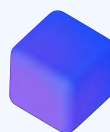


Design

Sprint 4.0

From an idea to a validated prototype in just one week.



What is Design Sprint 4.0

Design Sprint Timeline

Inspired by the 'Sprint' book but improved to accommodate the remote-first environment, require less time of your team, and produce actionable roadmap.



Design Sprint 4.0 takes 5 days. Constraining the time is crucial since it motivates the participants to keep the **scope reasonable** and focus on **essential steps** that will lead to successful outcomes.

Pre-sprint session

Understand

-  Initial meeting with your team
-  90 min
-  Explore existing product and data

90 minute meeting with your Team to review the requirements, user feedback, goals, constraints, and desired outcomes.

A preparatory meeting held before the official start of the Design Sprint.

Day with your Team

Monday

Explore

-  Facilitated workshops
-  4h (2 x 2h)

Morning session

- **Long-term goals and vision**

The team collectively envisions the plans and aspirations for the project, providing a clear sense of direction that informs the design decisions made during the Sprint and beyond.

- **Sprint questions**

Define specific queries that guide the Team's focus and discussions throughout the Design Sprint, ensuring alignment and clarity on the problem to be addressed and the desired outcomes.

- **Product map or feature flow**

Visualise the user's journey through the product, mapping out key touch-points, interactions, and potential pain points, which helps identify areas of focus for the Sprint

- **Problem definition brainstorming**

Refining the problem statements to ensure a comprehensive understanding before ideation begins.

Afternoon session

- **Inspiration hunt**

The Team gathers a diverse range of external ideas, examples, and inspirations related to the challenge, sparking fresh insights and creative directions for the Sprint.

- **Doodling and drawing**

In this hands-on activity, participants engage in doodling and sketching to visually explore and communicate their ideas quickly, allowing for rapid iteration and refinement before moving into concept.

- **Concept**

Participants work individually to synthesise the diverse ideas generated during brainstorming and ideation into cohesive solutions. Concepts are anonymous for more unbiased selection during the Tuesday's workshop.

Tuesday

Synthesise

 Facilitated workshops

 4h (2 x 2h)

Morning session

- **Concept presentations**

Team members present conceptual solutions to the group, highlighting key features and benefits. This presentation phase facilitates open discussions, feedback, and the identification of promising ideas.

- **Heat map vote**

Participants individually vote on the presented concepts, indicating their level of interest and alignment. This visual voting method helps the Team converge on the most promising ideas and prioritise them for the prototyping stage.

- **Final decision**

The Team leader chooses the concept that will be transformed into a prototype. This decision considers the heat map vote results, aligns with sprint objectives, and holds the most potential for addressing the identified problem.

Afternoon session

- **User test flow**

The Team designs a journey through the prototype, simulating how users will interact with the proposed solution. This step ensures a seamless flow before actual testing.

- **Feature prioritisation**

Evaluate the concepts and identify the most impactful features based on factors such as user needs, business goals, and technical feasibility. The prioritised list of features will help the Team take the next steps after the Sprint.

- **Storyboarding**

Exercise focused on creating visuals for every step of the prototype and mapping out key interactions. This step helps clarify the details of the solution before the prototyping stage.

Wednesday

Prototype

 Mid-fidelity prototyping

 1 interactive flow

 Prototype the concept

We transform the chosen concept into a mid-fidelity prototype. Using a combination of digital tools, we create a clickable

representation of the solution that will allow testers to interact with the envisioned product.

Thursday

Test

-  Usability testing & feedback sessions
-  5 tests
-  Validate the concept

We conduct user testing to gather valuable feedback on the prototype created the previous day. Real users interact with the prototype, allowing us to observe their reactions, gather

insights, and identify areas for improvement. This user feedback guides refinements and adjustments to the prototype, ensuring that the final solution addresses user needs effectively.

Friday

Revise & summarise

-  Implement user feedback
-  Revise the prototype
-  Prepare the final presentation

The Design Sprint concludes with revising the prototype based on user testing feedback and refining the solution. Additionally, we prepare a comprehensive final presentation summarising

the Sprint's results, insights gained, user feedback, and the refined prototype. This presentation serves as a clear record of the Sprint's outcomes and informs next steps.

Post-sprint session

Align

-  Initial meeting with your team
-  60 min
-  Present insights and final prototype

60 minute meeting with your Team that provides an opportunity to reflect on the Sprint's outcomes, discuss key learnings, and plan the

next steps. This session involves reviewing the revised prototype, evaluating the user testing insights, and the prioritised list of features.



Outdraw Design managed the planning and execution of the Design Sprints and helped integrate them into the engineering sprints. The process worked extremely efficiently across all disciplines.

We could not have got anywhere near where we are today without the expert guidance of Outdraw Design, and we are excited about continuing our engagement with them. A truly outstanding service.



Jon Folland, CEO at SalesDesk

The results

Design Sprint Outcomes

What your Team will gain after just 5 days



Mid-fidelity interactive prototype

Updated with revisions based on the usability testing feedback.

Mid-fidelity prototype includes key design elements, interactions, and user flows while avoiding excessive details.



Usability tests recordings

We record and transcribe all 5 sessions. They serve as valuable resources that your Team can refer to when working on the next steps.



Sprint summary

The final report that encapsulates user feedback, usability insights, and recommendations, offering a concise overview of the Design Sprint's outcomes and guiding the next steps for your Team.



Design assets

Editable design resources that your Team can continue working on without interruptions. These assets empower your team to collaborate and iterate effectively after the Sprint.



Mid-fidelity design system

We give you access to our custom mid-fidelity design system, so if your Design Team needs to make any changes in the future, they can do it quickly using ready components.



Prioritised list of features

We will work on it together during Tuesday's workshop. With this list, you have a clear path forward, so right after the Sprint, you can dive into detailed planning.

Design Sprint

4.0

- 📍 **100% remote**
- 🔗 **Mid-fidelity** prototype
- 📅 **2 days** with your team
- ✂️ Tested and **revised** prototype
- ☰ Prioritised **list of features**



Design Sprint 4.0 is an iteration of the methodology described in Jake Knapp's book 'Sprint: How to solve big problems and test new ideas in just five days'.

Is Design Sprint 4.0 for my team?

Who we work with

Design Sprints 4.0 is excellent for a wide range of businesses with various needs.



Startups

We love to provide early-stage companies with a proven framework to work on a disruptive idea or refine their product.



Established companies

Design Sprints offer fresh perspectives, helping you unlock new opportunities, innovate, and stay competitive in a rapidly evolving market.



Product Teams

Our Design Sprints foster collaboration and cross-functional alignment, empowering your team to deliver exceptional solutions.

Scorecard

Is Design Sprint 4.0 suitable for my project?

Find out if Design Sprint fits your needs

Project type

Design Sprints are best suited for projects that require **innovative problem-solving**, alignment among cross-functional teams, and rapid validation of concepts. They are particularly effective for:

- New product exploration
- Feature exploration and enhancement
- Idea Validation
- User experience improvement
- Process optimisation
- Strategic initiatives
- Defining the MVP
- Market entry strategy
- Problem exploration
- User research synthesis
- Innovation workshops

Project stage

A Design Sprint is particularly suited for projects in the **early stages** of development, including the exploration of new features, products, or ideas. It shines when there's a need to generate innovative solutions, align cross-functional teams, and validate concepts rapidly.

However, it may not be the optimal approach for refining final details or making minor tweaks, as its strength lies in fostering collaboration, ideation, and user validation to drive impactful outcomes.

Clarity and direction

The ideal level of clarity regarding the creative direction for a Design Sprint project is that it should **have a broad strategic vision but allow room for creative exploration**. While it's beneficial to have a clear understanding of the project's overarching goals, target audience, and brand identity, Design Sprints thrive when

there's **room for diverse ideas and solutions** to emerge through collaborative ideation. This balance ensures that the Sprint participants can leverage their creativity to explore innovative directions while still aligning with the project's core objectives.

Types of Design Sprint 4.0

Packages

Choose a package that's right for your Team



Feature



Product



Pre-investment

Feature

Design Sprint 4.0

Designed to address specific **feature-related challenges** or opportunities within an existing product.

Pre-Sprint Session

90 minute meeting with your Team to review the **feature** requirements, user feedback, goals, constraints, and desired outcomes.

Post-Sprint Session

- Summary report of the key findings, user feedback, and recommendations for feature implementation
- Presentation of the feature design and insights to stakeholders
- Mid-fidelity feature prototype showcasing the refined design solution

5-Day Feature Design Sprint

- Facilitated workshops focused on the feature in question to define the goals, generate design concepts, and prioritise solutions
- Mid-fidelity prototyping to visualise and test the **feature concept**
- **Usability testing** sessions to gather feedback and validate the design

Product

Design Sprint 4.0

Focused on the product vision, key user flows, and overall user experience of the **whole product**.

Pre-Sprint Session

90 minute session with your Team to review the **product vision**, key flows, research findings, considerations, and design assets.

Post-Sprint Session

- Summary report of the key findings, user feedback, and recommendations for the product
- Presentation of the key flow design and insights to stakeholders
- Mid-fidelity prototype of a key flow showcasing the refined design solution

5-Day Feature Design Sprint

- Facilitated workshops focused on the **product** to define the short-term goals, long-term vision, generate design concepts, and a prioritised feature list
- Mid-fidelity prototyping to visualise and test **one of the key flows**
- User testing sessions to gather feedback and validate the design

Pre-investment

Design Sprint 4.0

For startups seeking to refine the concept, and shape a narrative to **secure investors' interest**.

Pre-Sprint Session

Collaborative ideation session to understand the **product concept**, target audience, and competitive landscape.

Post-Sprint Session

- Summary report of the key findings, user feedback, and recommendations for the further development
- Presentation of the product concept design and insights to stakeholders
- Mid-fidelity prototype representing the product idea that can be used in the pitch deck and materials for investors

5-Day Feature Design Sprint

- Facilitated workshops dedicated to shaping the product idea, defining the value proposition, and creating a design concept
- Mid-fidelity prototyping to showcase the **idea's potential** and user experience
- Iterative **feedback sessions** with potential users or stakeholders to refine the concept

	Feature	Product	Pre-investment
What's included			
Pre-Sprint session	✓	✓	✓
5-day Sprint	✓	✓	✓
User tests	5	5	5
Post-Sprint session	✓	✓	✓
Deliverables			
Sprint summary	✓	✓	✓
Mid-fidelity interactive prototype	✓	✓	✓
Mid-fidelity design system	✓	✓	✓
Usability tests recordings	✓	✓	✓
Design assets	✓	✓	✓
Prioritised list of features	✓	✓	✓
Key differences			
Focus	Specific feature	Key flows	Product concept
Prototype	Feature flow	One key flow	One key flow
Validation	Usability testing	Usability testing	Feedback sessions*

*A feedback session primarily focuses on validating the product idea, not examining every part of the prototype like usability testing does. The structure of feedback sessions varies based on the product's nature and development stage.

Any doubts about Design Sprint 4.0?

Frequently Asked Questions

❓ How to schedule a Design Sprint?

Click on the 'Book now' button on our website (www.outdraw.design) and fill out a short form. We will ask you to share some details about your project that will allow us to assess if it's a good fit. We will get back to you as soon as possible with the next steps.

❓ How many people from my team will be engaged and for how long?

Design Sprint 4.0 engage a team of **3-8** members for **2 days** of intensive collaboration (4-5 h each day). In addition, reserve time for pre and post-Sprint sessions for optimal results.

❓ How many sprints do I need?

The number of Sprints depends on your specific needs. We'll explore this during a discovery call before booking. Typically, **one per flow/feature/challenge** to maintain a manageable scope.

❓ Who are the facilitators?

Alicja Suska, Founder of Outdraw Design, will lead the sprint. Alicja brings Senior Product Design expertise and a strong background in working with SaaS startups and companies.

❓ Who are the testers and who provides them?

Tester arrangements vary **based on our agreement**. We can work with your tester list, users, or advisors. If needed, we can also source testers externally.

❓ Why not perform the Design Sprint internally?

While your Design Team can run the Sprint internally, we offer specialised experience, proven structure, efficient execution, and a fresh perspective, saving your Team **time and resources**.



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