

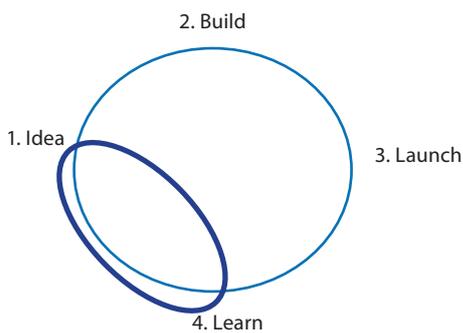
# EXPERIENCING A DESIGN SPRINT AT GOOGLE



The whole delegation together with Chantrelle Johanson from Google. Photo: Maria Grach, Google employee

At the office of Google in New York, we had the chance to experience a design sprint our-selves. First, Chantrelle Johanson, a researcher at Google, gave us some background information about the process. "A design sprint is a shortcut for learning without building and launching. It can be used at the beginning of a project to define your product offering or the process can unstick your problem".

The following graph shows this process:



Design sprint (Johanson, 2017)

The process is divided into a 5-phase framework according to Johanson. "First, you have to understand the problem. This is probably the most difficult part. Second, sketch your ideas. Third, decide about the ideas you have created in your team. Fourth, build up a prototype of your idea with the whole team. Fifth, you have to validate the prototype with a usability test as an example." Johanson presented several examples for each step (see box), so we could understand what we had to do. "It is important to focus on one of these examples for each step and not cover each example", Johanson said.

Phase	Examples
Understand	project map, user interviews, lightning talks, user journey maps, success metrics, sprint questions
Sketch	comparable problem, notetaking, crazy 8's, solution sketch
Decide	review & present, dot voting, heat map voting, decision matrix, note & view
Prototype	storyboard, assign tasks, mock, write, stitch
Validate	usability test, stakeholder review, learnings

Phases of a design sprint with examples (Johanson, 2017)

Furthermore, Johanson said that the users are the ultimate key success factor for products. Therefore, user interviews in the phase of understanding would be the perfect way. Each phase normally lasts one day, but they want to keep it shorter. That is why they try to run the whole process in 3 days. "Besides, it is essential that the teams are include different types of employees, so you have various inputs for the ideas."

After this introduction from Chantrelle Johanson, it was the time for the delegation to learn this process first-hand. We had to create an app for students which makes their life easier. With several constraints, we knew what we had to do. So, we did some user interviews, put some ideas together, did the design principles, defined the user journey and in the end, we had to present our idea. It was quite funny to see how different the ideas were. Everybody had quite different conceptions for this app and each team created quite different versions. It was a unique opportunity for the whole delegation to experience such a design sprint and now, we are well prepared for the future when we have to do similar things in our business life. ● FG