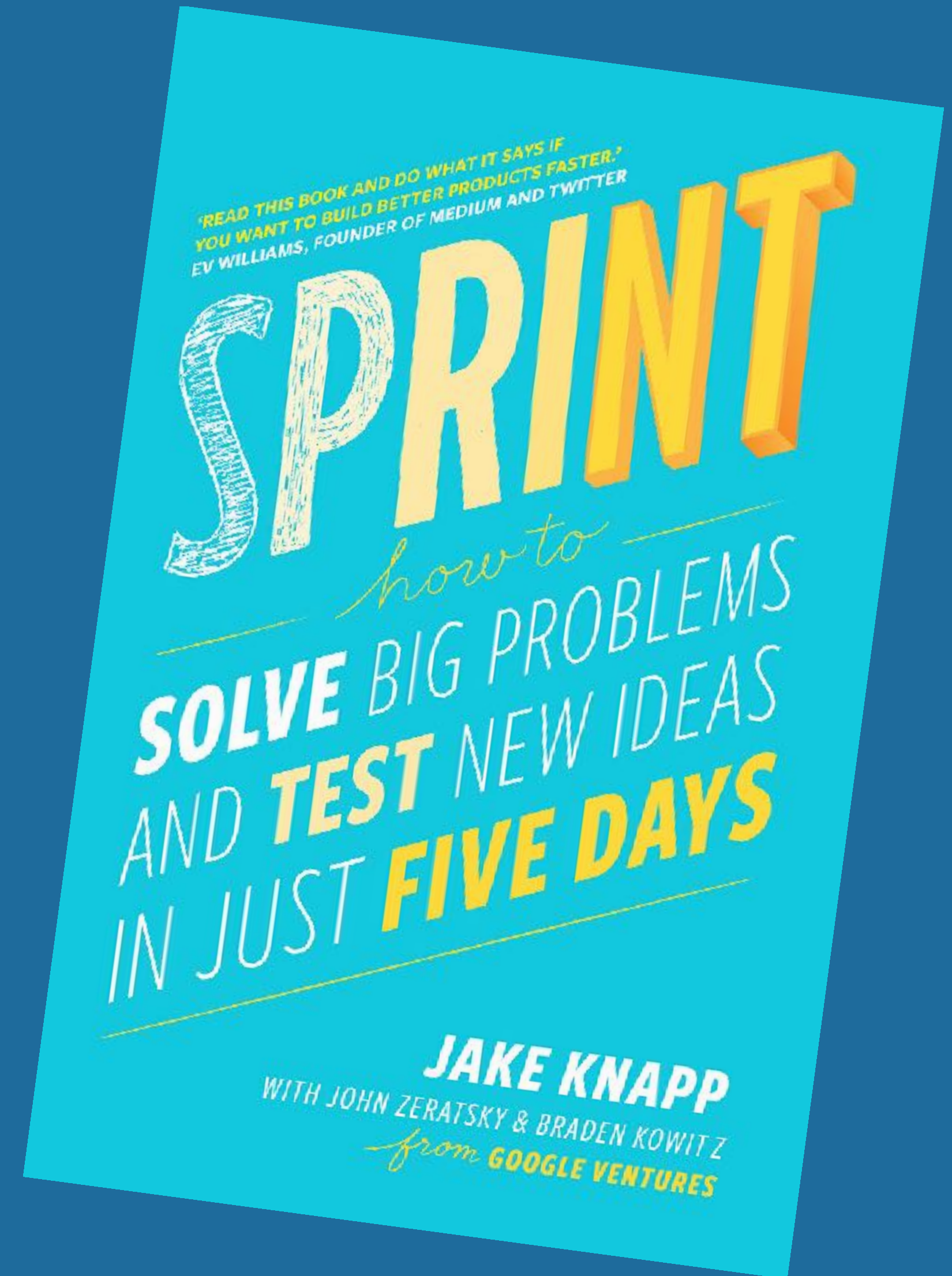
Chris How & Jerlyn Jareunpoon-Phillips





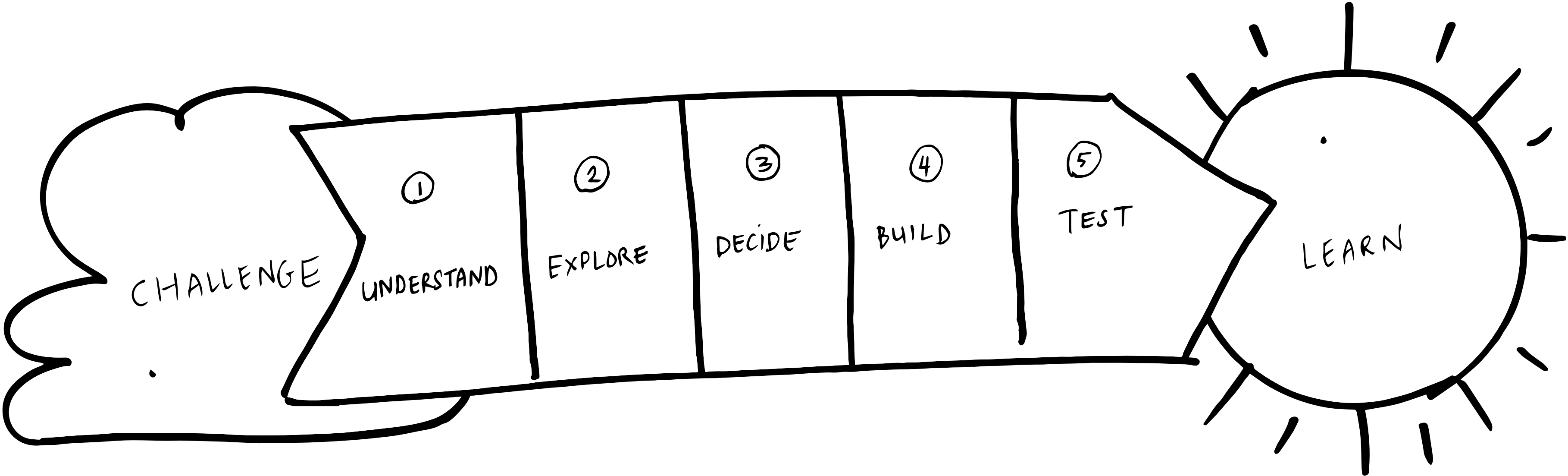
# Design Sprint Workshop

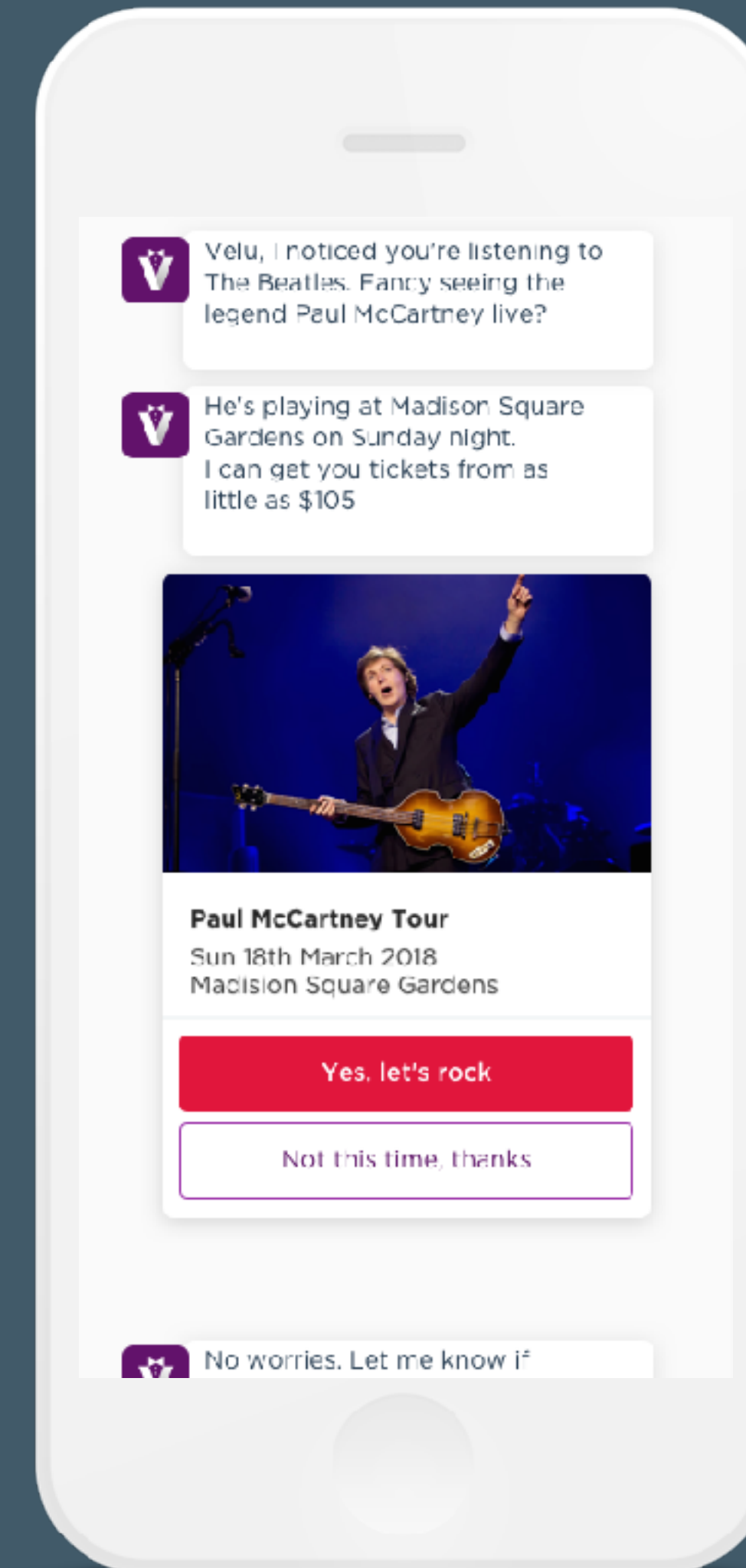
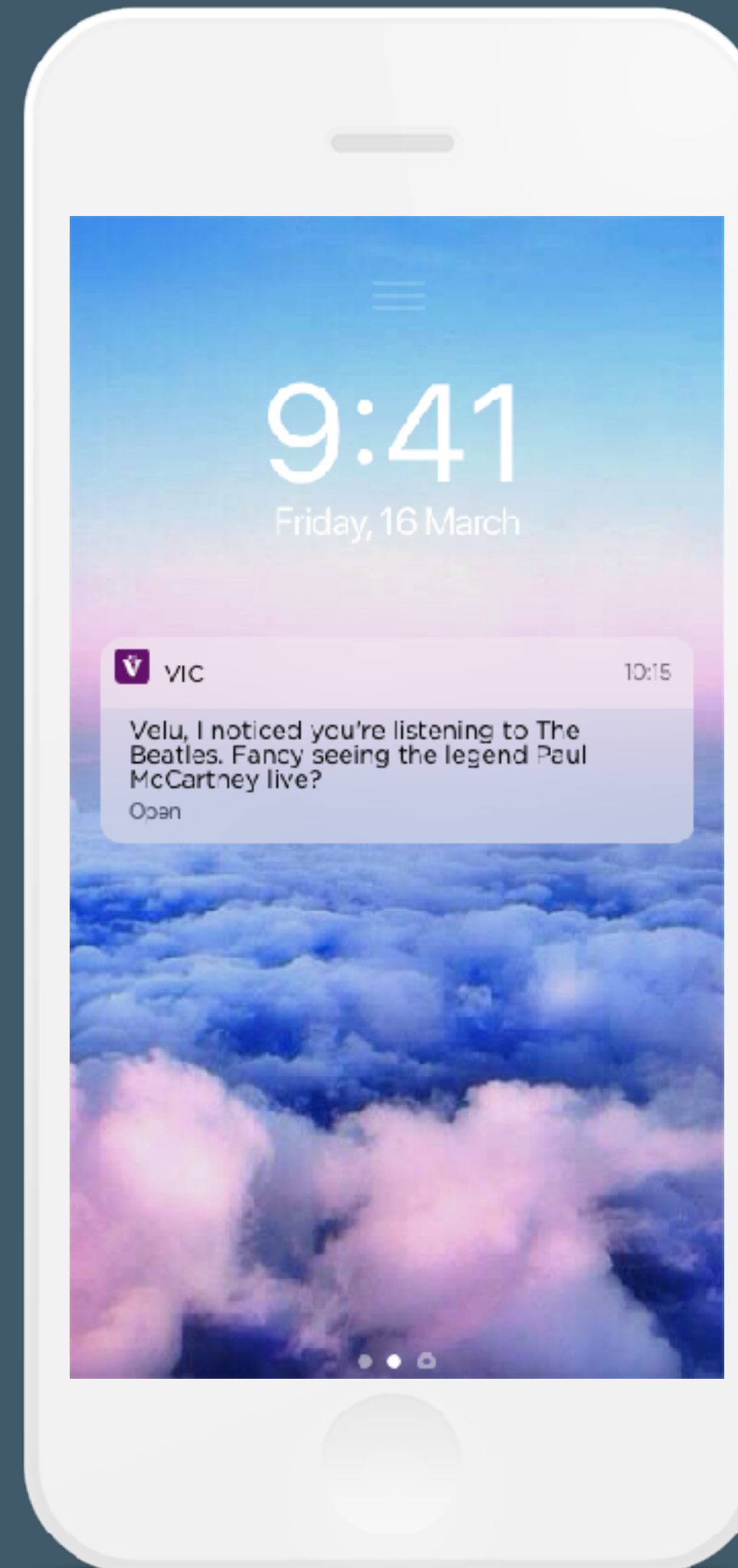
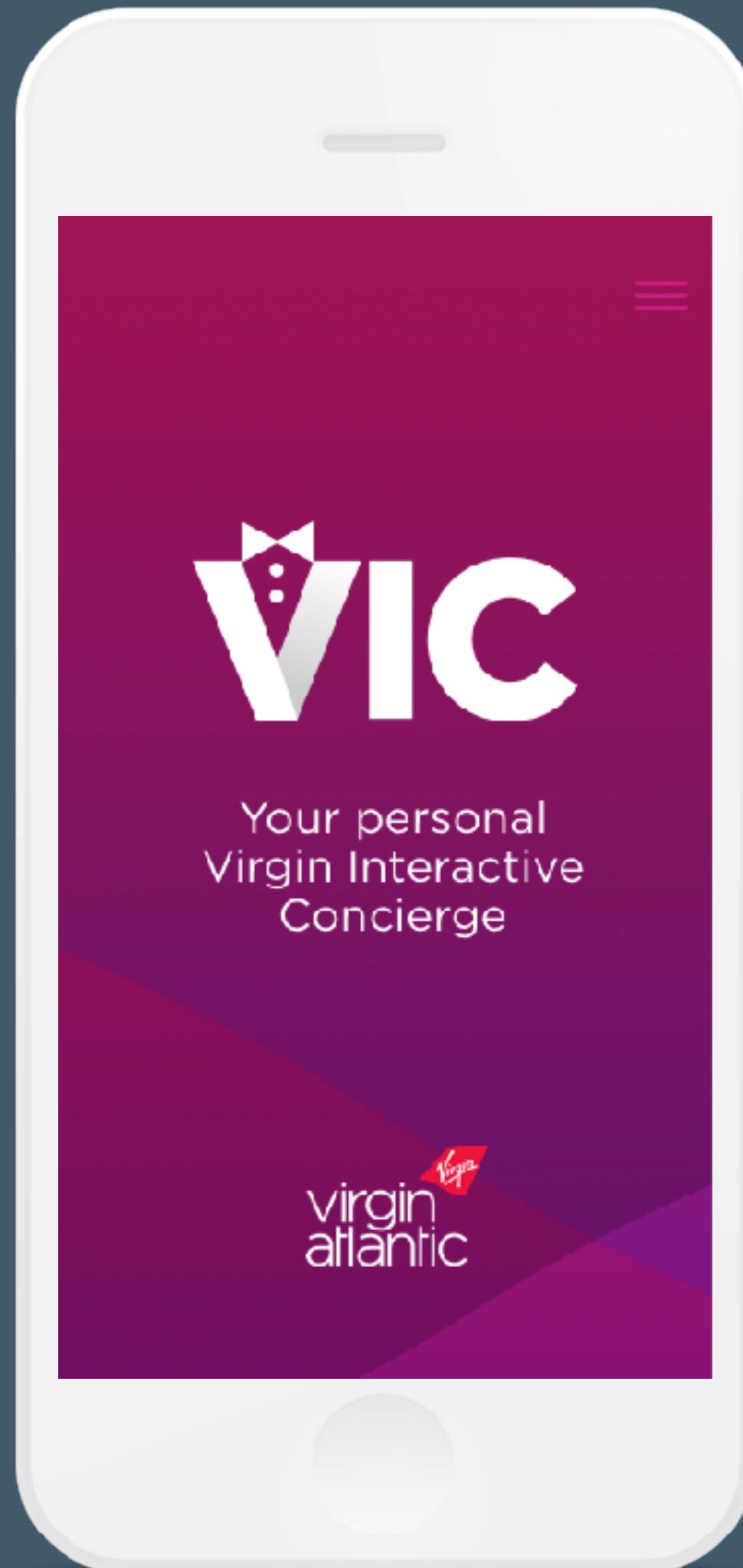
(Or, 5 days in 8 hours)



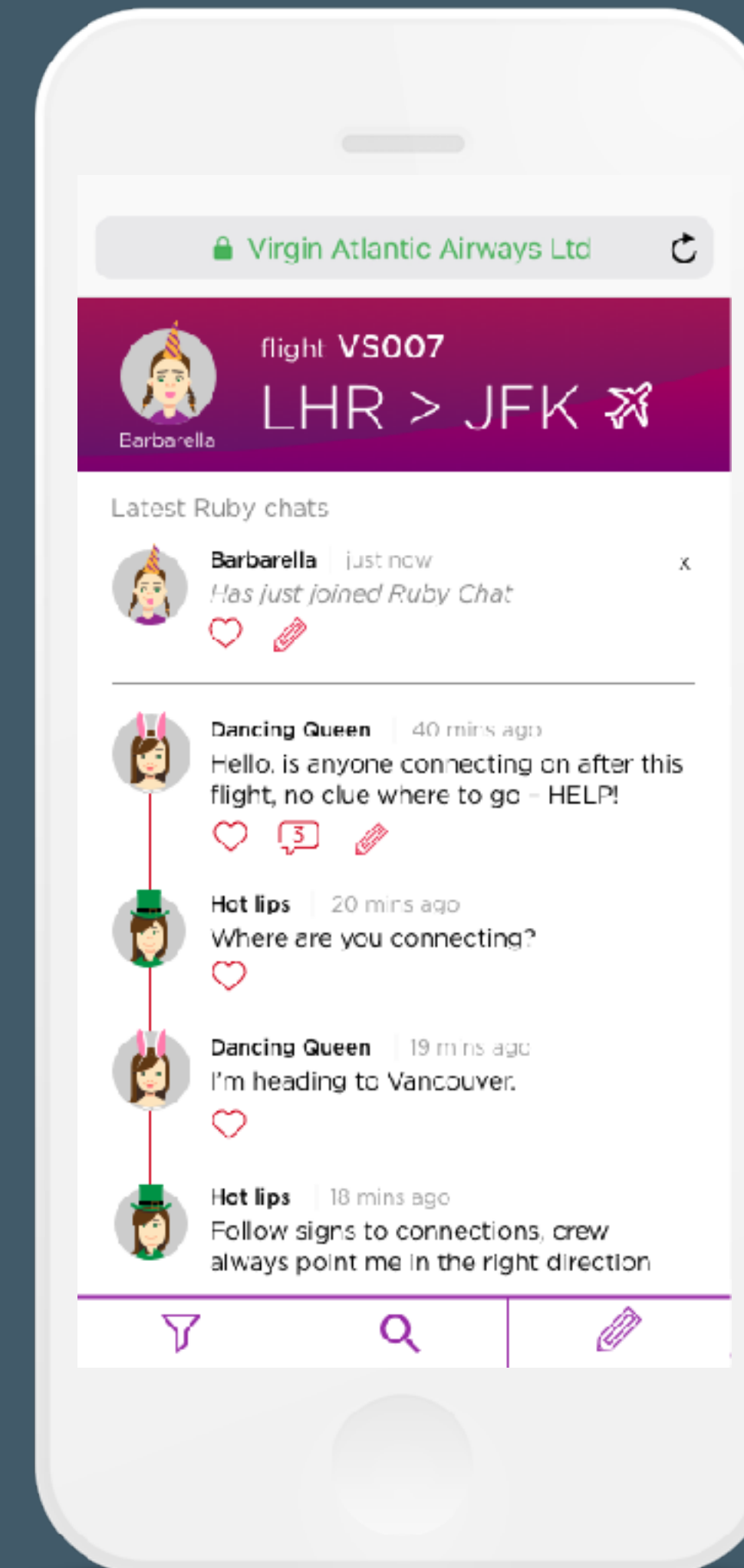
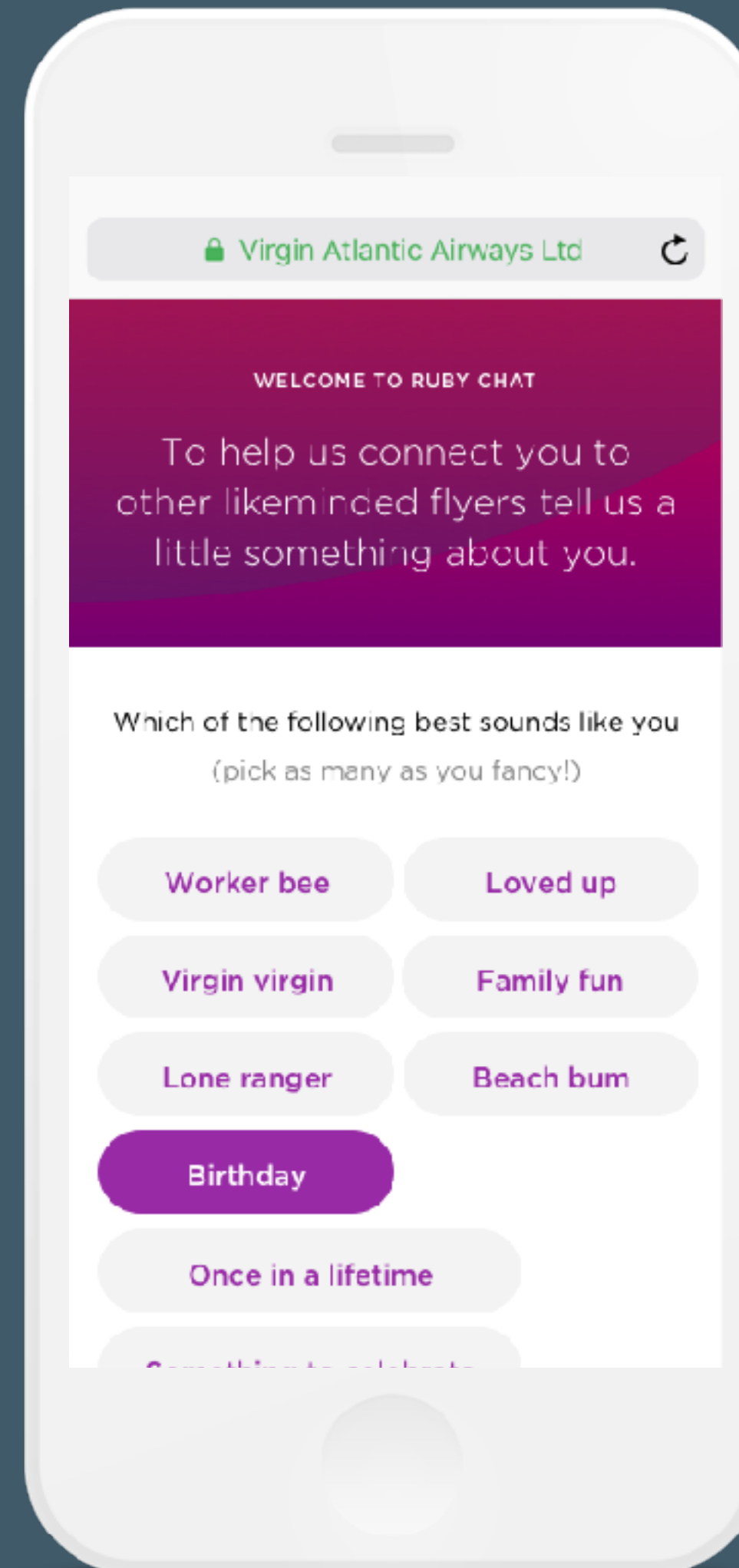
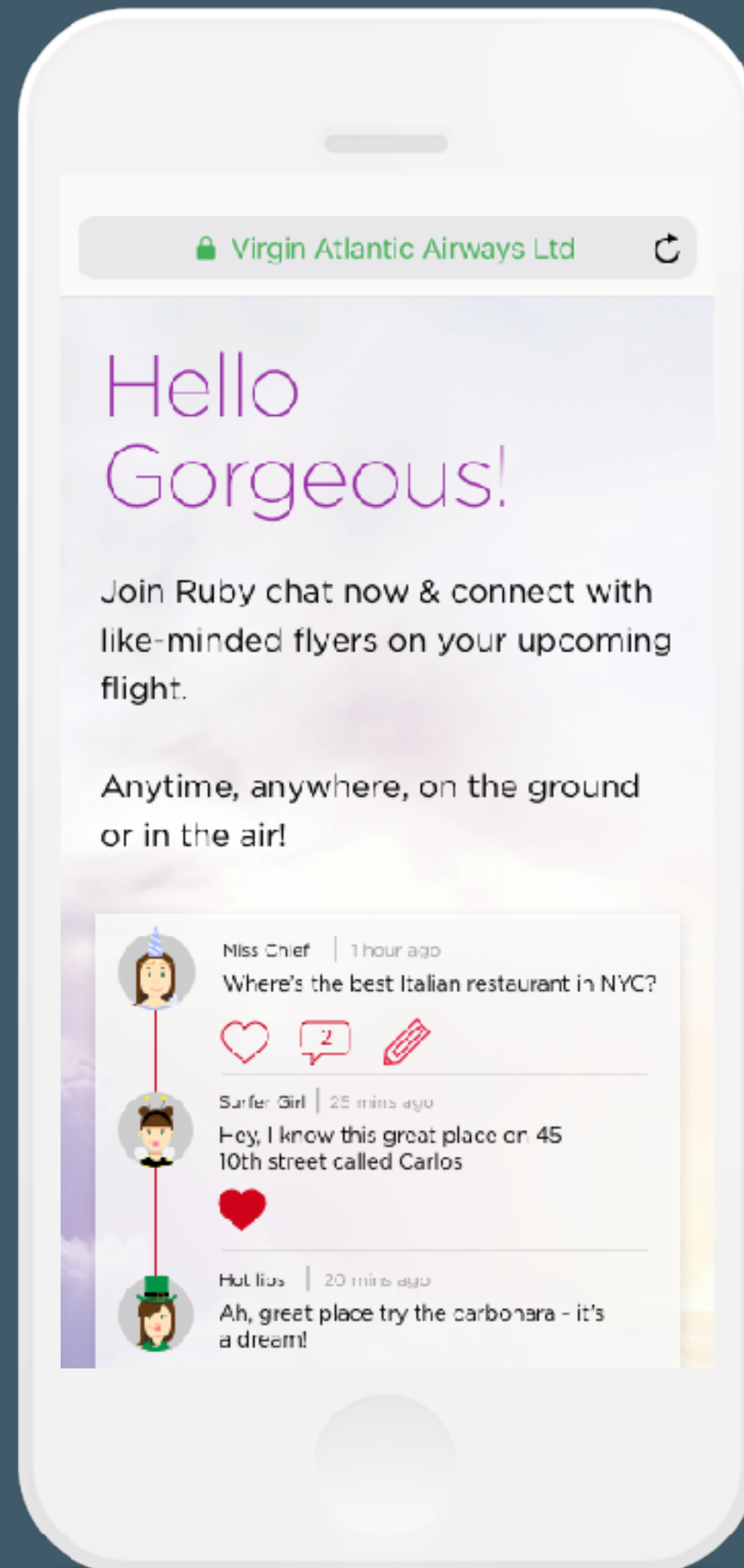


BASIC STRUCTURE









# Suffolk Libraries

SELF SERVICE KIOSK

What would you like to do?



**Borrow**

Check out books  
DVDs & CDs



**Renew**

Renew books  
you've already  
borrowed



**Return**

Bring back  
books you've  
finished with



## You currently have 18 titles

Select all books you'd like to renew

- |                                     |                                       |                   |
|-------------------------------------|---------------------------------------|-------------------|
| <input type="checkbox"/>            | To Kill a Mockingbird                 | Due 15 March 2015 |
| <input type="checkbox"/>            | 1984                                  | Due 15 March 2015 |
| <input type="checkbox"/>            | The Lord of the Rings                 | Due 15 March 2015 |
| <input type="checkbox"/>            | The Great Gatsby                      | Due 15 March 2015 |
| <input type="checkbox"/>            | Harry Potter and the Sorcerer's St... | Due 15 March 2015 |
| <input type="checkbox"/>            | Animal Farm                           | Overdue           |
| <input checked="" type="checkbox"/> | The Diary of a Young Girl             | Due 15 March 2015 |

Renew selected

Renew all

Overdue items more visible

The ability to 'Renew all'



PLEASE NOTE There are overdue charges on your account



Fees notification

# Thank you, Emily

Personalisation

You borrowed 16 new titles and renewed 3 others today.



Email me my receipt



Print a receipt

Receipt printing options



Borrow



Renew



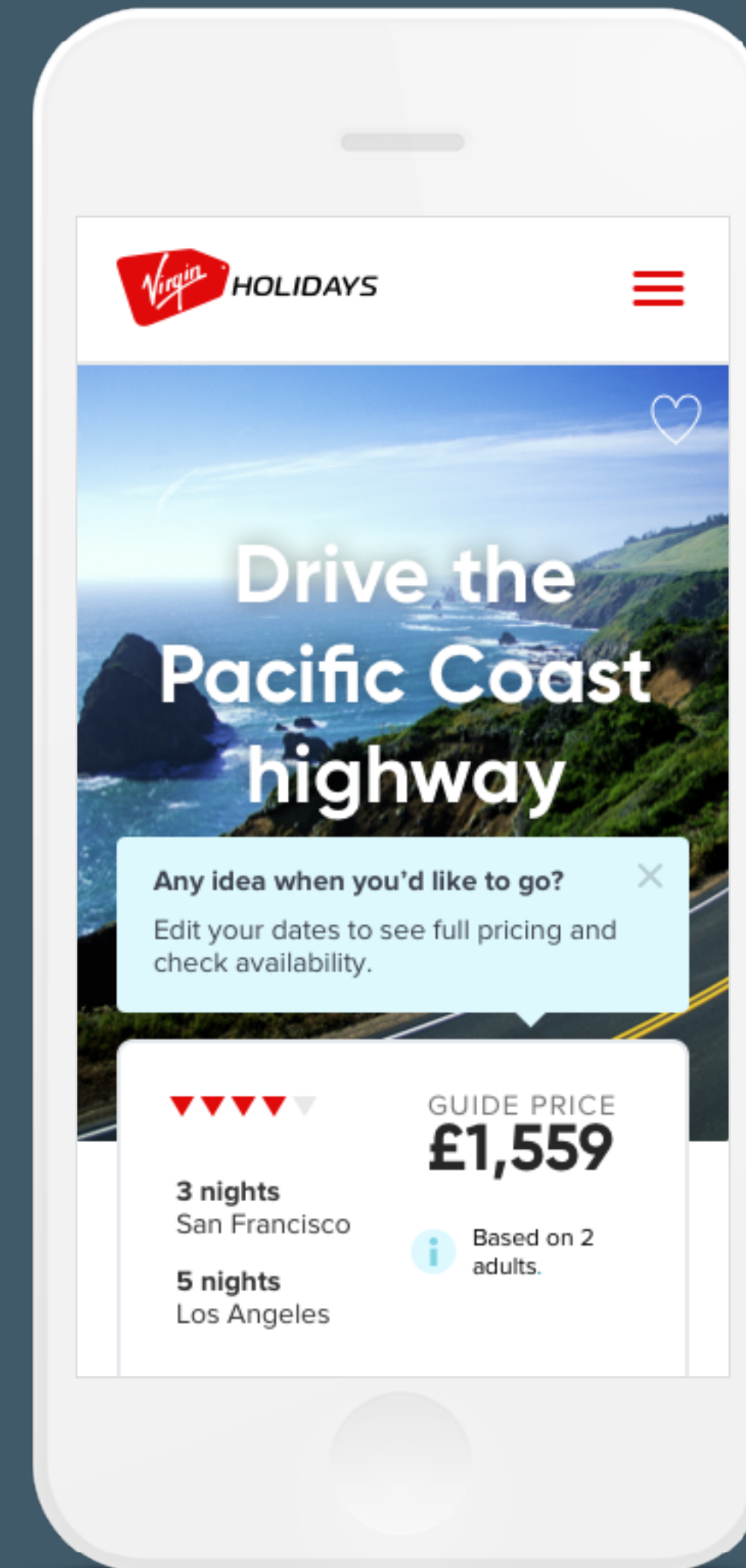
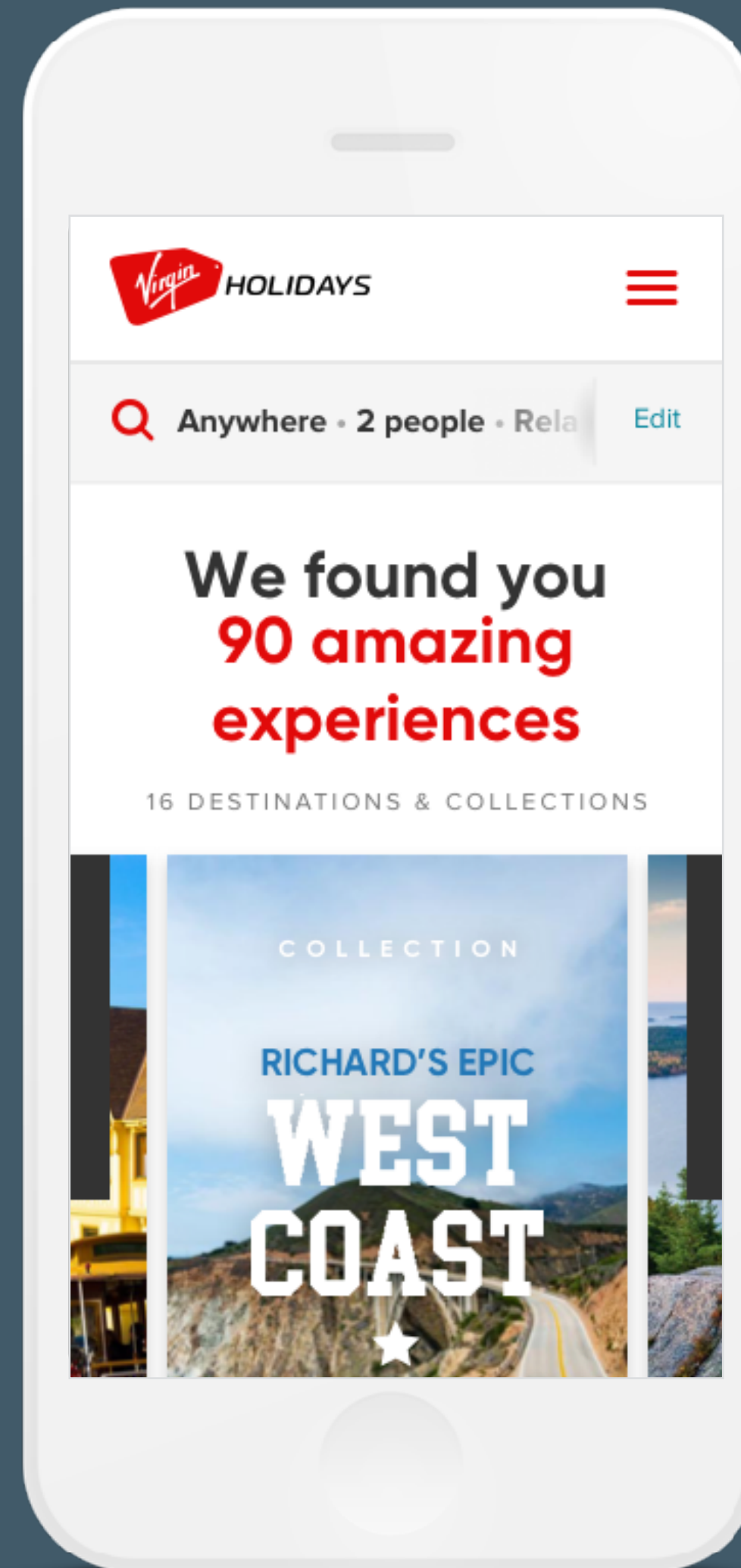
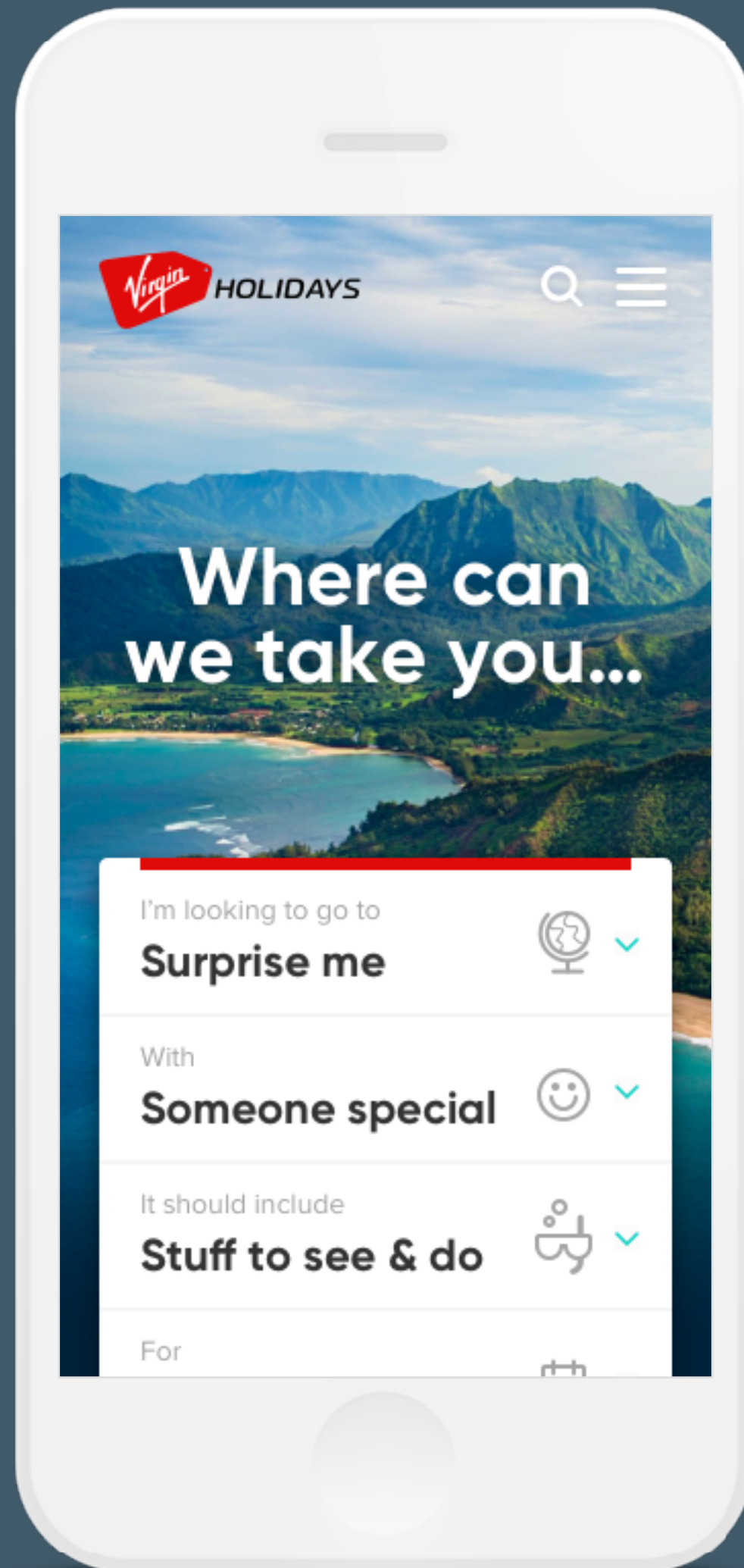
Return

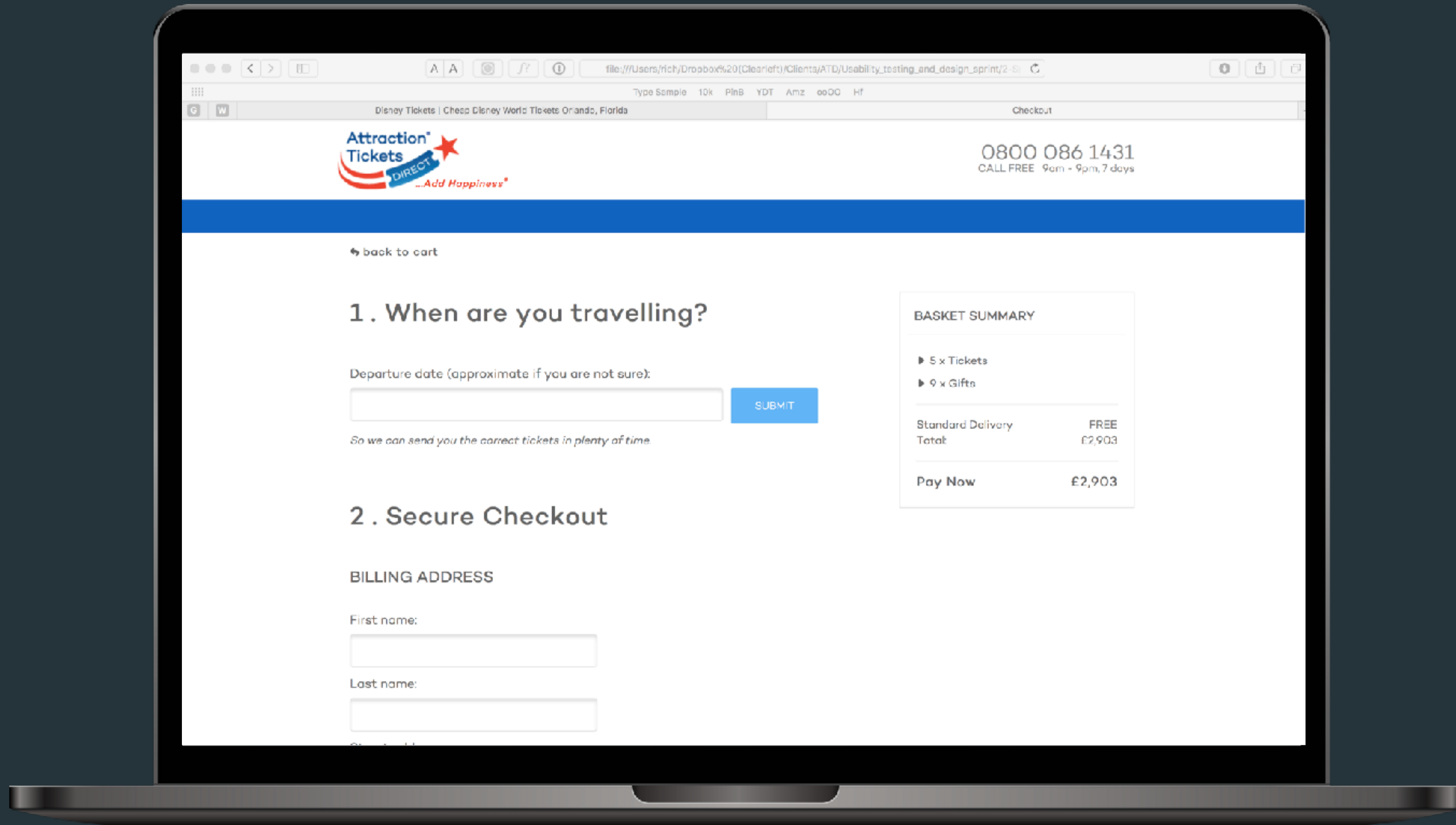


Exit

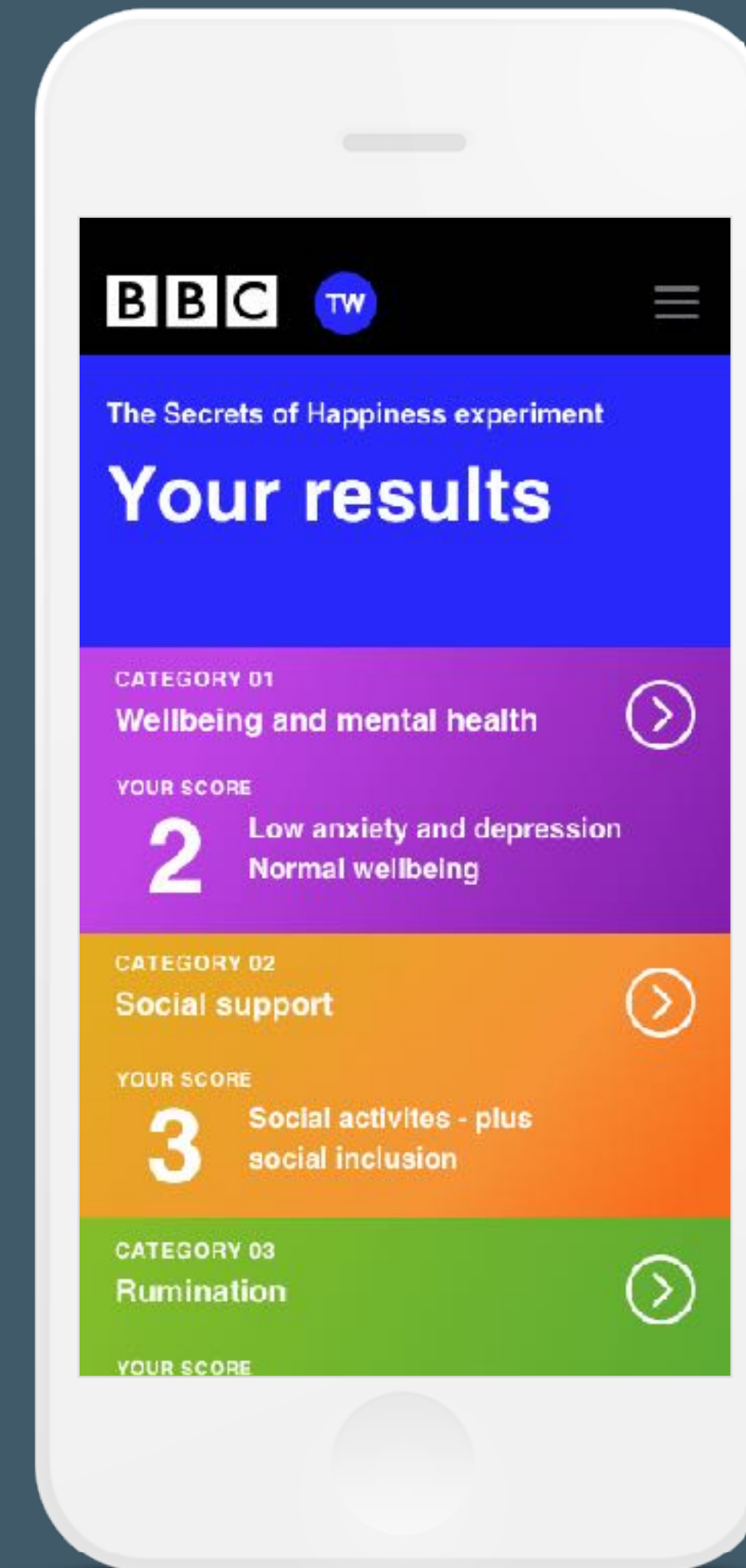
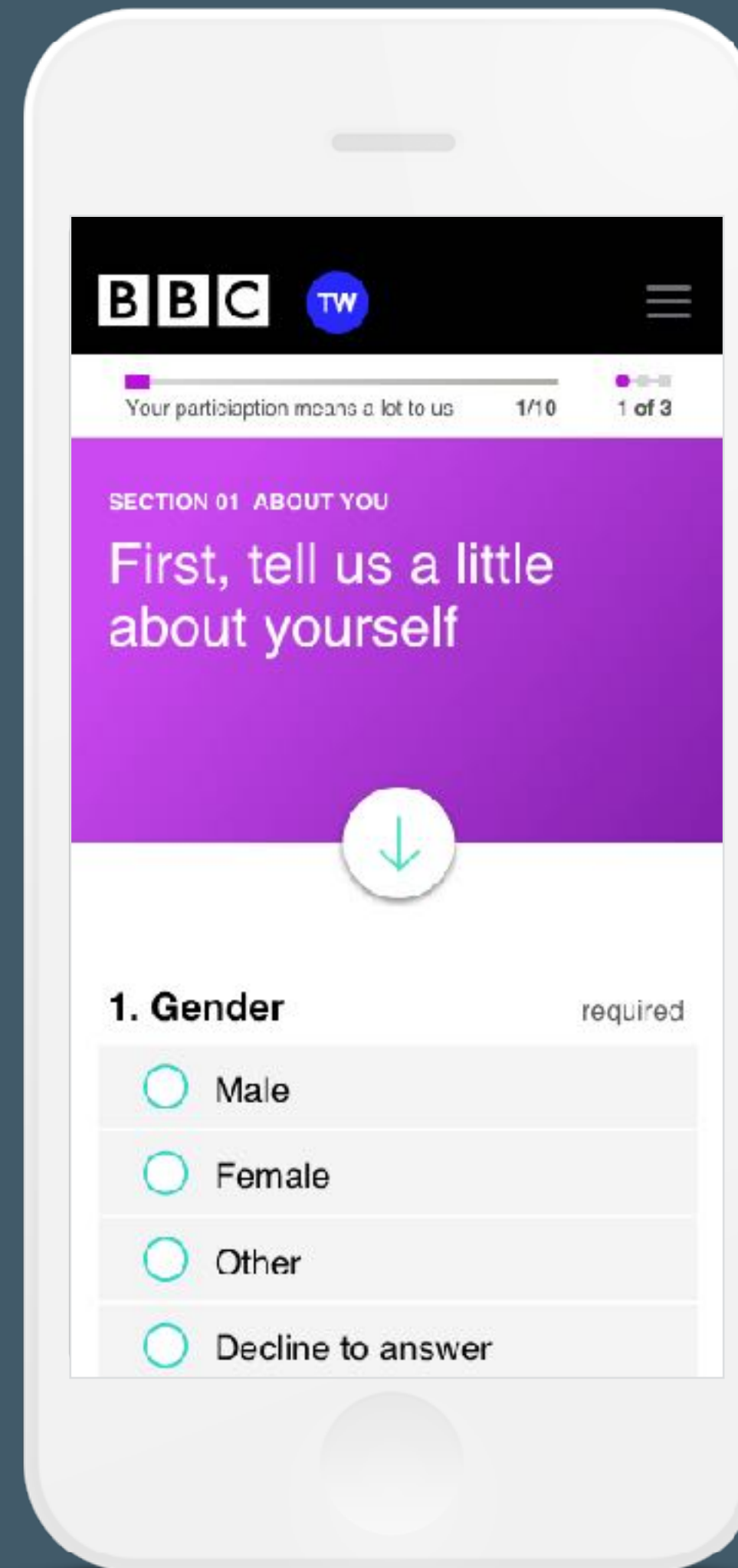
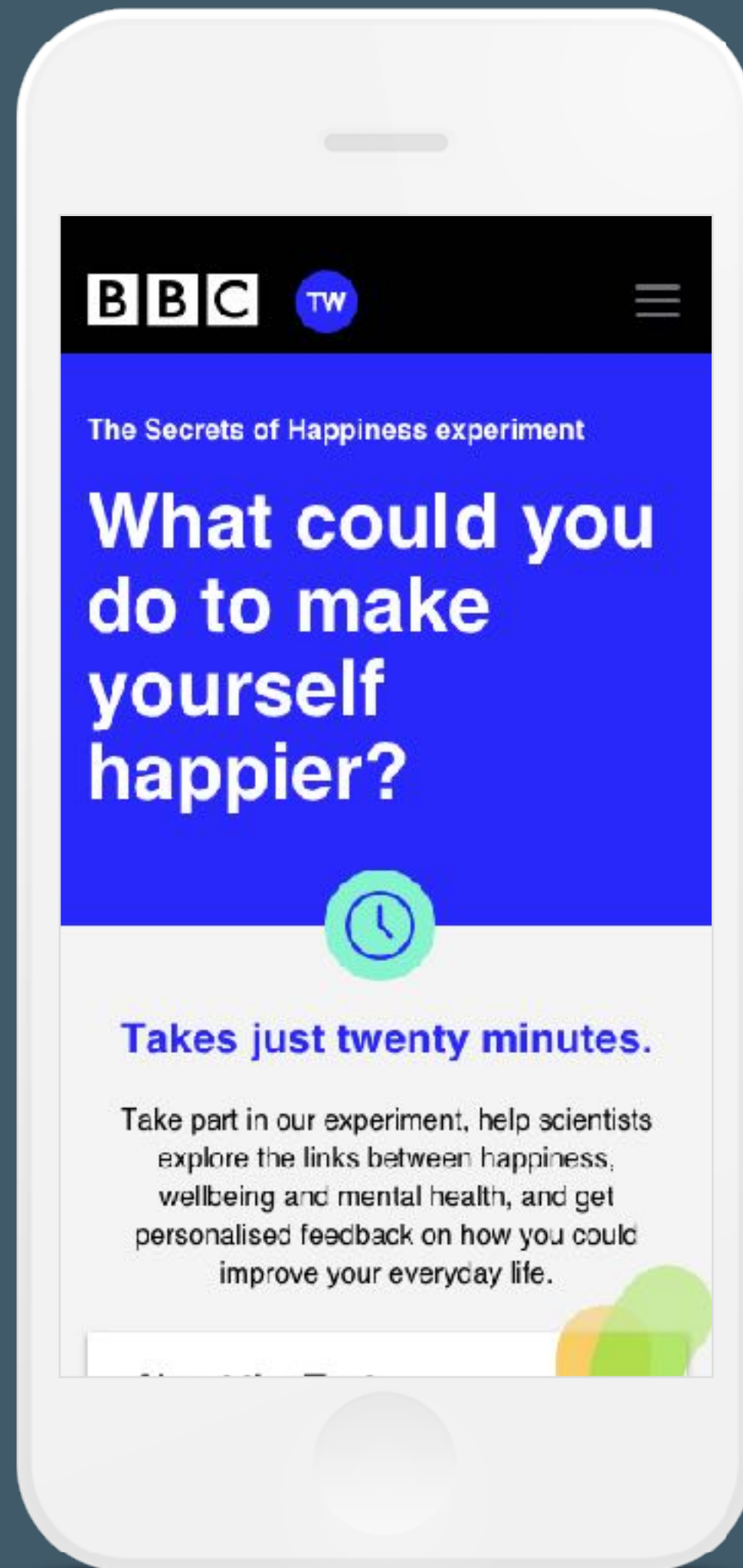
All finished? Then log off now.













Test



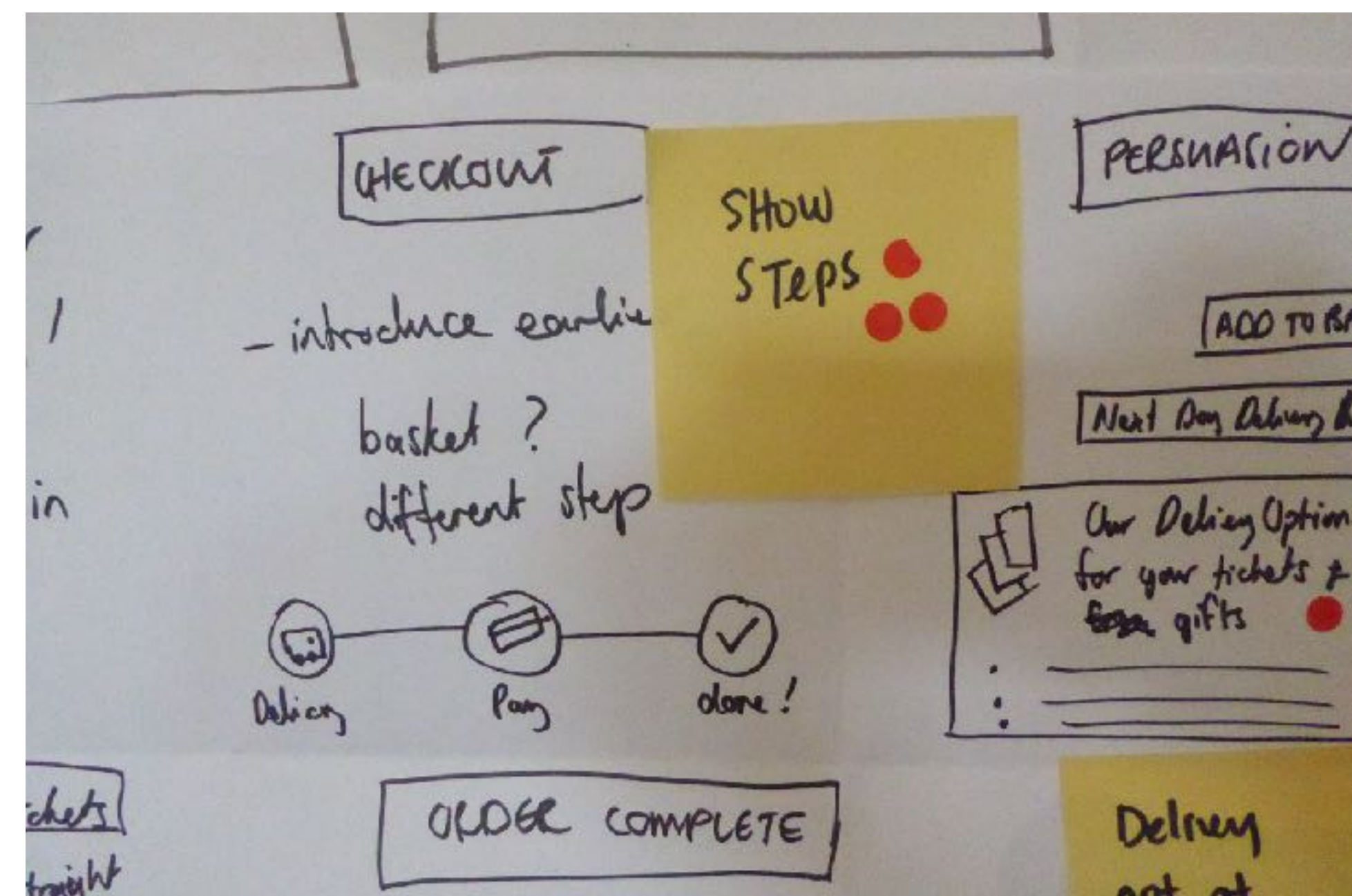
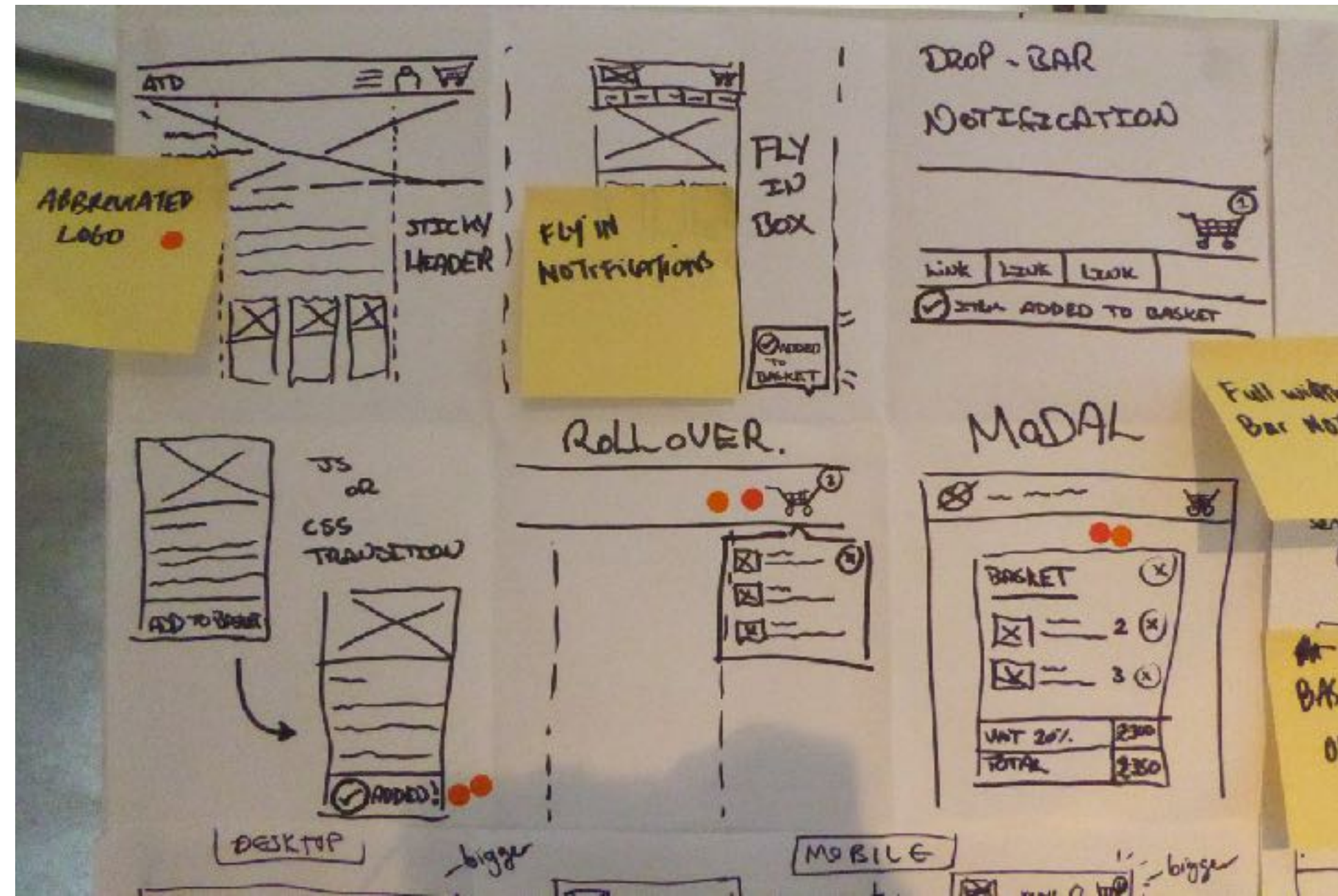
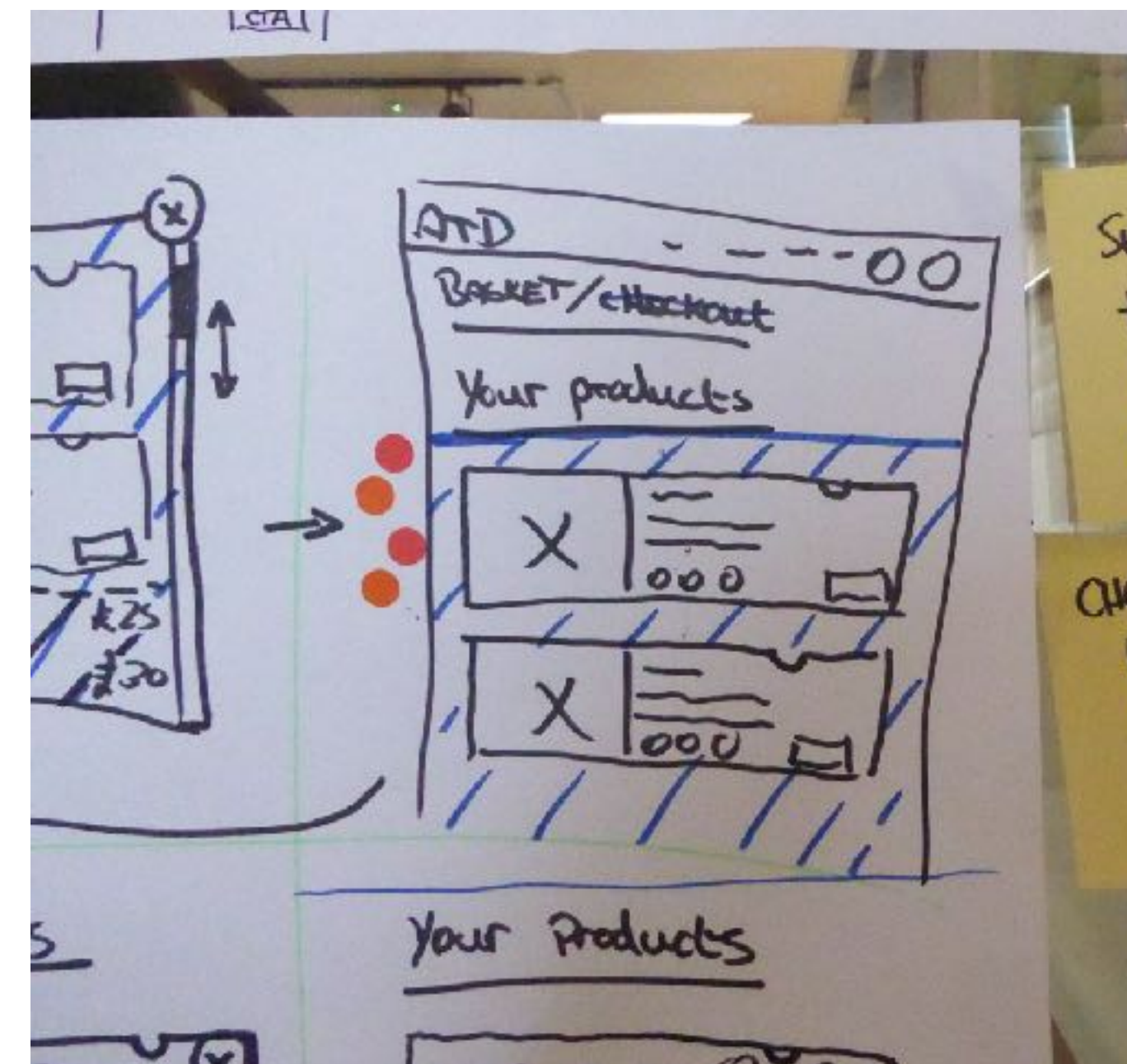
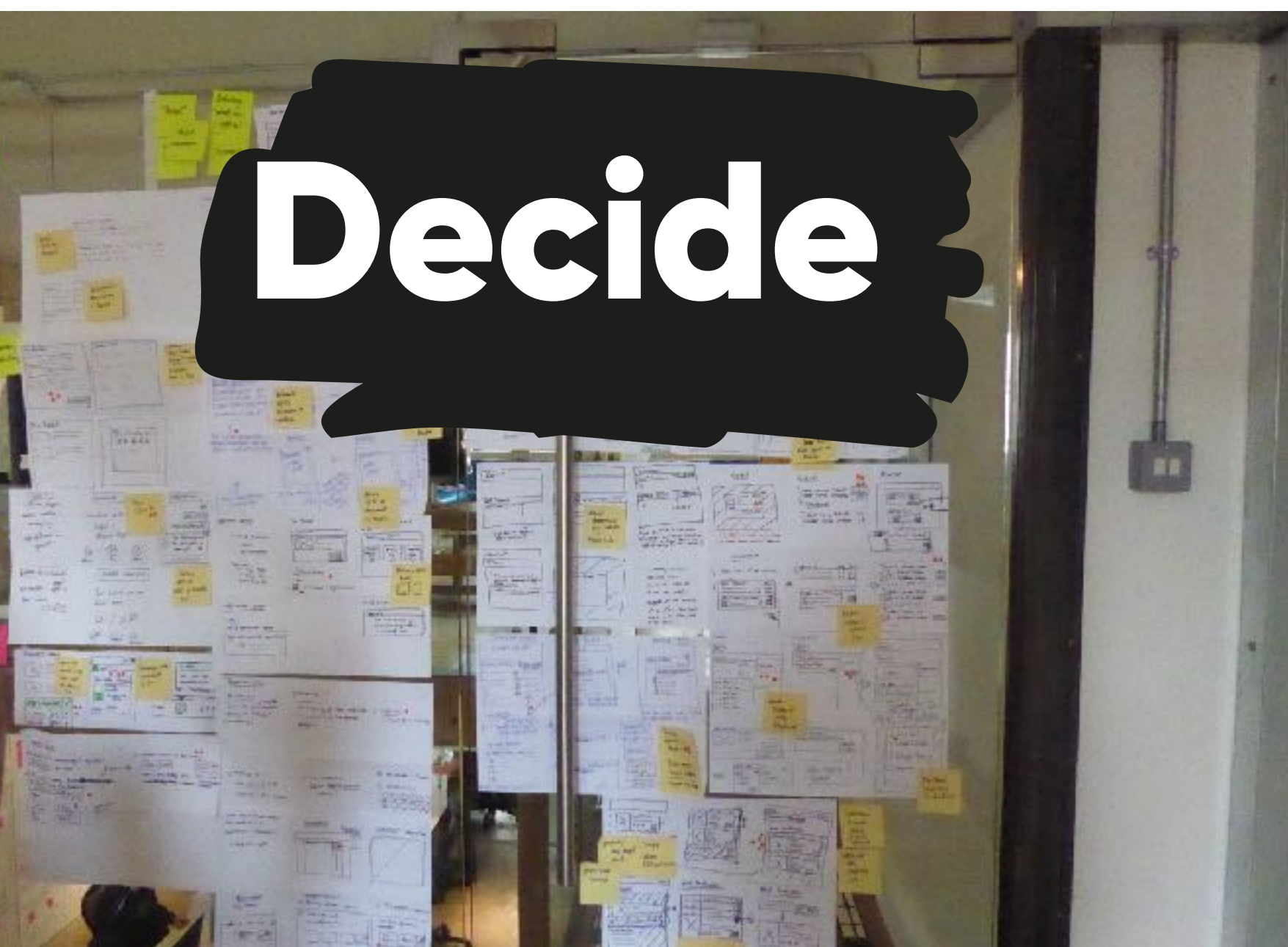


**Build**



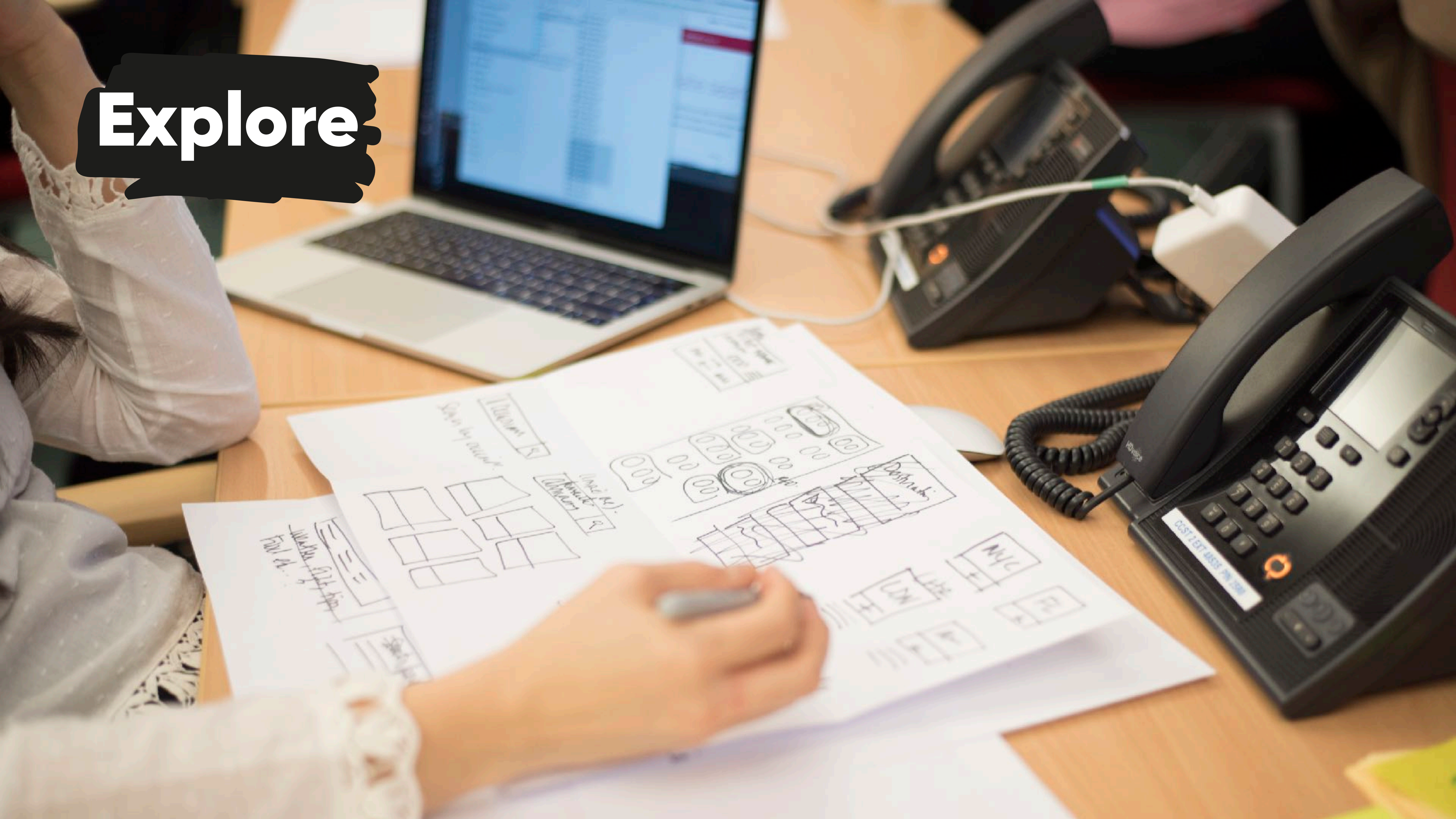


# Decide





**Explore**





# Understand



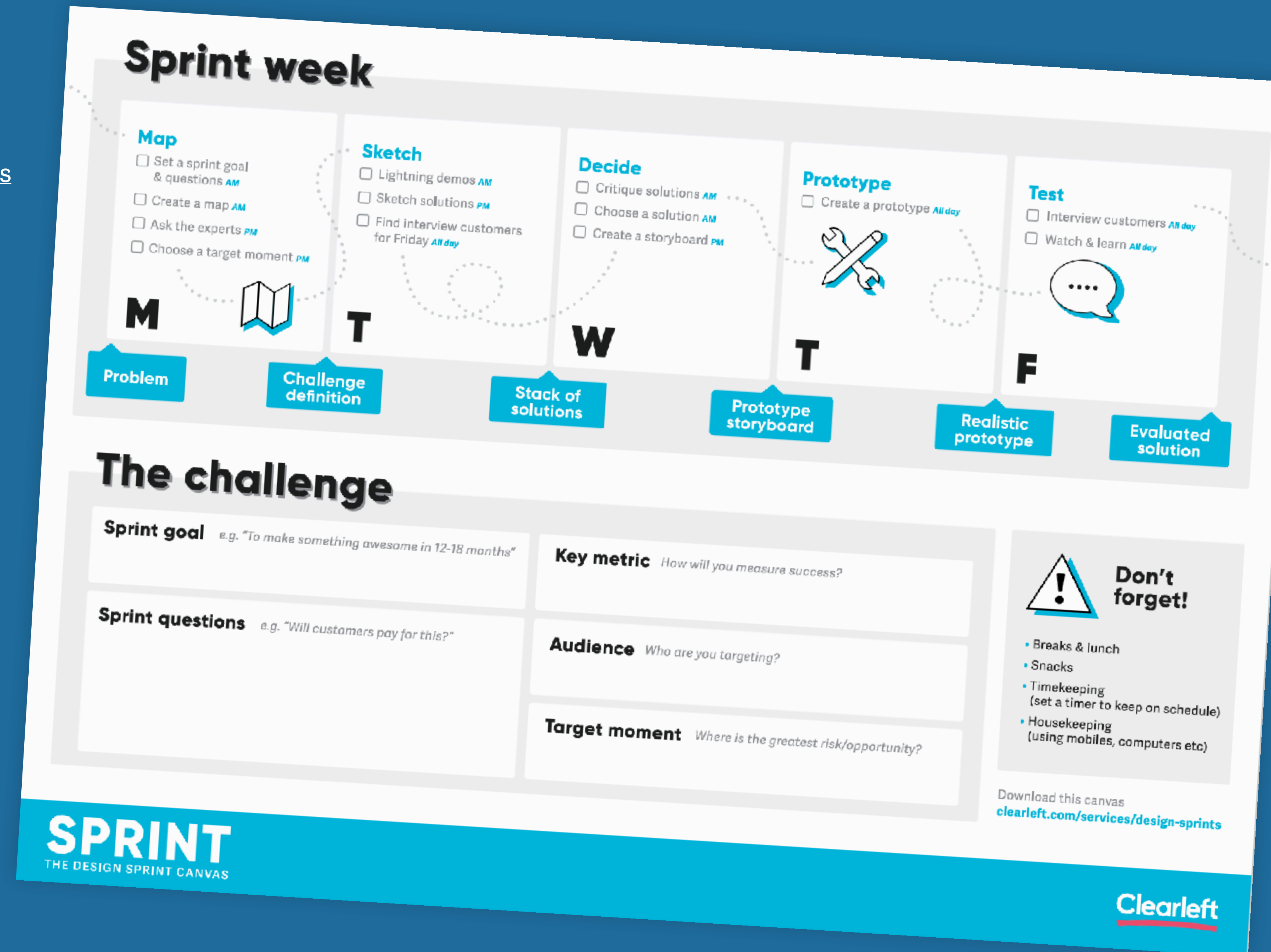






# The design sprint canvas

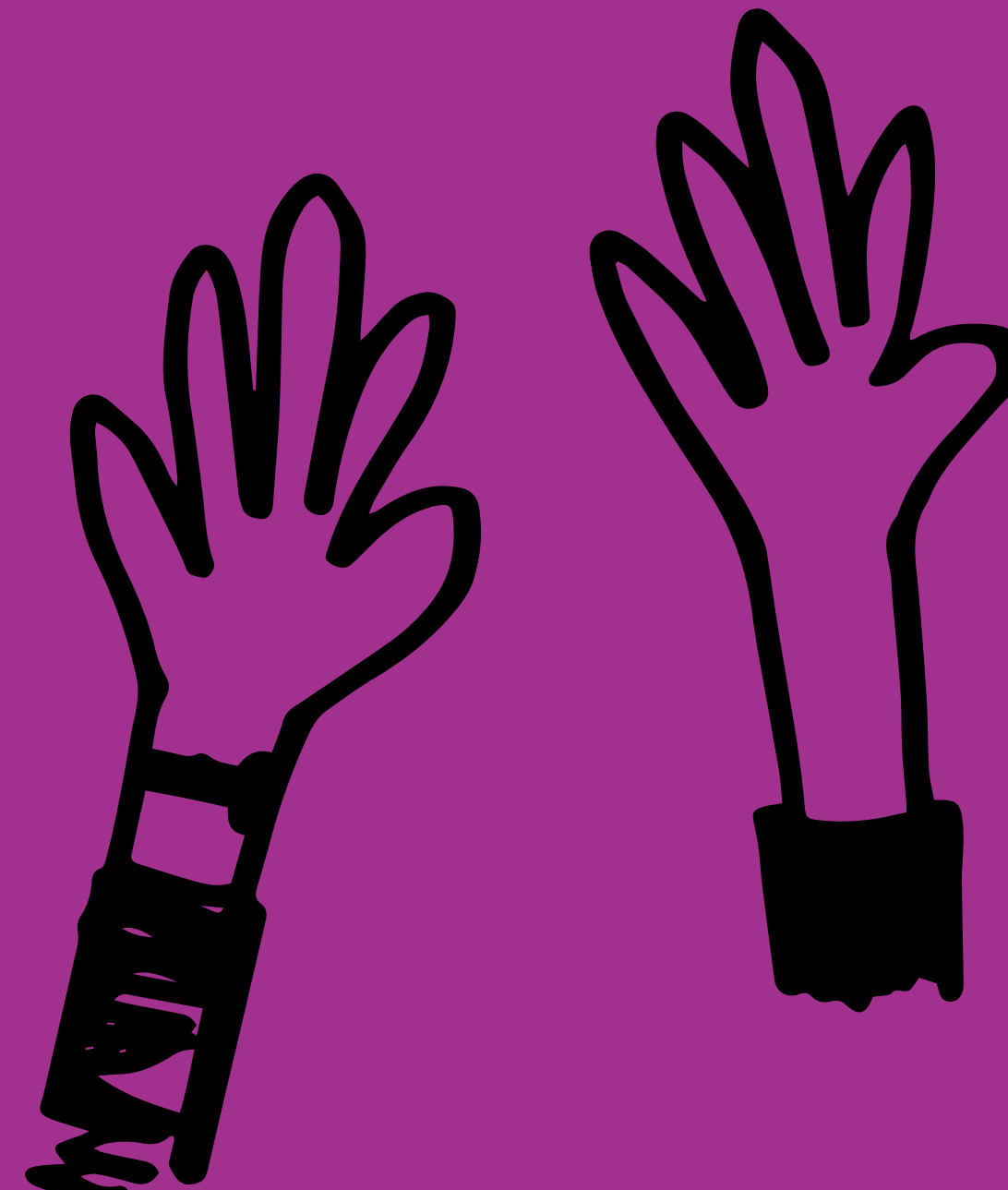
<https://clearleft.com/services/design-sprints>





# Myths of design sprints

true or false?



1/5

**Design sprints only work  
for digital products**



2/5

**Design sprints are a cheap  
way to do quality design work**



3/5

**You can test your prototypes  
with whoever you can find**



4/5

**Design sprints are a great way  
to show your organisation  
the value and benefit of design**



5/5

**A design sprint is a  
five-day long process**



**Now. Next. Future.**



**Now.**

–

**Next.**

–

**Future.**



**Are you ready for a  
Design Sprint?**

**Let's get sprinting!**

**Woah! Not so fast!**



**Let's get sprinting!**

**Woah! Not so fast!**

"READ THIS BOOK AND DO WHAT IT SAYS IF  
YOU WANT TO BUILD BETTER PRODUCTS FASTER."  
EV WILLIAMS, FOUNDER OF MEDIUM AND TWITTER

# SPRINT

*how to*  
**SOLVE** BIG PROBLEMS  
AND **TEST** NEW IDEAS  
IN JUST **FIVE DAYS**

**JAKE KNAPP**

WITH JOHN ZERATSKY & BRADEN KOWITZ  
*from* **GOOGLE VENTURES**



## Preparation check-list

The Sprint book is full of great tips and a handy check-list at the back of the book.

- ☐ **The Sprint challenge**  
If you haven't done this already, make sure your stakeholder or sponsors understand the Sprint challenge and its value. To do this, you can run a workshop "Frame the Design Sprint Challenge".
- ☐ **Set the dates**  
Block out a week, M-F 10am - 5pm. Avoid splitting up a five-day sprint with a weekend.
- ☐ **Reserve a space for the duration of the Sprint**  
Does it have enough wall space for hanging up work? Are the walls sticky-note friendly? Will you have a screen or projector to use? Is there a white board? If you're lacking in some of these for your room, make sure to supply the room with the right furniture. We've found tacking up long piece of paper from a roll can be used as a portable wall, if you have to change rooms during the week.
- ☐ **Appoint your Decider**  
The Decider, should be one of the Sprint sponsors. Someone who is at least partly responsible for strategic direction at the company or project level. We've found that if your Decider isn't able to make it for the Sprint, an option is to have them come in on Wednesday when decisions have to be made.
- ☐ **Recruit your Sprint team**  
The team should be no more than seven. They should have different areas of expertise. If you're the only designer and the facilitator on the team, consider adding another designer to the sprint, as their design skills may come in handy when it's time to prototype.
- ☐ **Schedule experts for Monday**  
Pick out those experts that might not have been able to make it for the full week of the sprint and find an opportunity to get them involved.

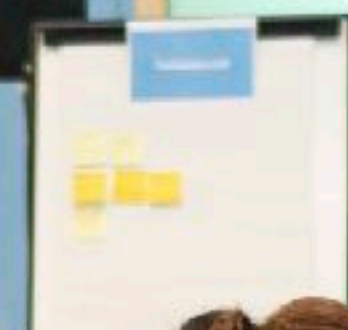




**Let's get sprinting!**

**Woah! Not so fast!**









## Choose a design challenge

The person  
John Lewis  
or receive the

"Could you pick up  
the car for me?  
not for dinner and pick  
up the car and pick  
up the car from a local store."

Or if you want to go to the  
store to pick up the car  
you can go to the store to pick  
up the car and pick up the car  
from a local store."



# A thought experiment





# A thought experiment

Design Sprint 102: On the Road to Mastery IDEO London 2019 © 2019 IDEO

## Frame and re-frame technique

1. Start with a short sentence that states what the problem is you're trying to solve.	2. Questions allow for a variety of solutions. Rephrase your statement above into a question starting with 'How might we...?'
3. A well framed design challenge drives toward ultimate impact. Write what you think the ultimate impact is that we're trying to have.	4. A common pitfall is a design challenge that is too narrow or too broad. If it's too narrow you can't explore solutions, and if it's too broad, you'll have no idea where to start. A quick test of a design challenge is to see if you can think of five solutions in a few minutes. It's a gut test, you don't need to write anything down. You can also ask the facilitator to do this gut test for you.
5. Write some of the contexts and constraints that you would be facing with your challenge.	6. Does your original question need a tweak? Iterate.

1

Think of a short statement that expresses the problem you're trying to solve.



2

Rephrase your statement into a question starting with 'How might we...?'



3

Think about the impact you're trying to have by solving the problem.



4

The gut test: Can you think of five solutions in a few minutes?

5

Think of some of the constraints that you would be facing with your challenge.



6

Does your original question need  
a tweak? Iterate.

# The Design Sprint Canvas

ADVICE, TINY LESSON, FEATURED

Even experienced facilitators can sometimes find it hard to stay on track during an intensive sprint, so we've put together the Design Sprint Canvas – a handy tool to help lead facilitators and Design Sprint participants through the process.



BEN WHITE

## The unexpected benefits of design sprints

ADVICE  
20TH NOVEMBER 2018

The act of running a design sprint provides a host of side-benefits you may not be expecting.



RICHARD  
RUTTER

## The big idea – design sprints, Jake Knapp and key takeaways

ADVICE, OPINION  
22ND OCTOBER 2018

Design sprints and the big idea. Something us designers are very familiar with. But is this approach widely understood?



JERLYN  
JAREUNPOON-  
PHILLIPS



## design sprints

ADVICE  
20TH NOVEMBER 2018

The act of running a design sprint provides a host of side-benefits you may not be expecting.



RICHARD  
RUTTER

## Don't do a design sprint. Unless...

ADVICE, OPINION  
8TH OCTOBER 2018

It's not just the 9.58 seconds of running fast that makes Usain Bolt a world champion sprinter. Similarly, a successful design sprint requires both a warm-up and a post-race plan.



CHRIS HOW

## The Design Sprint hammer

ADVICE  
12TH JULY 2017

## The big idea – design sprints, Jake Knapp and key takeaways

ADVICE, OPINION  
22ND OCTOBER 2018

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JERLYN  
JAREUNPOON-  
PHILLIPS

## Design Sprints Done Right

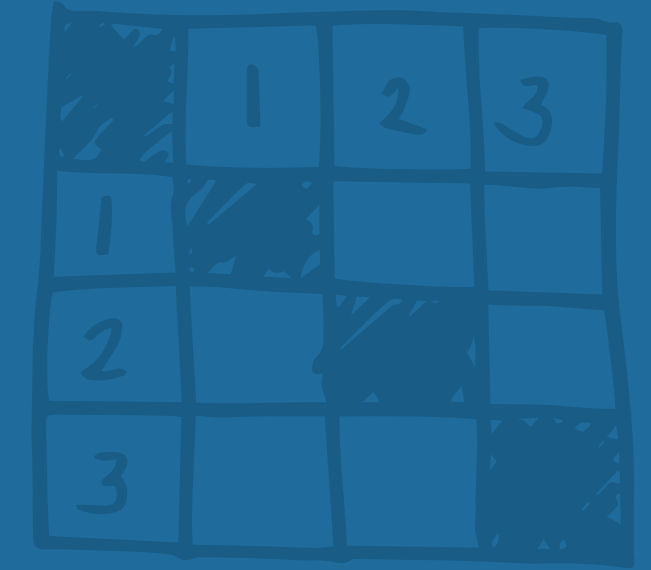
ADVICE  
17TH AUGUST 2017

Design sprints are a lot of fun and can be a great way for teams to swarm around a particular design problem - but they can also be exhausting! Here are some tips to get the most out of your next design sprint.

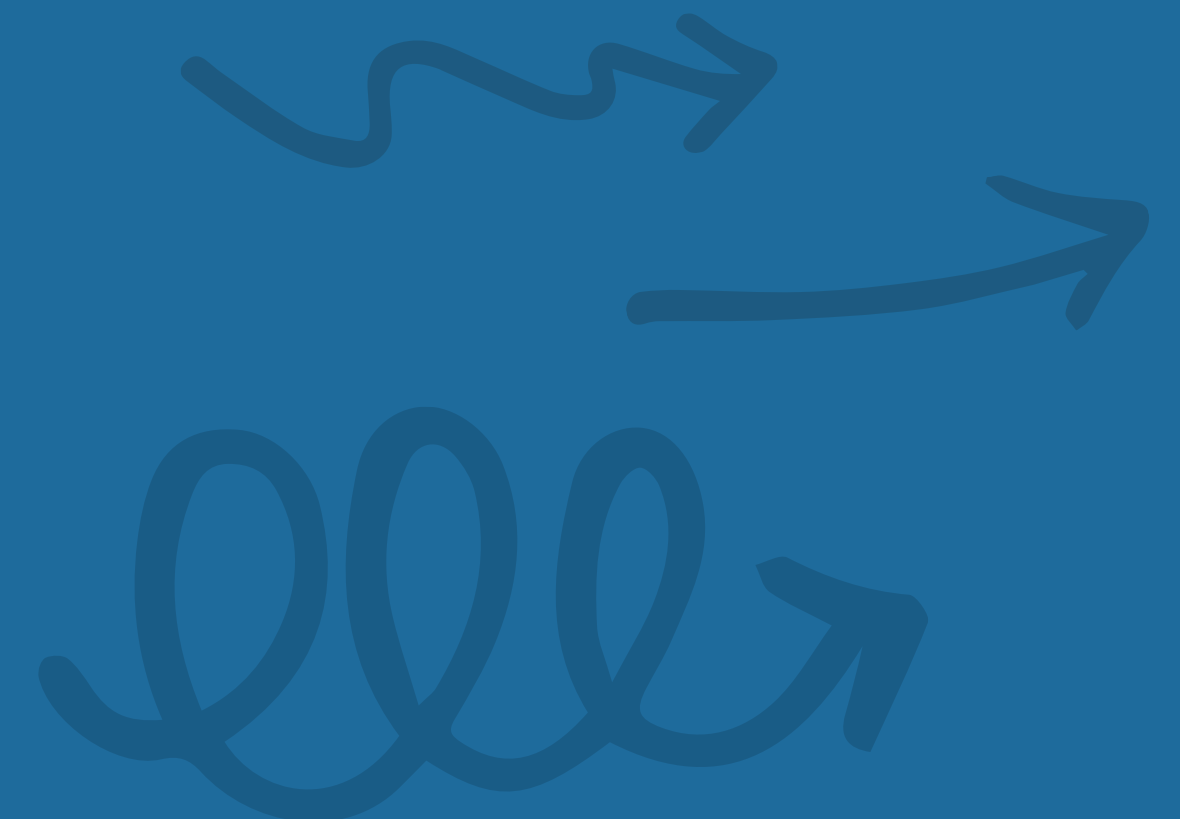


ANDY BUDD

**Thank you**



HMW...





# Schedule



## Are you ready for a design sprint?

CHRIS HOW & JERLYN JAREUNPOON-PHILLIPS



## Taking content from zero to hero

RACHEL McCONNELL



@CLEARLEFT



WEARECLEARLEFT



## Service design heuristics

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## Systematised design

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## Avoiding Frankenstein

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Break