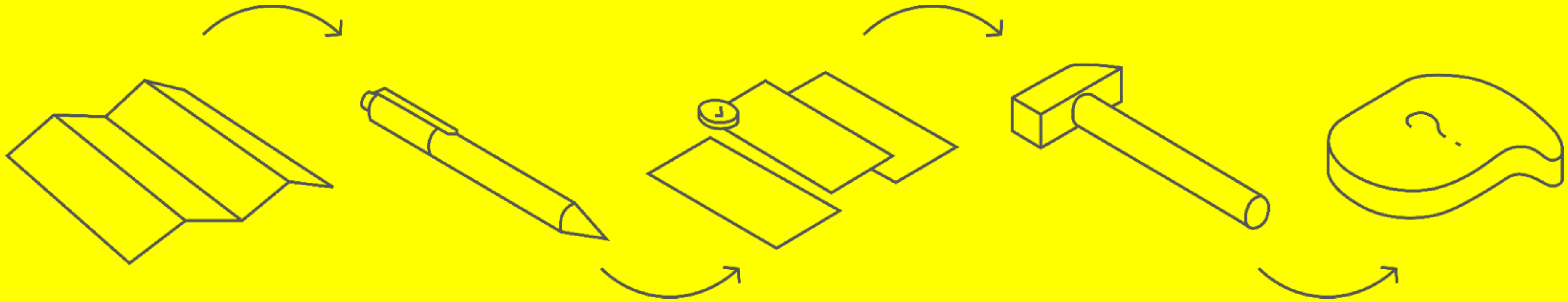


Five Day Sprint Process



Why Five Day Sprint?

Team roles

The process

The cost

Want to know more?

Testimonial

Why and When

From ideas to a prototype - in five days

Why innovation sprint?

To validate a concept before we proceed with development, Nodes recommend a 'Five Day Sprint'. The sprint is a method originating from Google Ventures, and adopted by large organizations and consultants, to build and test an idea in one week.

The method enables us to involve both internal - and external stakeholders in an efficient co-creation process. The Five Day Sprint is a condensed process for answering critical business questions through ideation, design, prototyping, and testing ideas with final users and customers; in short, a way to solve problems quickly.

This presentation serves as a brief introduction into what a Five Day Sprint with Nodes would look like. You will find what to expect in terms of time, budget and process.

The Five Day Design Sprint will give you

A structured process within the Design Thinking toolbox to **reach a solution** to your business critical problem in five days

A common **understanding** of the critical problem

A clear understanding of **your business goal** and how to reach it

A **prototype** of the most critical part of the solution

Feedback on the prototype from real users

A proposal on how to **proceed with the project** after the sprint and the required budget

Benefits of running a Design Sprint

The team will experience a strong sense of commitment and empowerment to solve the problem. They will have fun while working intensely structured together in a Design Thinking process that's different from the daily work.

The project develops fast in the five days and the momentum of the Five Day Sprint will pay off with innovative and creative solutions that stakeholders have aligned on.

The company will be able to reduce risk of building non-promising products and reduces budget by testing rapidly. Meanwhile, the sprint is a way of getting started with Design Thinking.



Is a Five Day Sprint the right thing for you?

Before going into the sprint you should consider the following questions:

1. Is my problem business critical?

If not, it will be difficult to engage your team and justify to spend 5 days on it.

2. Do you have the qualified team to solve the problem?

Find experts on the matter (user experts, technicians, marketing professionals etc).

3. Do you have an obvious solution?

If you do, there is no need to go into a sprint. Do the prototype and test it.

4. Do you have the qualified team to solve the problem?

Can you dedicate your team to all Five consecutive days to focus on the problem?

4. Do you know how to proceed after the sprint?

The debrief has to show and tell the right things to make the project fly in the sprint.

Context and challenges

When is it suitable to run a Five Day Sprint?

When you as a company or product owner see the need for change or is about to start something new but you don't know where to end.

When you do not know the solution to your business critical problem

When you are missing insights on technology and user needs

When you are under a time pressure to deliver solutions

When everyday work drives focus away from the challenge

When your organisation is not aligned

When you do not know the impact of your initial idea

When you and your team are stuck

When scope is too undefined to provide a realistic budget

One Participant Might Cover More Roles

Client Roles

In a Five Day Sprint it's important that all stakeholders are represented. This doesn't mean that all stakeholders needs to participate in person but their views and opinions should be represented. Depending on the project we will preliminary agree on who will participate.

Decisionmaker	Product owner/sponsor with the main responsibility of the project
Finance/business	A person with knowledge of the business and the cashflow. Where does the money come from and where are they going?
Marketing	Knowledge of the marketing and communication strategy and with responsibility of the brand.
Customer service	A person with daily contact with the customer and knowledge of the customers need, challenges and expectations
Tech/logistics	An IT person that knows of the existing IT architecture and API integrations.
Design	A design responsible with knowledge of the companies CVI and design guidelines.

Monstarlab Roles

Sprint Master

The Design Sprint is run by the Sprint Master who is in charge of the event, and also in charge of the team, leading them toward a much higher level of satisfaction and of deliverables. The primary goal of the Sprint Master is to identify the challenges the team should be solving and also invite the right talent for the Design Sprint.

Strategic Advisor

Nodes strategic advisors are specialists within mobile strategy and business models, and will contribute with knowledge about business cases, KPI's, roadmap and ROI. At Nodes we focus on designing af succes and therefore it is of great importance for us to challenge the concept from a business perspective.

UX Advisor

Nodes UX advisor focuses on the interaction between IT and the user, and will be responsible of facilitating the workshop as well as challenge the concept from a user perspective.

Designer

Nodes designer contributes to the creative process of visualising the concept and making the prototype. Nodes designer will use the CVI of the company, and the guidelines of the different platforms to make a design that is intuitive for the user, and simpler to build for our developers.

Developer

A developer from Nodes will participate ad hoc when deemed necessary to answer questions about technical possibilities and development costs. This ensures that we don't come up with a concept that is either impossible to make due to technical or budget obstacles.

Recommended Participants

Monstarlab Client



The Process

Five Day Sprint Process

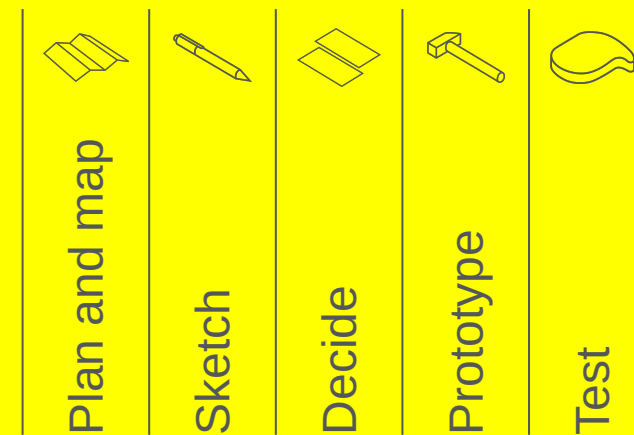
Users

Create empathy for the users by interviewing and observing real users or potential users. We synthesise our findings into a brief format that will be shown on Day 1.

Business

To advice you strategically, we need to understand the core of the business, the constraints you work within and how the challenge impact the business.

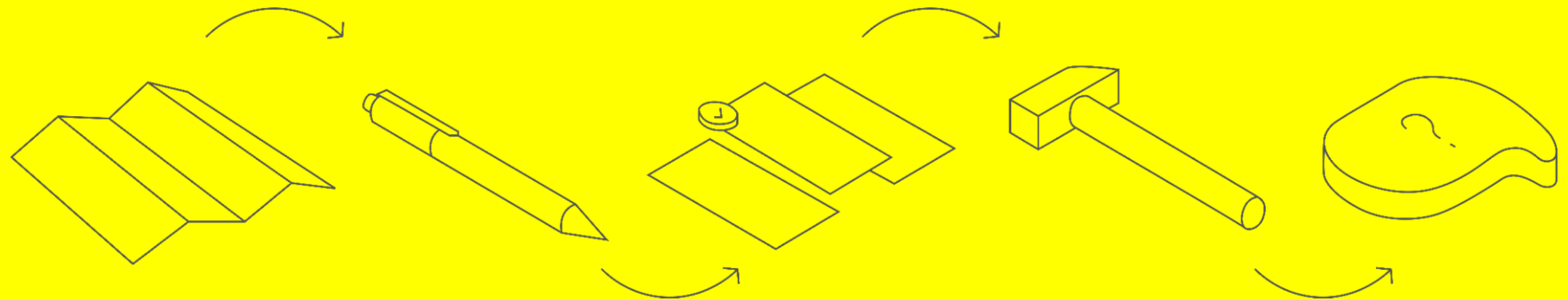
Sprint



Debrief

Everything from the user insights and the problem definition over the winning solution, value offerings, technical assessment, to the prototype and user feedback will be wrapped up nicely and presented to you.

Five Day Design Sprint at Monstarlab



Sprint planning and Mapping

- Stage the empathy
- Set a long-term goal
- Map out the journey
- Structure challenges

Sketch

- Inspiration session
- Sketch ideas
- Sketch more
- Sketch solutions

Decide

- Browse the solutions
- Critique and improve
- Voting for the winners
- Storyboard

Prototype

- Strategy mapping
- Technical architecture

Test

- Interview script
- Test with 5 users
- Test and learn
- Always a success

Preparations

We will collect and structure the knowledge you need to make qualified decisions.

Kick-off with decision maker or project team

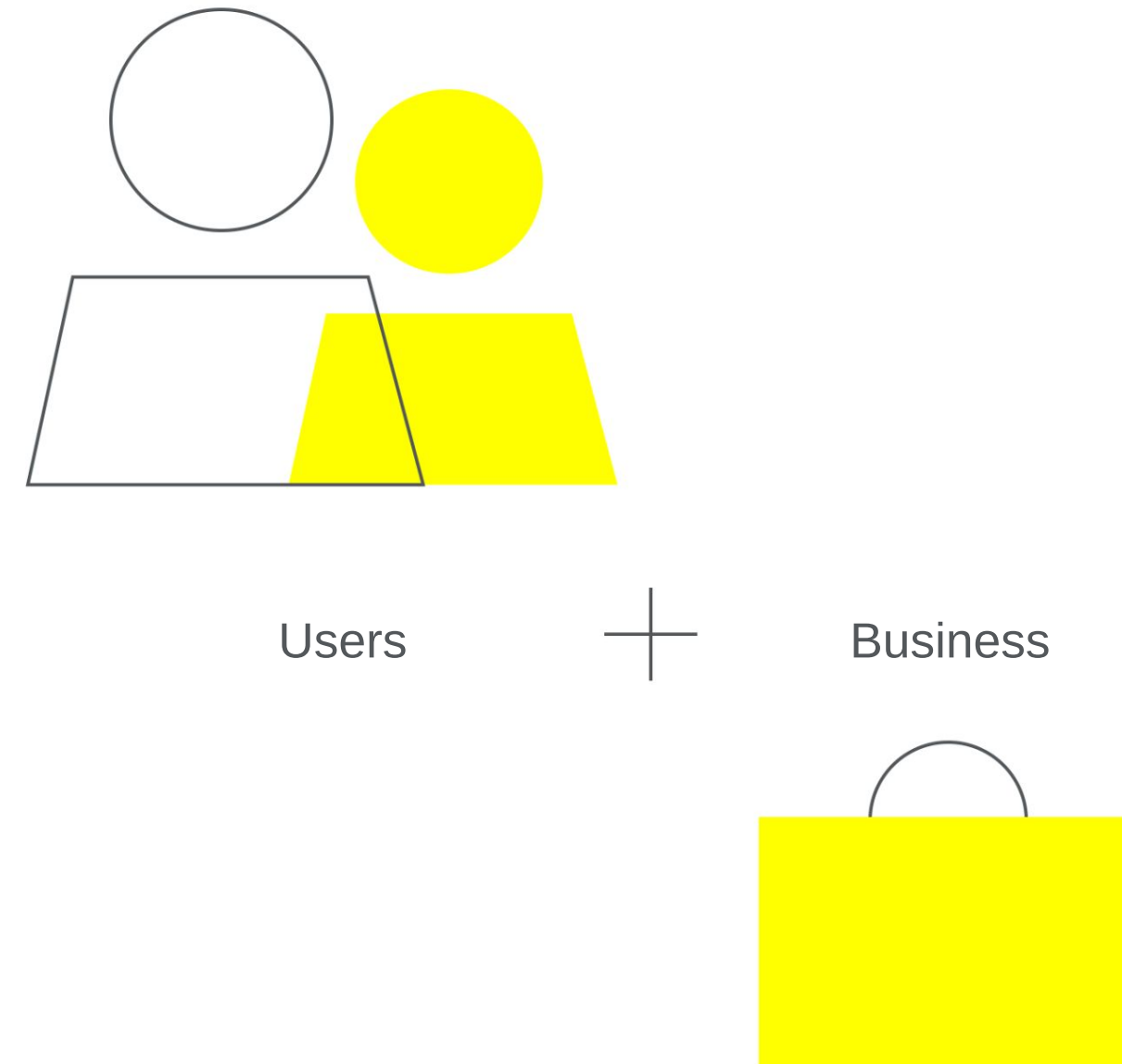
- Collect knowledge on the problem and business objectives.
- Align stakeholders on the outcome of sprint

Interviews with

- Key stakeholders (both inside and outside the sprint)
- Users, Conduct 5-6 interviews with real users (one hour each)

Prepare the sprint

- Plan the exercises for Day 1-4
- Plan for the right debrief
- Synthesise the insights



Understand the challenges, the business and make a plan

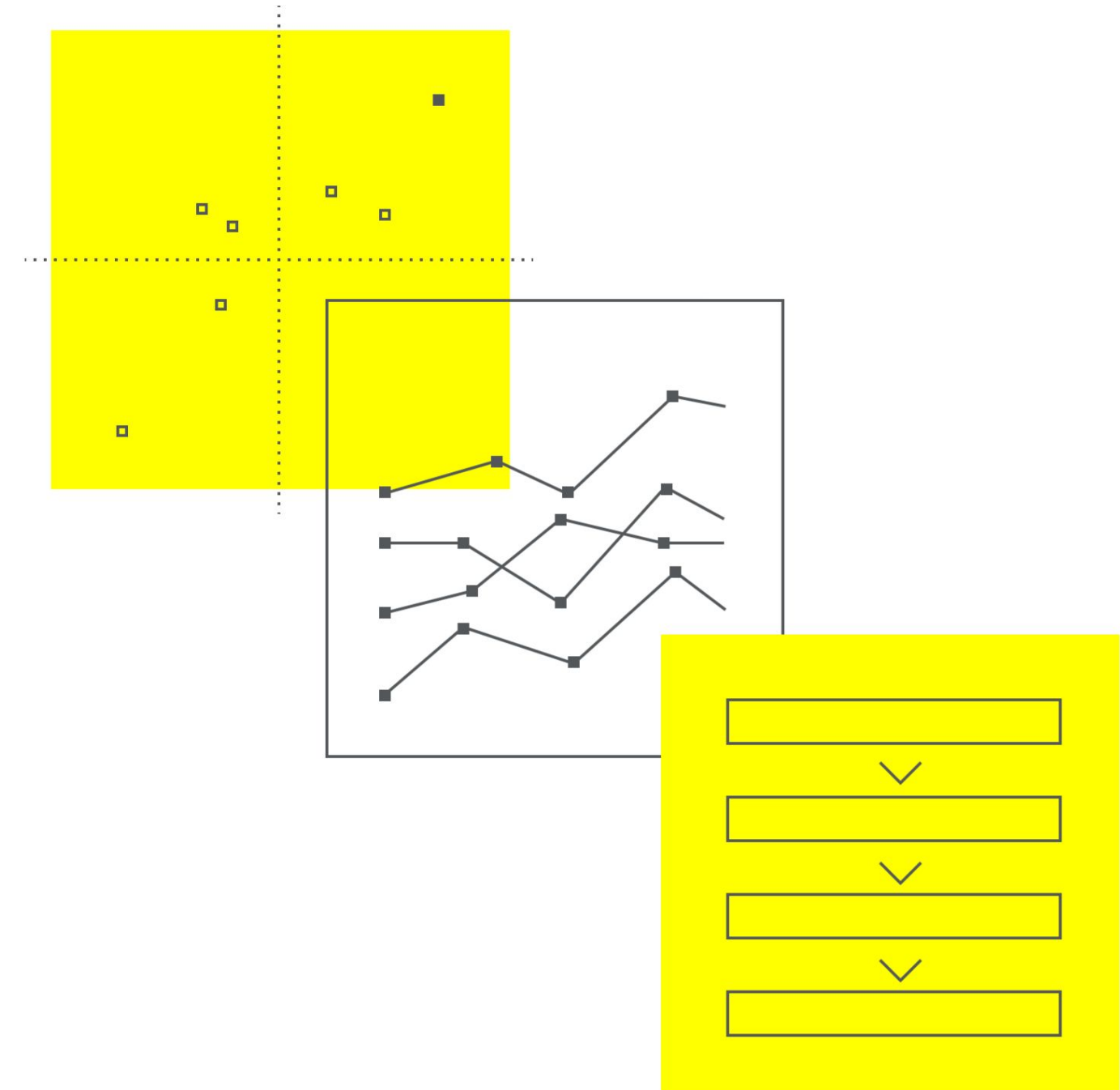
On Day 1, the team will align on the user pains and map the challenges. The challenges will be turned into opportunities and we will pick a target for the sprint.

Method

- Define business goals and success criterias
- Map the user journey, challenges
- Ask the 'experts' (anyone with expert knowledge)
- Recruit 3-5 users that we will use to test the concepts on Day 3 and prototype on Day 5.

Output

A prioritized overview of the challenges and opportunities that has been challenged by experts and stakeholders



Draft ideas

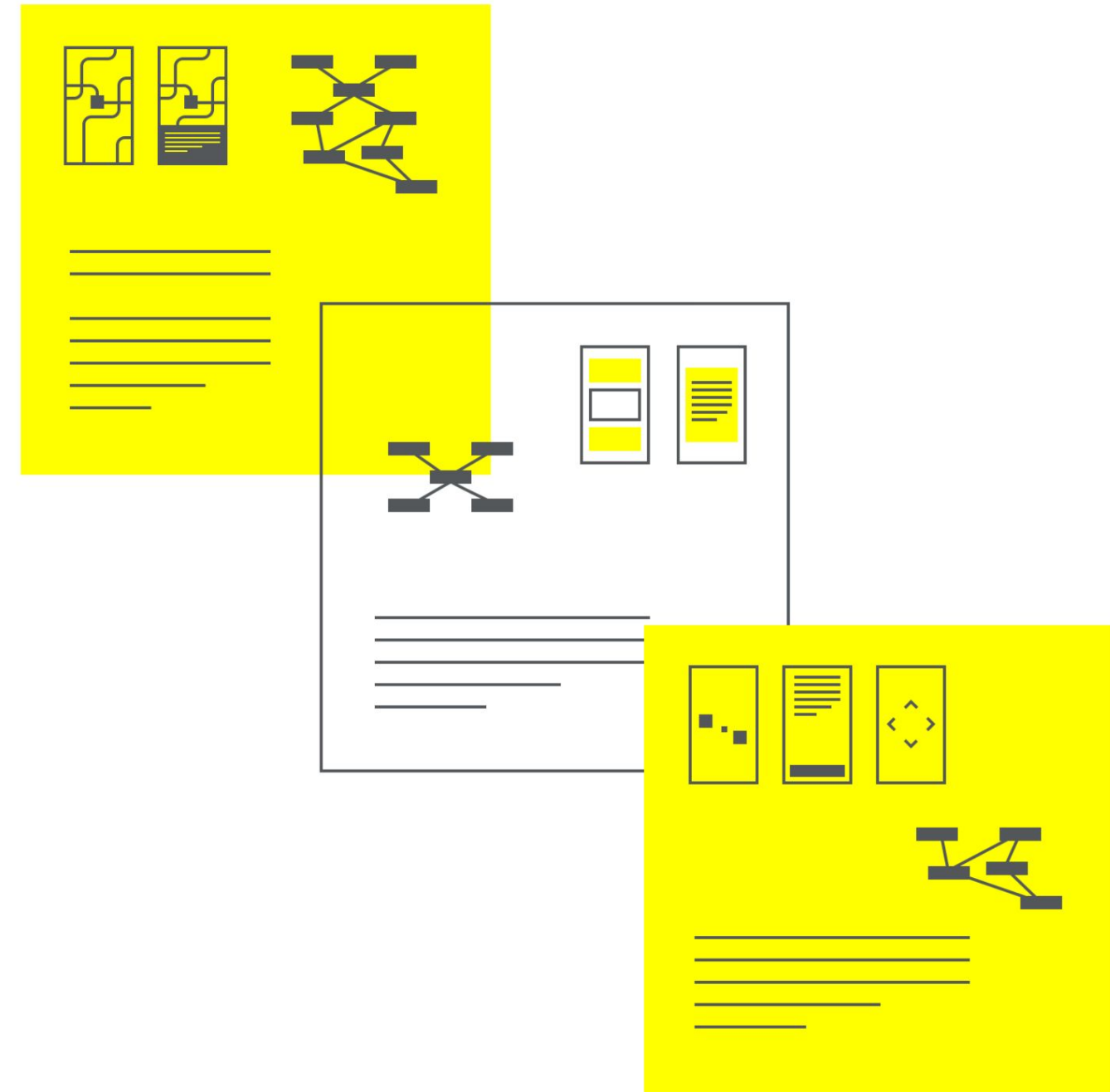
On Day 2, we draft the ideas that solves the challenges from Day 1.
We will alternate individual and group work.

Method

- Draft the different solutions with the use of prototyping methods
- We will focus on quantity over quality
- Sketch several concepts that all competes to solve the challenge with different means

Output

- Lots of ideas
- More than one holistic concept to choose from on Day 3



Decide which ideas to test

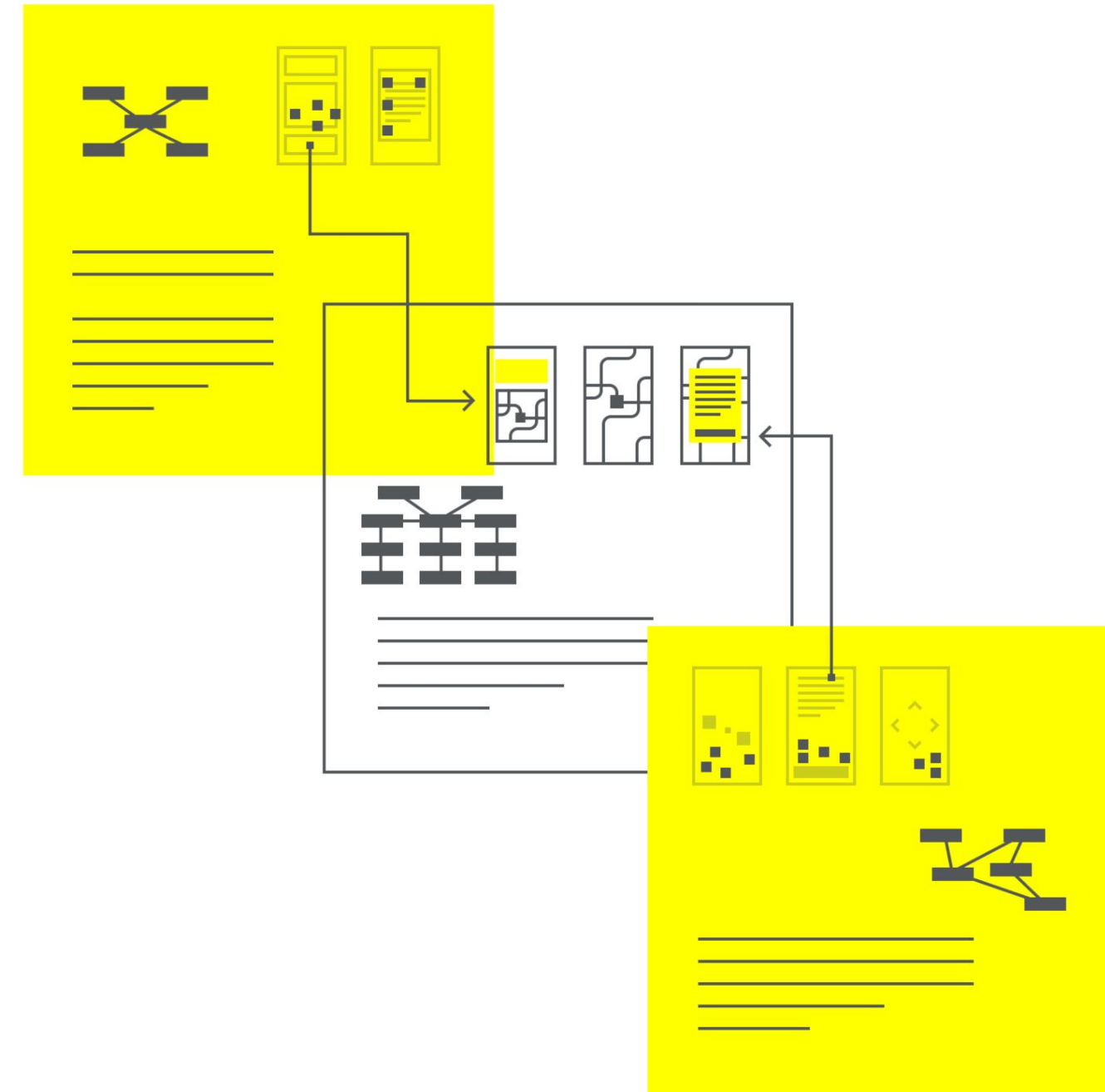
On Day 3, we decide which concept we believe in the most and we will have an end user visiting to help us fall out of love with the imperfect ideas. Then, we will pin out the storyboard for the prototype.

Method

- Vote with the use of methods like 'supervote' and 'strawpoll' to ensure that all stakeholders are heard
- Create the storyboard for the chosen solutions so that we are aligned on what's included in the prototype

Output

A single prioritized and challenged concept that we will continue with.



Build a prototype

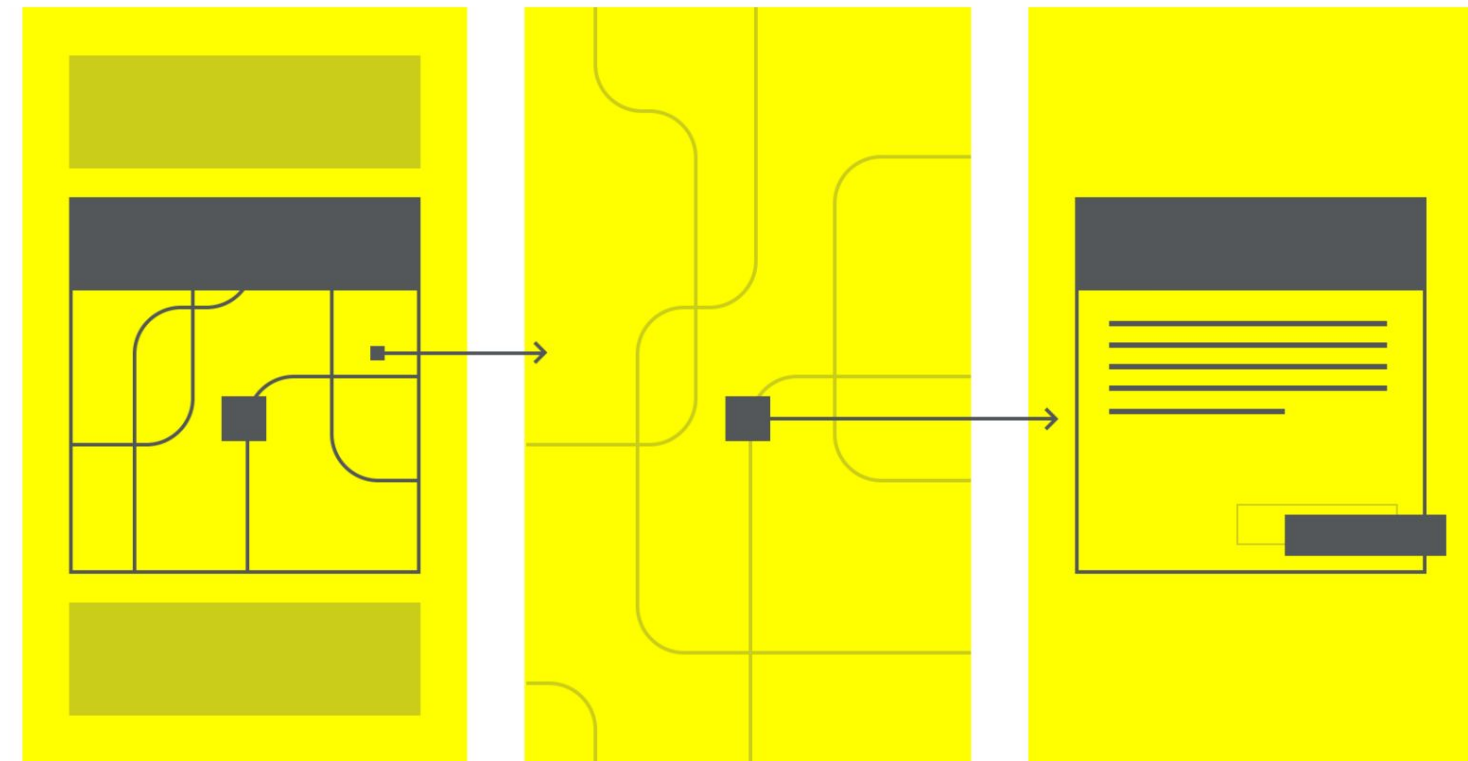
On Day 4 we will split into three tracks to make sure the solution is thought of from both i) a Design perspective, ii) a strategic perspective iii) a technical perspective. This will enable the team to initiate the project after the sprint.

Method

- Nodes' designer and UX advisor, will design a prototype
- Nodes' and the client's technicians will initiate the technical architecture and risks assessment
- The rest of the Nodes and client team will map value proposition, discuss project boundaries and plan a roadmap

Output

- A prototype that are used for fridays user test
- A strong case of the further project in terms of tech and strategy



User testing and evaluating

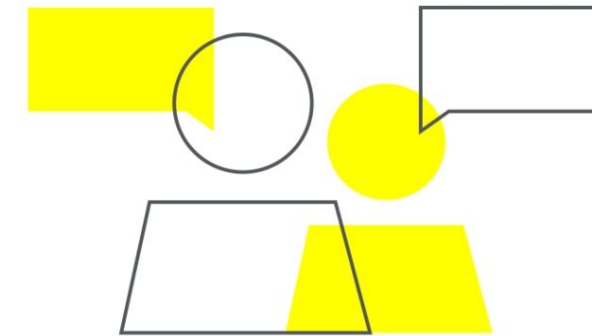
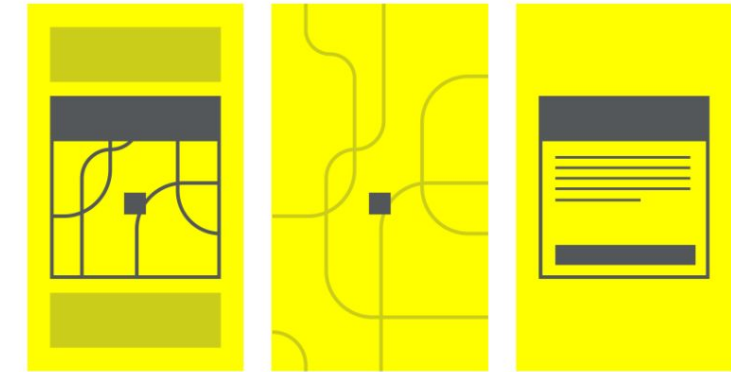
Day 5 will be used for testing with the respondents, who we recruited on Monday. The interview will be recorded and displayed on a monitor in an adjoining meeting room where the team is ready for feedback. Afterwards we will evaluate and adjust accordingly and now we have a thorough material for the final decisions in terms of continue the project or not.

Method

- Usertesting with representative users of the system
- Evaluating and implementing feedback

Output

Usertesting report



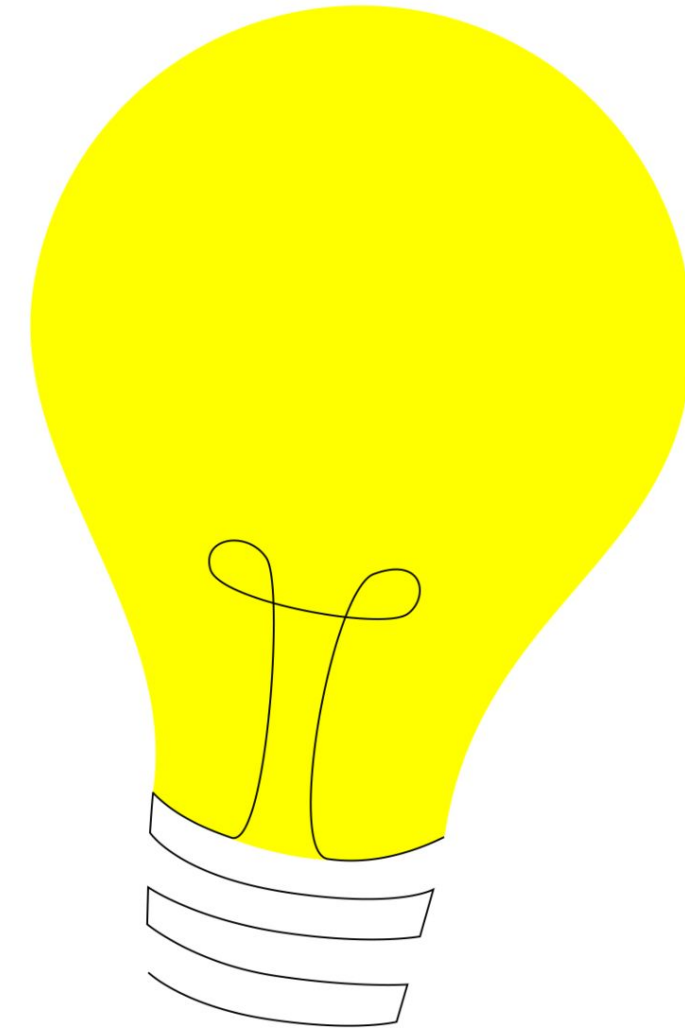
Debrief phase

Presentation

After the five days, Nodes will present an overview of the results to all stakeholders including your sponsor to achieve internal support to the project.

Output

- The story of the sprint
- The prototype
- User feedback on the prototype
- Decision proposal, validating the business case, roadmap and technical overview
- Estimate for the investment needed to realise the idea.
- Suggested process and timeline.



Whats next ?

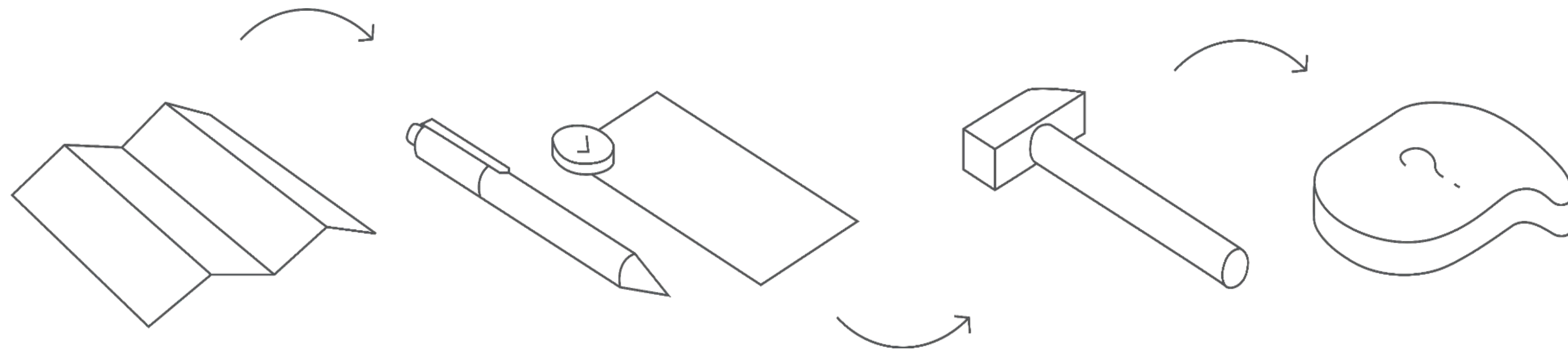
Next steps after design sprint

After the design sprint, we split up. You should have the needed assets to make the “Go / No Go” decision about the project. Share the materials internally and set a date for the final decision.



Don't have 5 days? Alternative Sprint in 4 Days

4 Day Design Sprint



Sprint planning and Mapping

- Stage the empathy
- Set a long-term goal
- Map out the journey
- Structure challenges

Sketch & decide

- Inspiration session
- Sketch ideas
- Browse the solutions
- Voting for the winners
- Storyboard

Prototype

- Prototype
- Strategy mapping
- Technical architecture

Test

- Interview script
- Test with 5 users
- Test and learn
- Always a success

Preparing for the Four Day Sprint

We will collect and structure the knowledge you need to make qualified decisions.

1 day Workshop with core project team

- Explore the existing product / process and identify the main challenges
- Identify key stakeholders
- Align stakeholders on the outcome of sprint
- Set the strategic goal for the solution

Interviews with

- Key stakeholders (both inside and outside the sprint)
- Users, Conduct 5-6 interviews with real users (one hour each) 5 main questions

Prepare the sprint

- Plan the exercises for Day 1-4
- Plan for the right debrief
- Synthesise the insights
- Make the AS IS product / process map

Recommended Participants

Monstarlab Client



Budget

Budget

	EUR	GBP	USD	DKK
Startup	€ 18.000	£ 16.000	\$ 20.000	DKK 135.000
Standard	€ 25.000	£ 23.000	\$ 28.000	DKK 190.000
Deep dive	€ 39.000	£ 34.000	\$ 42.000	DKK 290.000

The process described in this deck is a standard process. If you are a startup and want us to help you with strong delivery focus, or if your problem at hand is complex and needs us to dive deep, we can accommodate you with the Startup or The Deep Dive process.

Your contact

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