

# What is a Design Sprint? A 5-Day Sprint Overview

A Design Sprint is a dynamic and time-efficient approach to problem-solving and idea validation. Developed by Jake Knapp at Google Ventures, it condenses the typical product development timeline into five focused days. This one-page PDF provides a concise overview of the Design Sprint process.

## ■ Day 1: Understand

Morning: Icebreaking and Mapping: Team members get acquainted, and the facilitator introduces the challenge. The team then creates a map of the problem.

Afternoon: Expert Interviews - External experts share insights, helping the team gain a deeper understanding of the problem.

## ■ Day 2: Diverge

Morning: Review and Brainstorming: The team reviews insights from Day 1, and each member individually brainstorms solutions through sketching.

Afternoon: Lightning Demos and Concepting - Team shares quick demos, inspiring ideas. Individuals converge on one solution to sketch and detail.

## ■ Day 3: Decide

Morning: Solution Sketching: Each team member creates a detailed sketch of the chosen solution, and the team collectively decides which elements to incorporate.

Afternoon: Storyboarding - The selected solution is translated into a storyboard, outlining the user journey.

## ■ Day 4: Prototype

Morning: Introduction to Prototyping: The team is briefed on the prototyping tools and begins creating a realistic prototype.

Afternoon: Prototyping Continues - Team members work individually or in pairs to build out the prototype, which will be used for user testing.

## ■ Day 5: Validate

Morning: User Testing Preparation: The team reviews the prototype and prepares for user testing.

Afternoon: User Testing - Real users interact with the prototype, providing valuable insights. The team observes and collects feedback.

## ■ After the Sprint:

Debrief and Next Steps: The team gathers to discuss the results of the user testing. Insights are used to inform next steps, whether that involves further iteration, development, or decision-making.

This process is flexible and can be adapted based on specific project needs and goals.



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