



# DESIGN SPRINT

## PROFESSIONAL CERTIFICATION



DSPC™ Version 012022

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DSPC™ Version 012022



# Who is Certiprof®?

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**Certiprof® is a certifying entity founded in the United States in 2015, currently located in Sunrise, Florida.**

**Our philosophy is based on the creation of knowledge in community and for this purpose its collaborative network is formed by:**

- **Our Lifelong Learners (LLL)** identify themselves as Continuous Learners, demonstrating their unwavering commitment to lifelong learning, which is vitally important in today's ever-changing and ever-expanding digital world. Regardless of whether or not they win the exam.
- Universities, training centers, and facilitators around the world are part of our network of **ATPs (Authorized Training Partners)**.
- **Authors (co-creators)** are industry experts or practitioners who, with their knowledge, develop content for the creation of new certifications that respond to industry needs.
- **Internal Staff:** Our distributed team with operations in India, Brazil, Colombia and the United States is in charge of overcoming obstacles, finding solutions and delivering exceptional results.



# Our Affiliations

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## Memberships



## Digital badges issued by



# IT Certification Council – ITCC

**Certiprof® is an active member of ITCC.**

One of the importance of being part of the ITCC is how industry leaders collaborate with each other in an open format to explore new or different ways of doing business that inspire and encourage innovation, establishing and sharing best practices that allow us to extend that knowledge to our community. Certiprof has contribute with white papers in the Career Path Ways Taskforce a taskforce that was implemented internally to offer students with the opportunity to know what path to take after a certification.

- IBM
- CISCO
- ADOBE
- AWS
- SAP
- GOOGLE
- ISACA



This alliance allows individuals and companies certified or accredited with Certiprof® to have a worldwide distinction through a digital badge.

Credly is the world's largest badge repository, and leading technology companies such as IBM, Microsoft, PMI, Nokia, and Stanford University, among others, issue their badges with Credly.

Companies issuing knowledge validation badges with Credly:

- **IBM**
- **Microsoft**
- **PMI**
- **Universidad de Stanford**
- **Certiprof**



**Certiprof® is a corporate member of the Agile Alliance.**

By joining the Agile Alliance corporate program, we continue to empower people by helping them reach their potential through education. Every day, we provide more tools and resources that enable our partners to train professionals who seek to enhance their professional development and skills.

<https://www.agilealliance.org/organizations/certiprof/>



**CORPORATE  
MEMBER**



# Lifelong Learning

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- Certiprof has created a special badge to recognize consistent learners.
- By 2024, more than 1,000,000 of these badges have been issued in over 11 languages.

## Purpose and Philosophy

- This badge is intended for people who firmly believe education can change lives and transform the world.
- The philosophy behind the badge is to promote commitment to lifelong learning throughout life.

## Accessing and Earning the Badge

- The Lifelong Learning badge is awarded at no cost to those who identify with this approach to learning.
- Anyone who considers themselves to be a lifelong learner can claim their badge by visiting:

<https://certiprof.com/pages/certiprof-lifelong-learning>



# Digital Badges



According to a study by the IT Certification Council (ITCC), people knew little about digital badges years ago. Today, large companies and educational institutions around the world issue badges.

Digital badges contain detailed metadata about who earned them, the competencies required, and the organization that issued them. Some badges are even linked to the activities needed to attain them.

For companies and educational institutions, badges and the information they provide are so important that many decisions, such as hiring or admission decisions, are based on the data they provide.

**Digital Badges:**  
What Are They?



# Why are they important?



- **Ease of Sharing and Verifying Achievements:**

Digital badges allow professionals to showcase and verify their achievements instantly and globally. According to a Credly report, **LinkedIn profiles with digital badges receive 40% more attention from recruiters and employers.**

- **Visibility on Digital Platforms:**

In a survey conducted by Pearson and Credly, **85%** of users who earned digital badges shared them on LinkedIn, and **75%** reported that this improved their **professional credibility in their networks.** In addition, **76%** of employers surveyed said that digital badges help them quickly identify specific skills.



# Why are they important?

- **Hiring Impact:**

A study by the **International Project Management Association (PMI)** found that candidates who display project management digital badges are **60%** more likely to be hired compared to those who only mention their skills without digital verification.



# Why are they important?

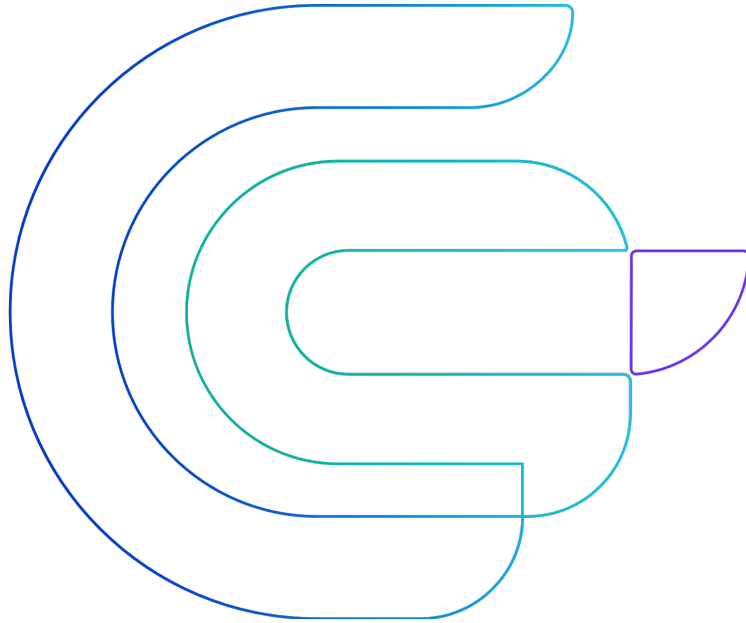


- **Personal Brand Empowerment:**

Digital badges' instant visibility and verification allow professionals to demonstrate their skills and build a solid personal brand. According to a LinkedIn study, professionals who use digital badges **are 24%** more likely to advance in their careers.

Certification and digital badges validate knowledge and are powerful tools for continuous improvement and employability. In a world where lifelong learning has become the norm, these credentials are key to professional development and competitiveness in the global job market.





Not all badges are created equal, and at **certiprof**, we are committed to offering you more than just digital recognition. By earning a badge issued by **certiprof**, you will receive a validation of your knowledge backed by one of the world's leading professional certification bodies.

**Take the next step and earn the badge that will open doors and position you as an expert in your field.**



# Why is it important to acquire your certificate?

- **Proof of Expertise:** Your certificate formally acknowledges the skills and knowledge you've acquired. It serves as verifiable proof of your qualifications and demonstrates your commitment to excellence in your field.
- **Credibility and Recognition:** In today's competitive job market, employers and peers value credentials that distinguish you from others. A certification certificate from a recognized institution, like Certiprof, provides instant credibility and boosts your professional reputation.
- **Career Advancement:** Having your certificate can open doors to new opportunities. Whether it's a promotion, a raise, or landing a new job, certifications are critical differentiators employers look for when evaluating candidates.



# Why is it important to acquire your certificate?

- **Networking Opportunities:** Holding a certificate connects you with a network of certified professionals. Many organizations have alumni or networking groups where you can share experiences, exchange ideas, and grow your professional circle.
- **Personal Achievement:** Earning a certification is a significant accomplishment, and your certificate is a tangible reminder of the hard work, dedication, and progress you've made. It's something you can be proud of and showcase to others.





Earn this Badge

## Design Sprint Professional Certification - DSPC™

Issued by [Certiprof](#)

CertiProf Design Sprint Certification holders demonstrate that they are familiarized with the experimentation and innovation process. They understand the practical step-by-step for the development of solutions, whether is service, product, or problem solving witch is based on design thinking and agile framework.

[Learn more](#)



Certification



Paid

### Skills

Agile

Design Thinking

Effectiveness

Innovation

Leadership

Lean Startup

Mindset

MVP

Problem Solving

<https://www.credly.com/org/certiprof/badge/design-sprint-professional-certification-dspc>



# Learning Objectives

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- Contribute to deliver what add value
- How to decide which problems to solve first
- How to produce a large number of solutions to any problem
- Tools and techniques on how to create and test prototypes of products / services in just 4 days
- How to test, validate and iterate on your prototype
- How to make the best decisions under time pressure
- Valuable tips on how to moderate and facilitate a sprint on initiatives you participate



# Who must participate in this certification?

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Anyone working with innovation, product development or creating innovative solutions, agile, enthusiastic or curious people, and who want to know an effective method to obtain results in less than a week.



# Agenda

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## Module 01 - Introduction

- The importance of a mindset for innovation
- Design Thinking
- Lean and connections
- Lean Startup
- MVP

## Module 02 – Introduction to Design Sprint

- Design Sprint: What is it?
- Where did the method come about?
- When should I run?
- The importance of the prototype!



# Agenda

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## Module 03 - Design Sprint 2.0

What about Design Sprint 2.0?

The phases of the method

Mapping / Understand

Designing Solutions

Decision and Prioritization

Prototype

User tests

Showcase and next steps

References



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# SHARE AND VERIFY YOUR **LEARNING** **ACHIEVEMENTS** EASILY

#DSPC #certiprof



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# Module 01

## Introduction



# The Importance of a Mindset for Innovation

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**Has anyone ever built a product that has NEVER been used?**

Companies need to face an increasingly competitive market, in a more efficient and agile way, in order to maximize their results.

Value products delivered to customers and methods for defining the right product contribute to maximizing the results of an organization.



# But do we have the creative mindset?

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Social, educational and organizational models do not privilege creative thinking, but efficiency in the repetition of processes.



# Educational Model Literally "Shape"



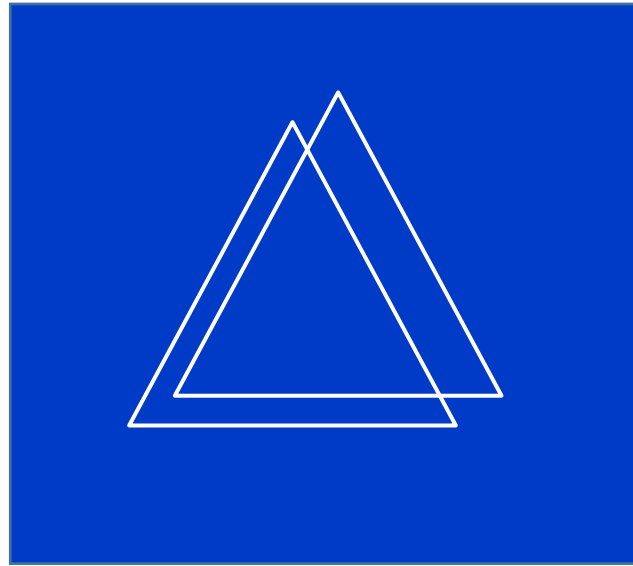
# Traditional Management Punishes Mistakes, Inhibits Experimentation and Kills Innovation!



# Traditional Management Punishes Mistakes, Inhibits Experimentation and Commonly Kills Innovation!

It takes a new look. What we need?

+ Experimentation + Collaboration + Trust + Empathy



# Fail Fast, Learn Faster!

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Motto of the most innovative and exponential companies, and startups in Silicon Valley.

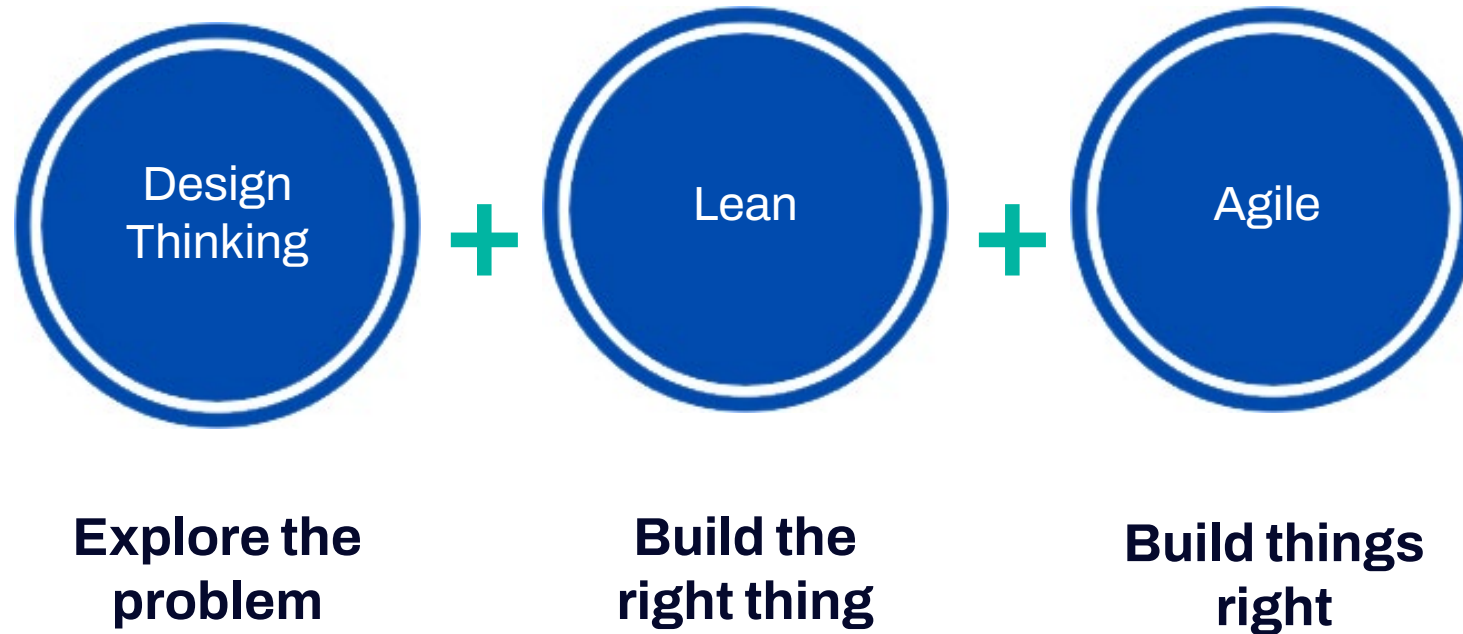


# Iteration and Collaboration



# Combining Approaches

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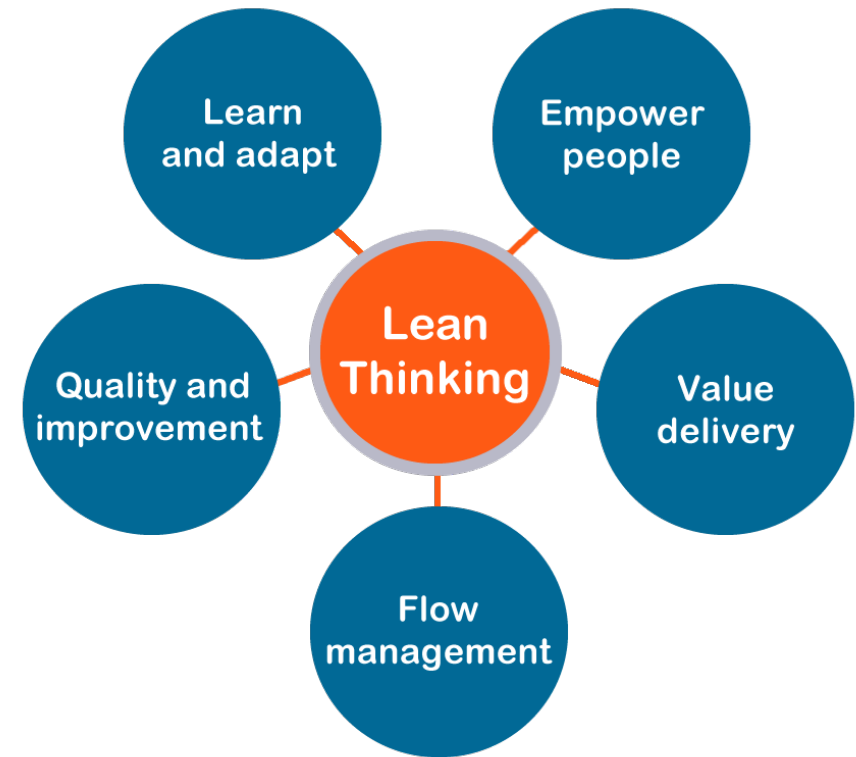


Combination to find effectiveness figure.  
Source: translated and adapted from Schneider (2017).

# Lean

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Lean is a management philosophy based on the TPS (Toyota Production System). It is focused on creating a business flow / strategy to increase satisfaction and deliver value to customers, using the least amount of resources needed.

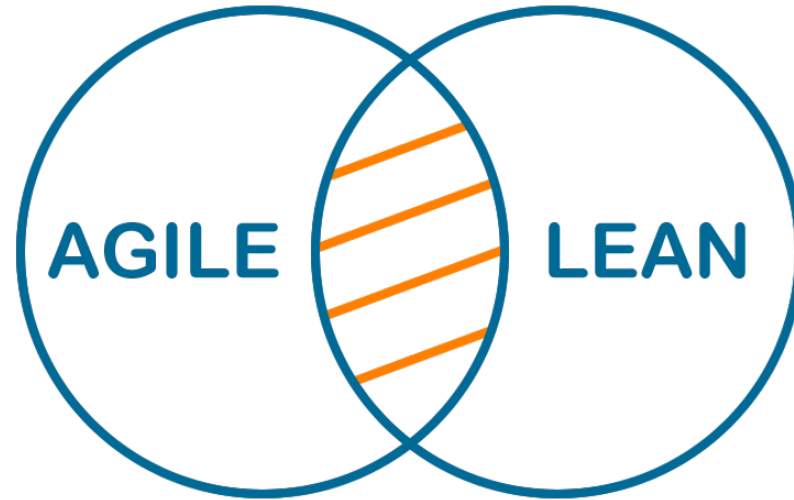


Lean Thinking Figure



# Lean + Agile = Effectiveness

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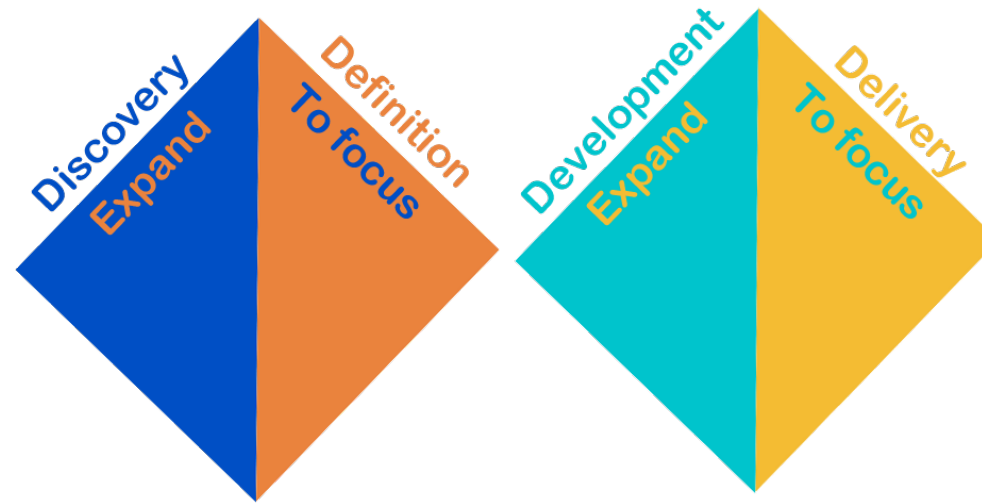
- Fast deliveries
- Value products
- Continuous improvement
- Build with quality
- Respect people

Agile + Lean Figure



# Design Thinking

Design Thinking is a practical approach to solving complex problems through a more human perspective.



*Double diamond figure.*

*Source: translated and adapted from the Design Council (2019).*

It is one of the most recommended methods for developing the digital mindset, since its foundation is people-centered, in addition to the focus on experimentation and collaboration.



# Design Thinking Professional Certification

## Benefits

- Expanded service portfolio, brand consolidation, and improved business results.

## Skills Developed

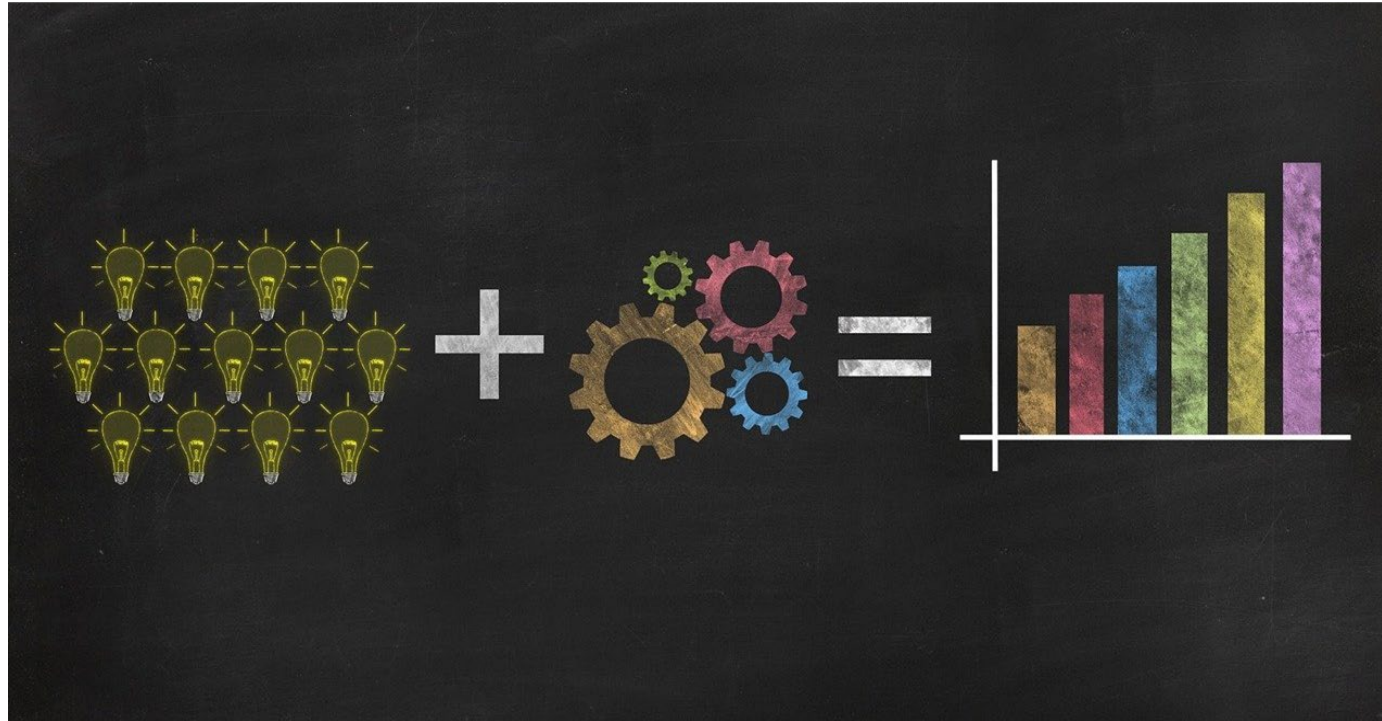
- Creativity, collaboration, empathy, human-centeredness, experimentation, optimism, and problem-solving. Knowledge of Design Thinking phases (empathize, define, ideate, prototype, evaluate), innovation techniques and skills to connect Design Thinking concepts with the digital era.



<https://certiprof.com/collections/agile/products/design-thinking-professional-certificate-dtpc>



# Innovation Focused on the Human Being!

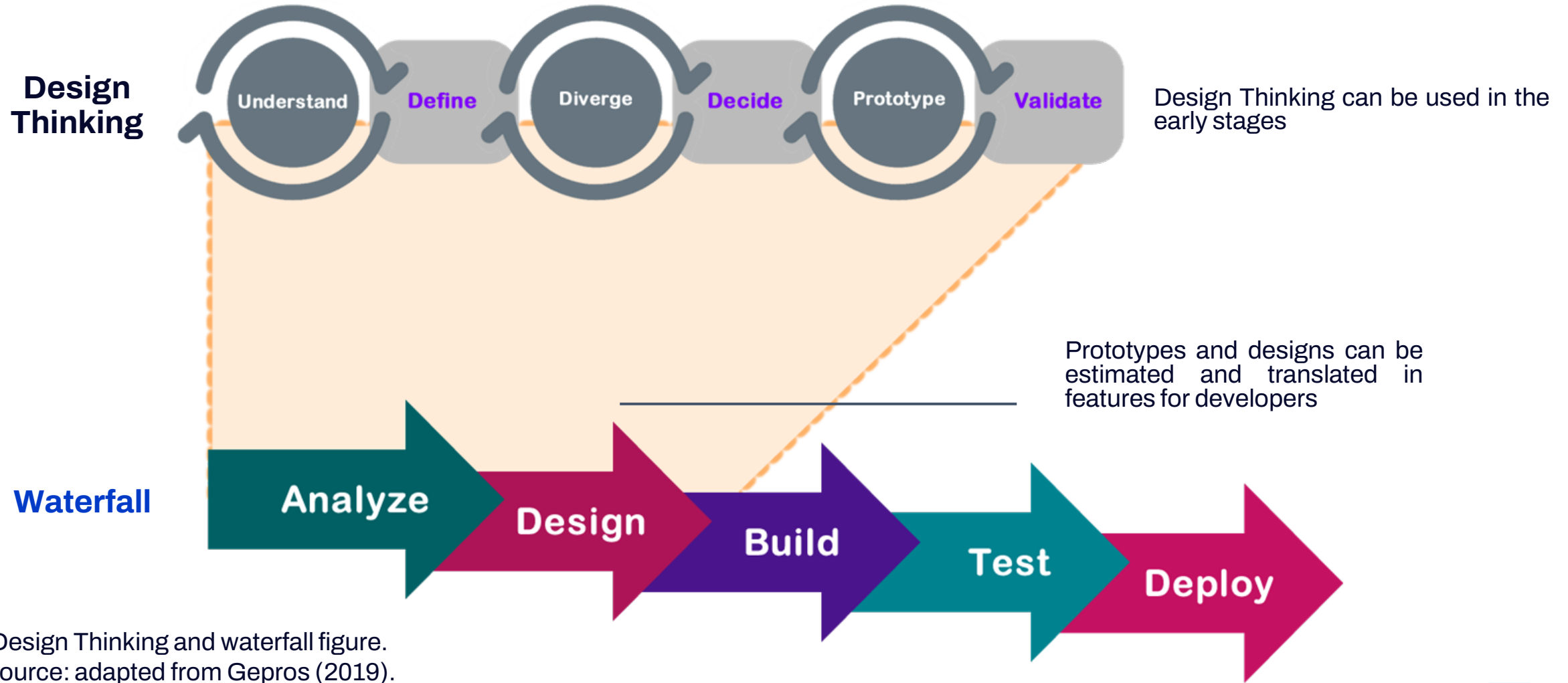


+ Empathy + Collaboration + Experimentation

Bring the customer to the heart of the process to validate ideas!

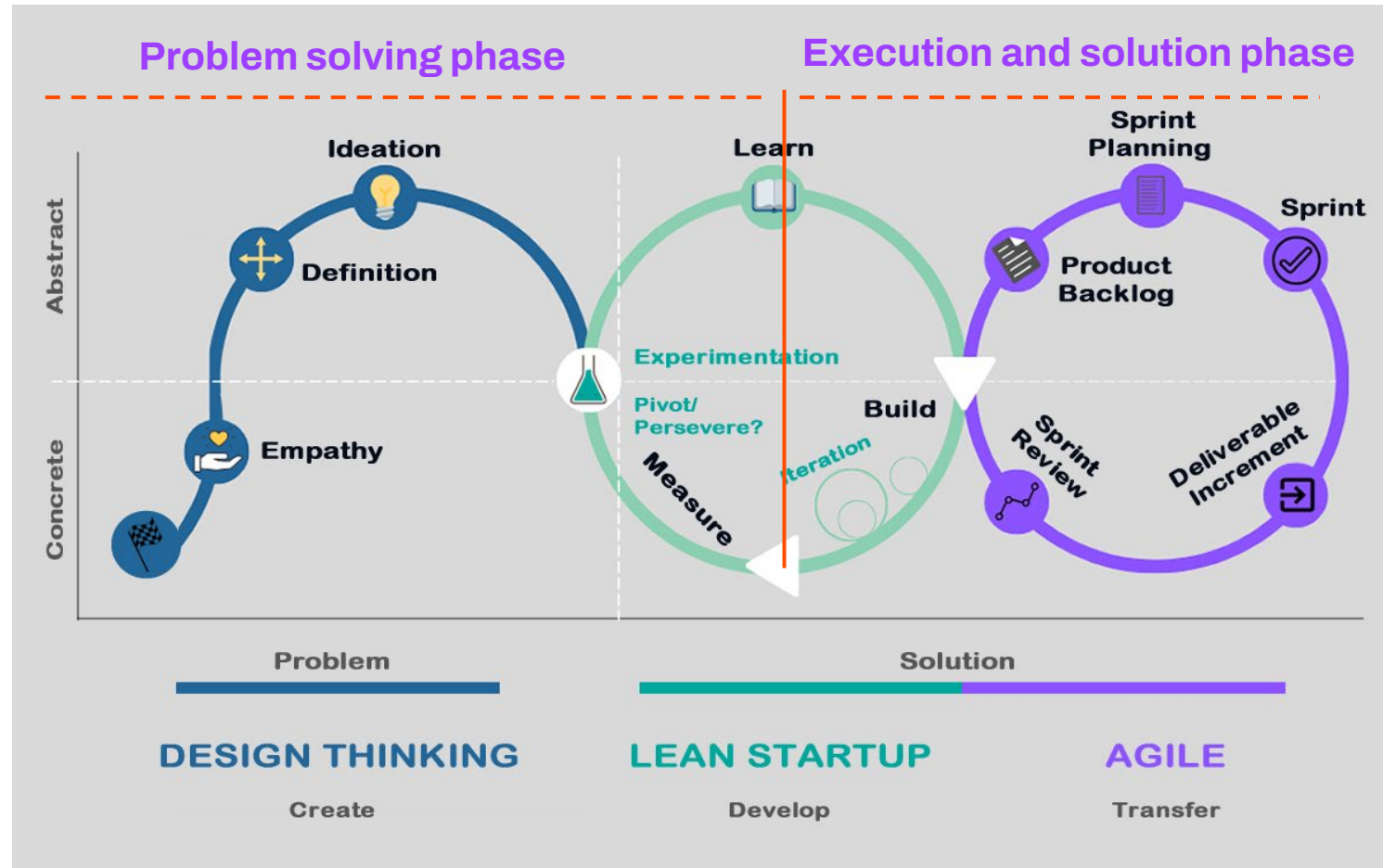


# Desirability + Viability + Feasibility = Delivery of Value



Design Thinking and waterfall figure.  
Source: adapted from Gepros (2019).

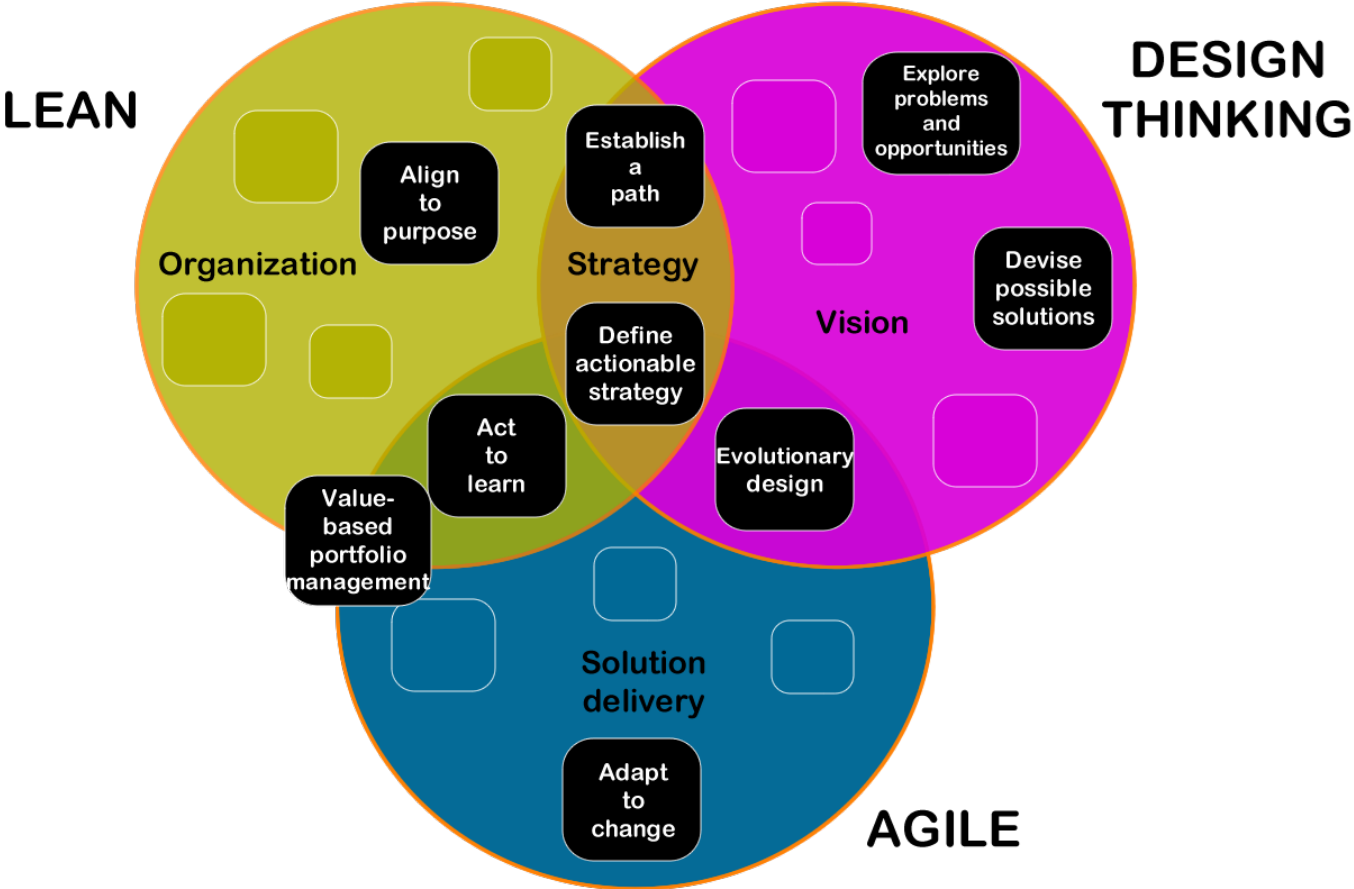
# Combining Design Thinking, Lean Startup and Agile



Combining Design Thinking, Lean Startup and Agile figure.  
Source: adapted from GARTNER (2017).



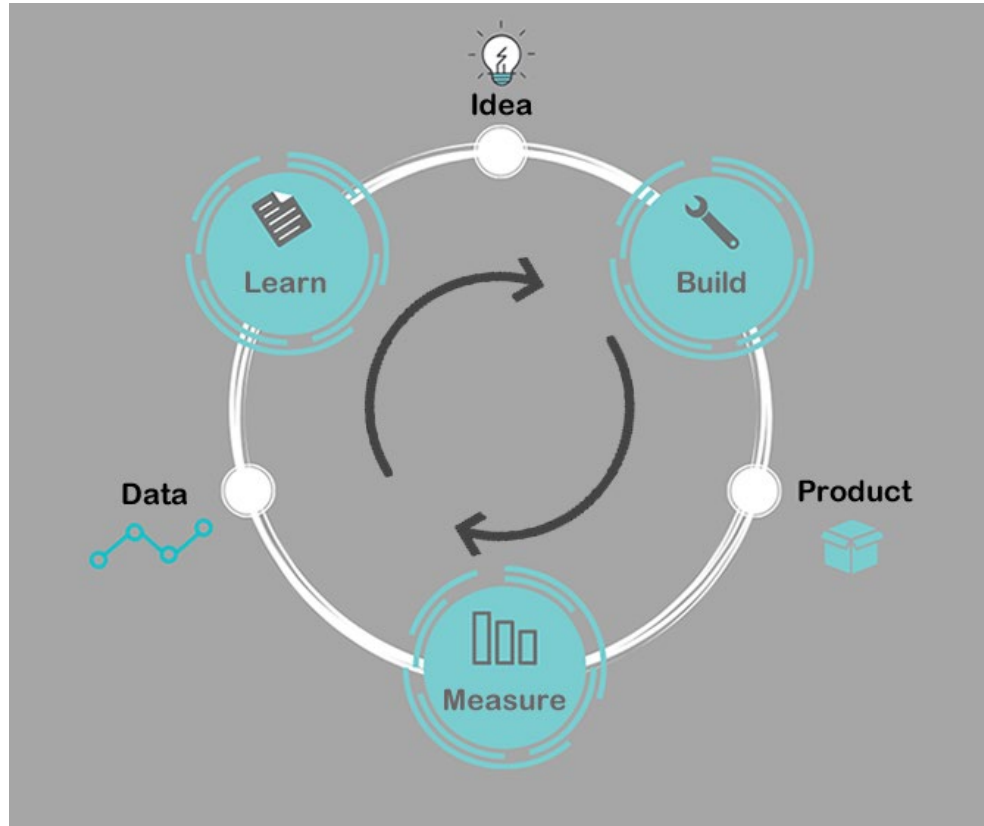
# 3 Grouped Mindsets



3 Grouped Mindsets figure.  
Source: translated and adapted from Almeida (2020).



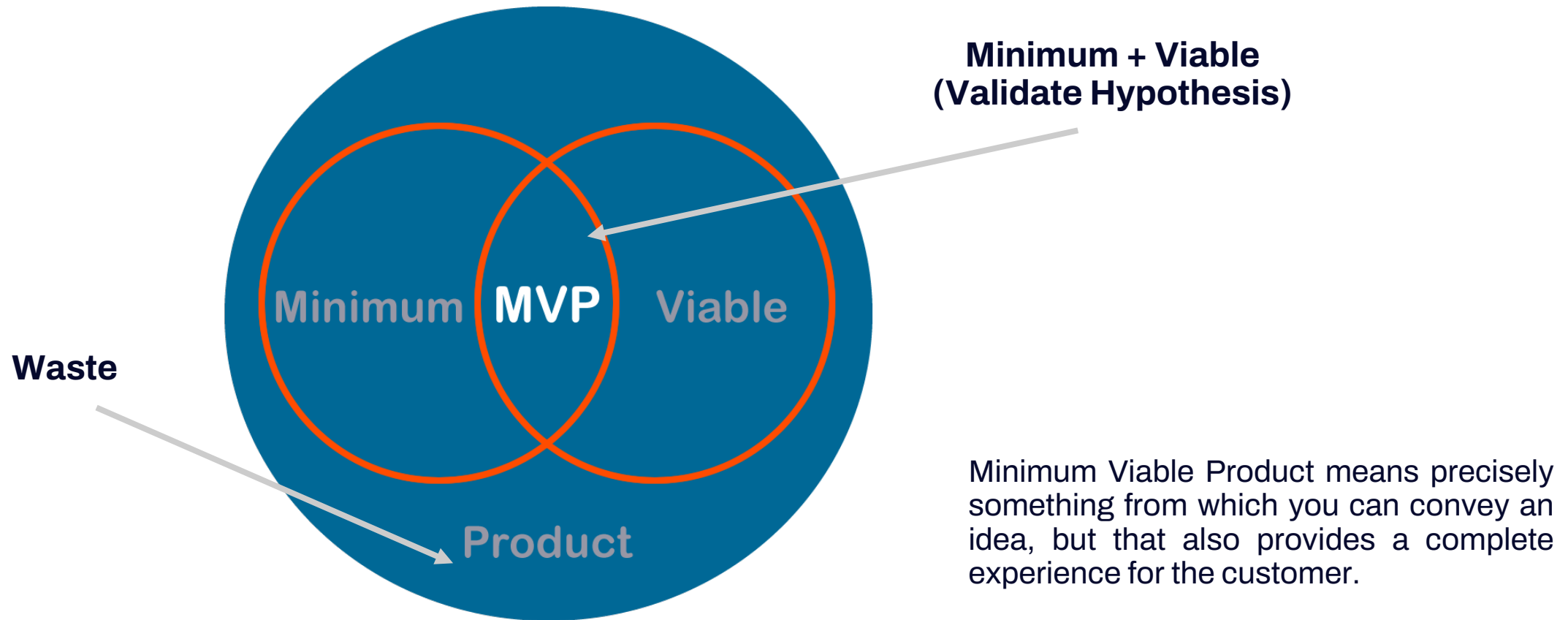
# Lean Startup



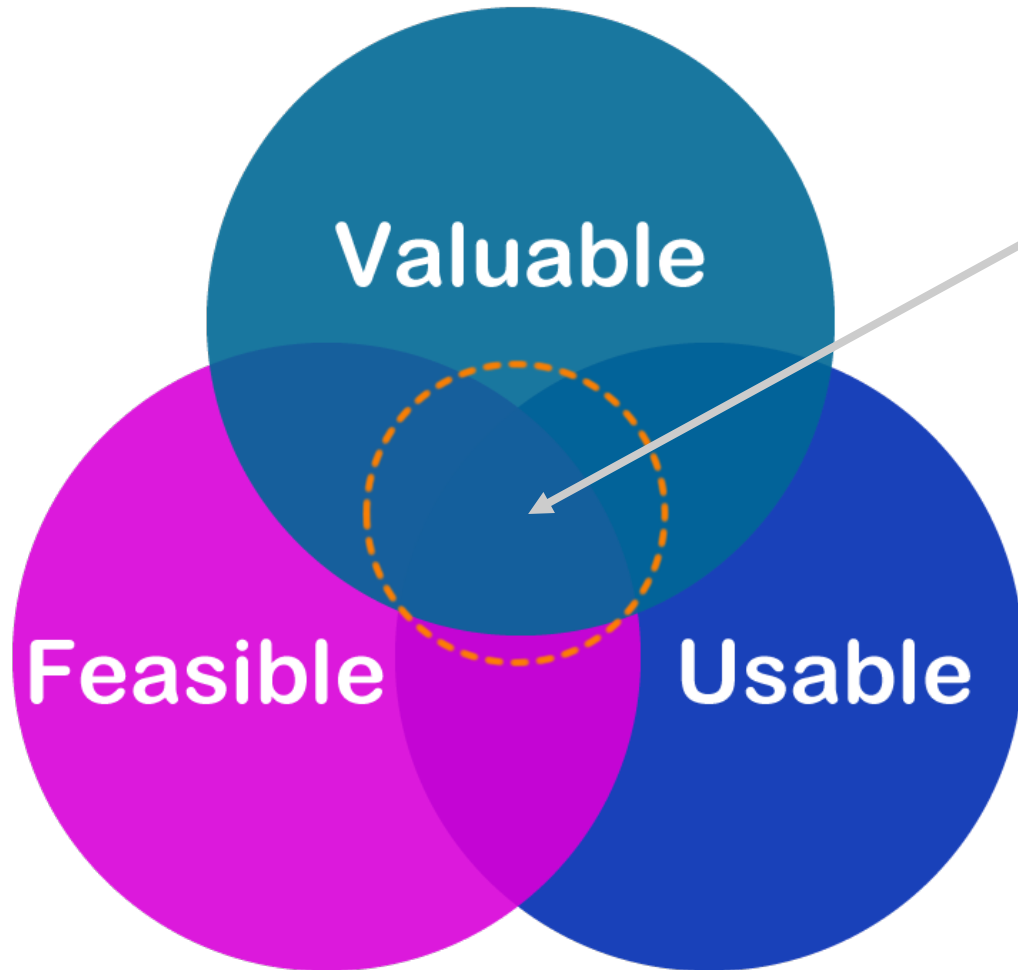
Lean Startup seeks to avoid wasting time and resources on a product, obtaining more quality in its final process.

Feedback Cycle (Build-Measure-Learn) figure.  
Source: adapted from Ries (2012).

# MVP (Minimum Viable Product)



# MVP (Minimum Viable Product)

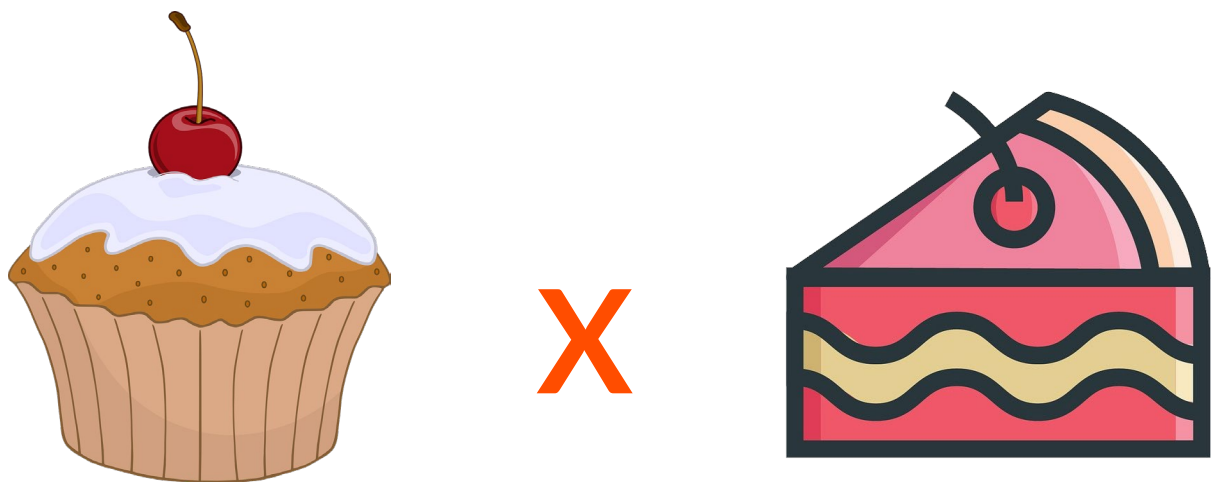


MVP is here

Value is when your customer perceives, in monetary and social terms, the gains he will have with the benefits and differentials of your products / services!



# The MVP Must Deliver the Full Experience!



Value deliveries -----

**MVP**



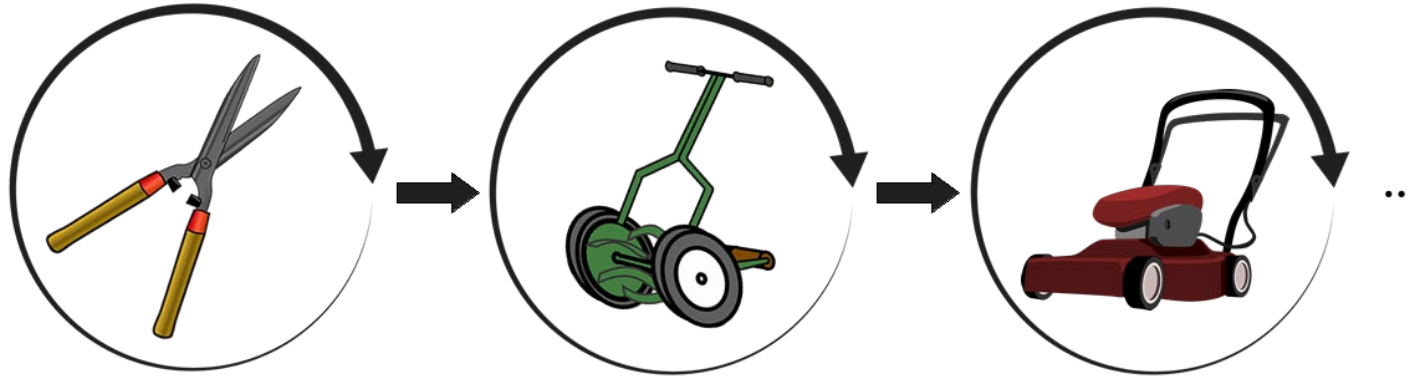
Decrease feedback cycle  
+  
Learning with the customer

**Product**



# Value Since The First Delivery!

## Evolution with MVP



Create Fast and  
Cheap Experiments:  
MVP

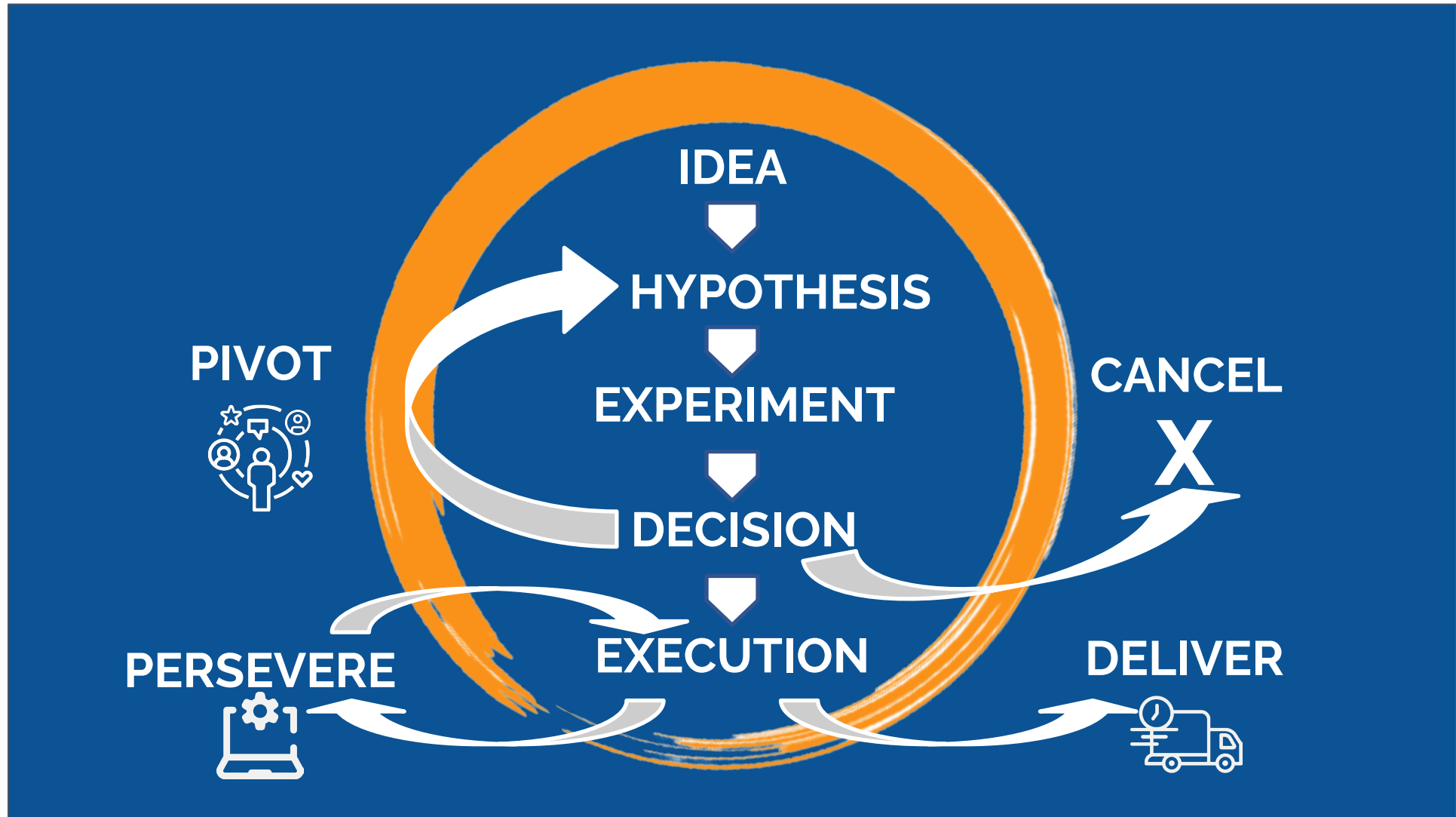
Learn what works and  
what doesn't

Learn from each  
experiment and start  
over

Identify hypotheses  
that need to be  
validated

Evaluate whether to  
continue or change  
strategy: PIVOT





# Agile Leader Professional Certification

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## Benefits

- Improved leadership skills, increased team efficiency, fostering a culture of continuous improvement.

## Skills Developed

- Agile leadership, decision-making in agile environments, team facilitation, and developing a growth mindset.



<https://certiprof.com/collections/agile/products/agile-leader-professional-certification-alpc>



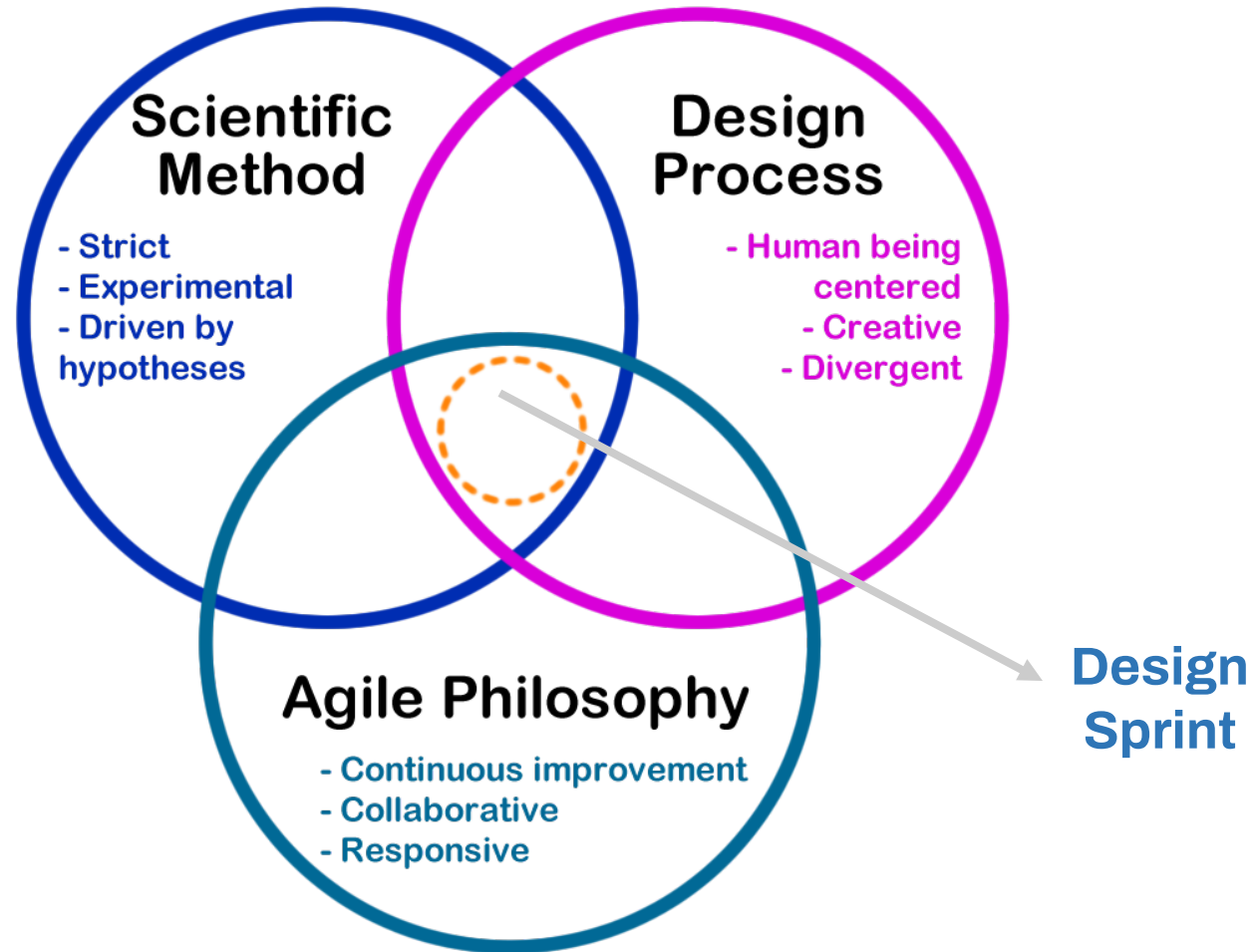
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# Module 02

## Introduction to Design Sprint



# Design Sprint



*Design Sprint figure.*

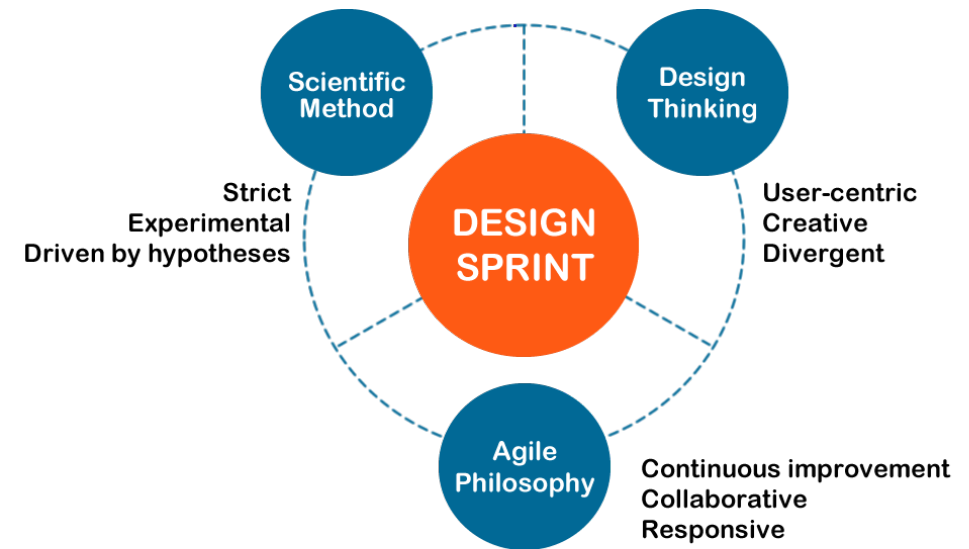
*Source: translated and adapted from Ryan (2017).*



# Design Sprint

Based on quick interactions and user testing, Design Sprint emerged as an alternative to the experimentation and innovation process, allowing you to validate an idea with the end user in just five days.

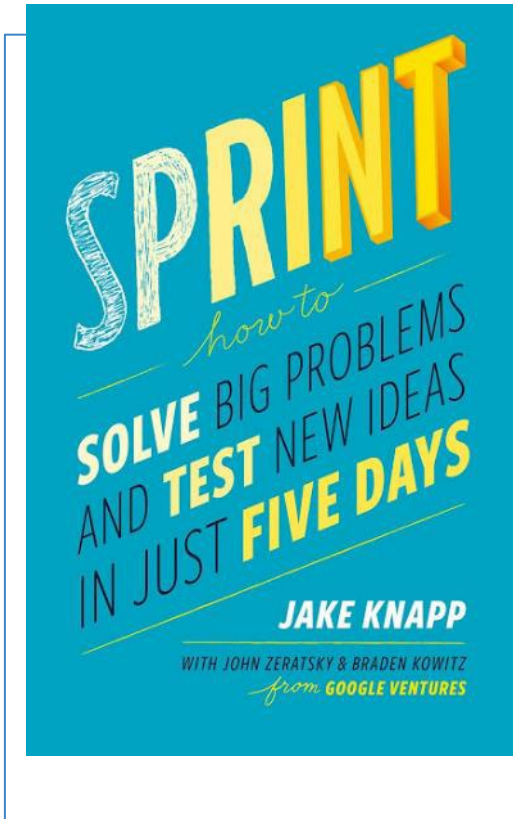
DS presents itself as a practical step-by-step for the development of solutions, whether service, product or problem solving, which is based on Design Thinking and agile framework.



*Design Process figure.  
Source: adapted from Kuebler (2017).*



# Design Sprint: What is it?



Design Sprint is a method that was developed by Jake Knapp when he was working at Google Ventures, a division of Google that works by investing in promising startups. It was popularized in the book “Sprint” (2017), written with his partners John Zeratsky and Braden Kowitz.

The method was developed in a scenario where technology and innovation came together to generate good results, with the aim of testing and accelerating ideas that are still at an early stage of development, as a shortcut to learning without building and launching the solution in deed.



# Design Sprint: What is it?

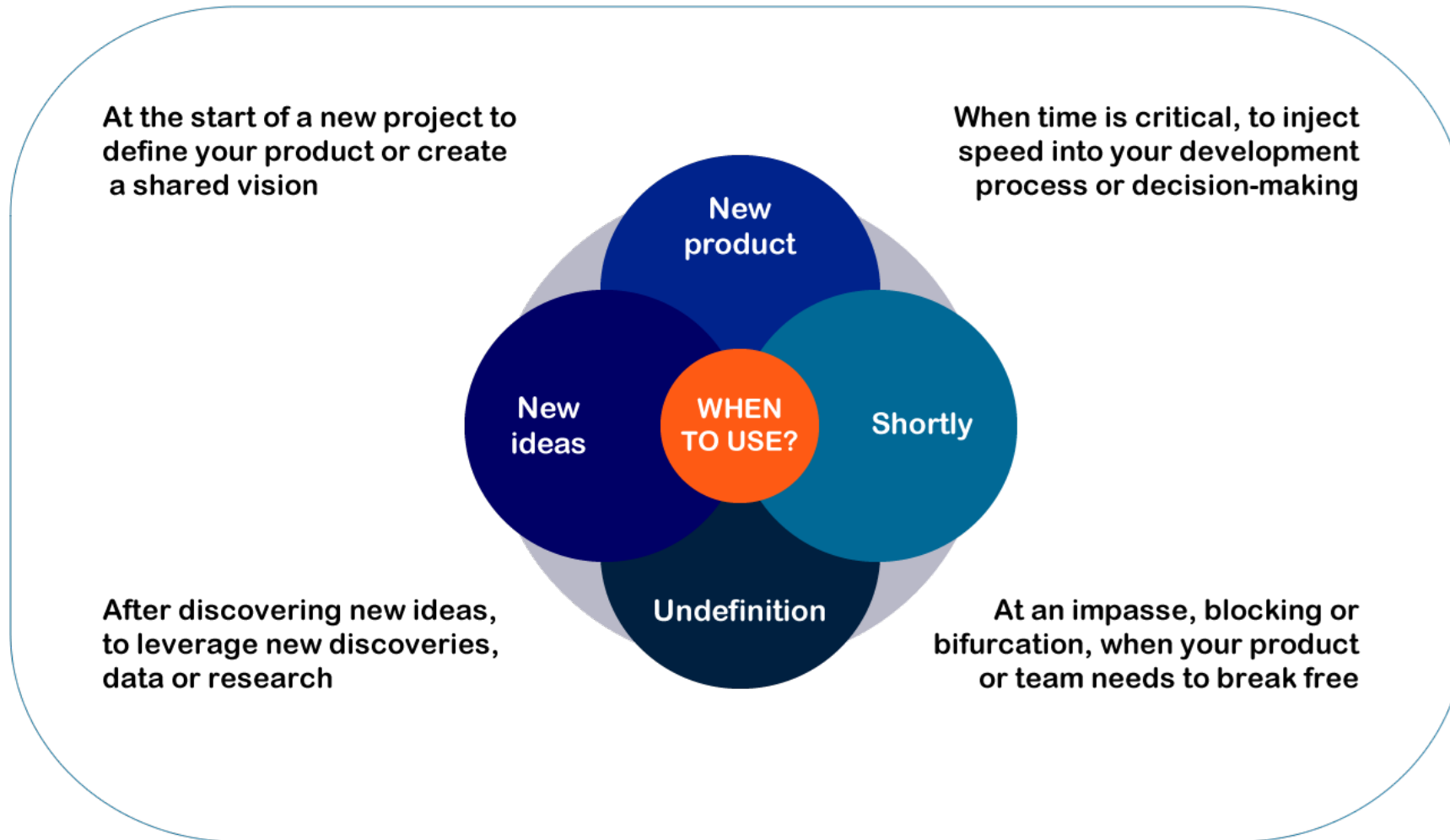
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As an investment company, the slogan "time is money" more than ever made sense and was the tonic of the business, it was not viable to wait for the normal process of ideation, development and launch of an idea, and then find out if it would have or not viability.

Although it is possible to apply it in well-defined solutions, in validations through prototypes, Design Sprint becomes especially ideal for new ideas, products or when you don't have time or a clear definition about it.

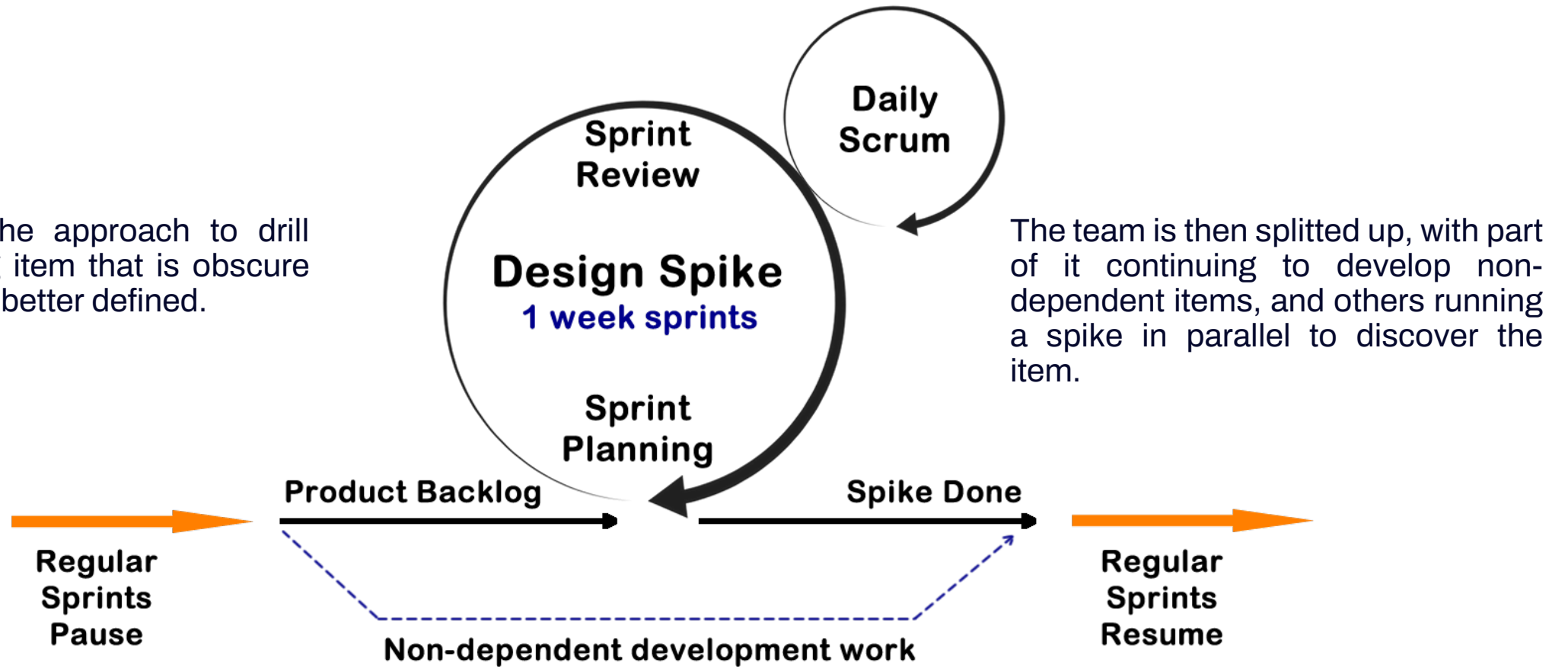


# Design Sprint – When to use?



# Design Sprint – When to use?

You can use the approach to drill down a backlog item that is obscure and needs to be better defined.



The team is then splitted up, with part of it continuing to develop non-dependent items, and others running a spike in parallel to discover the item.

*Design Spike figure.*

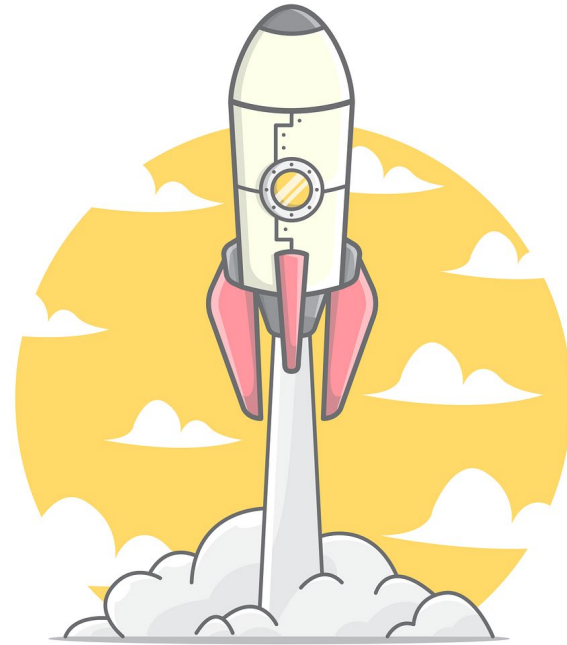
*Source: adapted from Dimmick (2012).*

# Design Sprint – When to use?

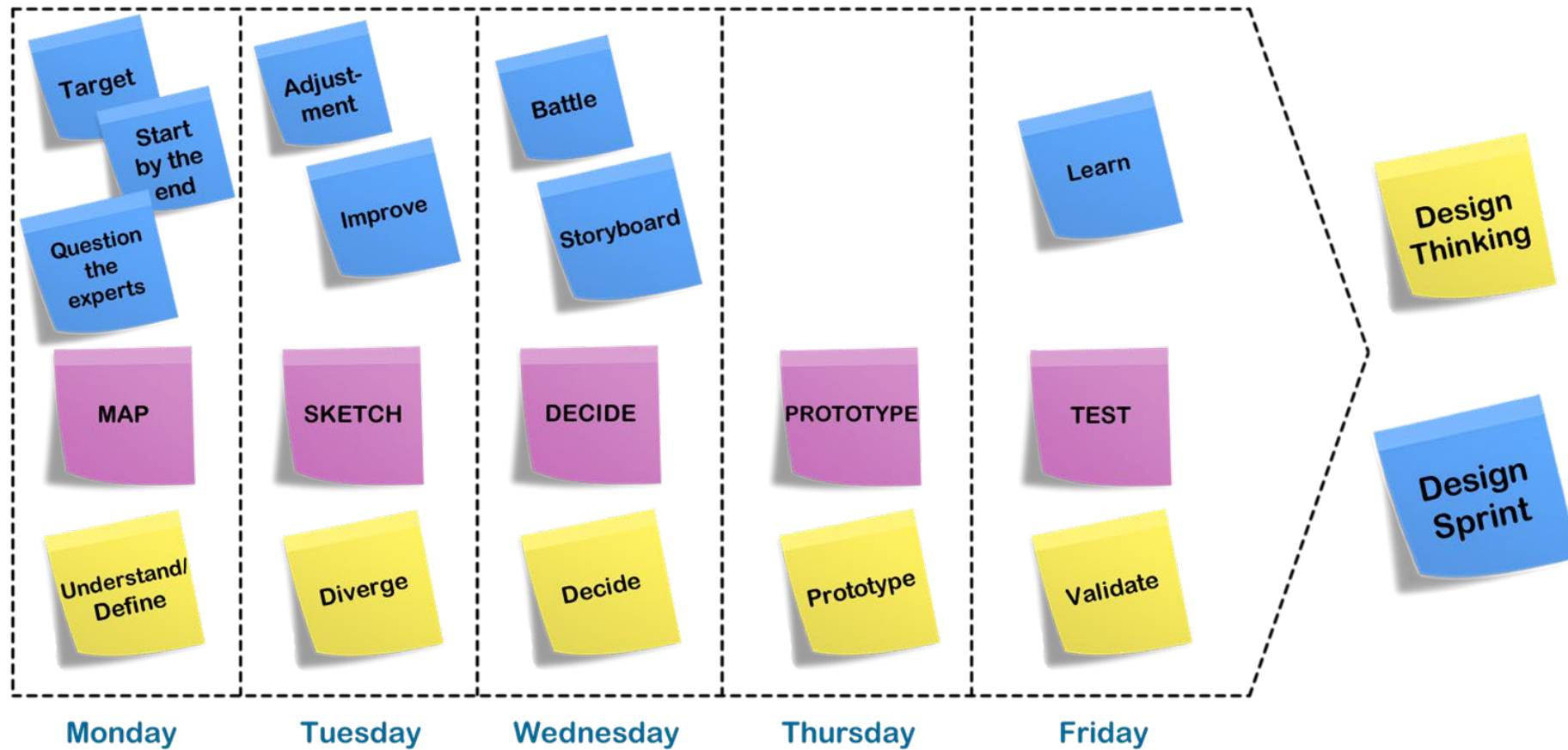
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Design Thinking highlights the discovery (divergence) and definition (convergence) phases about the problem, so that an idea can be reached and, based on it, develop (divergence) and distribute (convergence) a solution that will be implemented.

Design Sprint, therefore, is based on this philosophy with a methodology that accelerates the design process in a user-centric and value-delivery way, with a focus on collaborative innovation and co-creation.



# Design Sprint and Design Thinking Steps



Design Sprint and Design Thinking steps figure.  
Source: adapted from Knapp; Zeratsky; Kowitz (2017).



# Design Sprint and Design Thinking Steps

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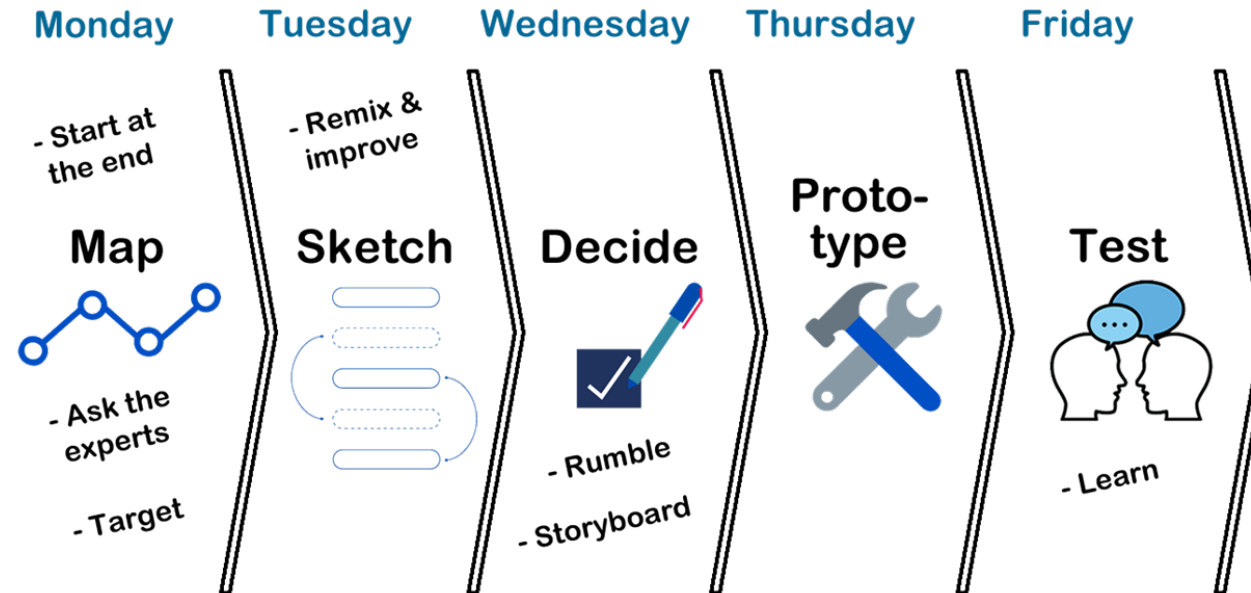


The Design Sprint has as some of its premises the collaborative, multidisciplinary and immersive work, in addition to the realization of activities that do not follow the brainstorming pattern that is commonly observed where collaboration exists.

This is because its creators did not intend for the so-called group thinking to be occurred, where other participants could bias their own results, changing their idea because of something previously presented (KNAPP; ZERATSKY; KOWITZ, 2017).



# Design Sprint

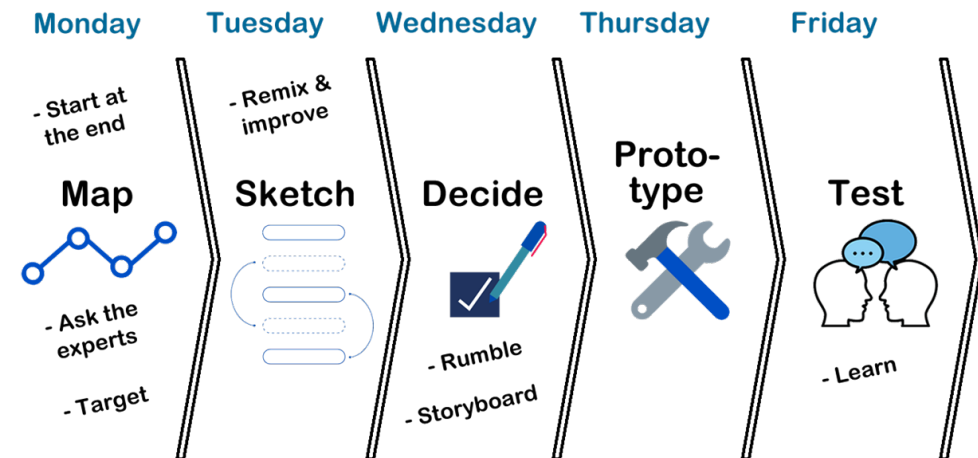


*Design Sprint Summary figure.  
Source: adapted from Knapp; Zeratsky; Kowitz (2017).*

It is based on the philosophy of Design Thinking, with a methodology centered on the user and on delivering value.

# Design Sprint

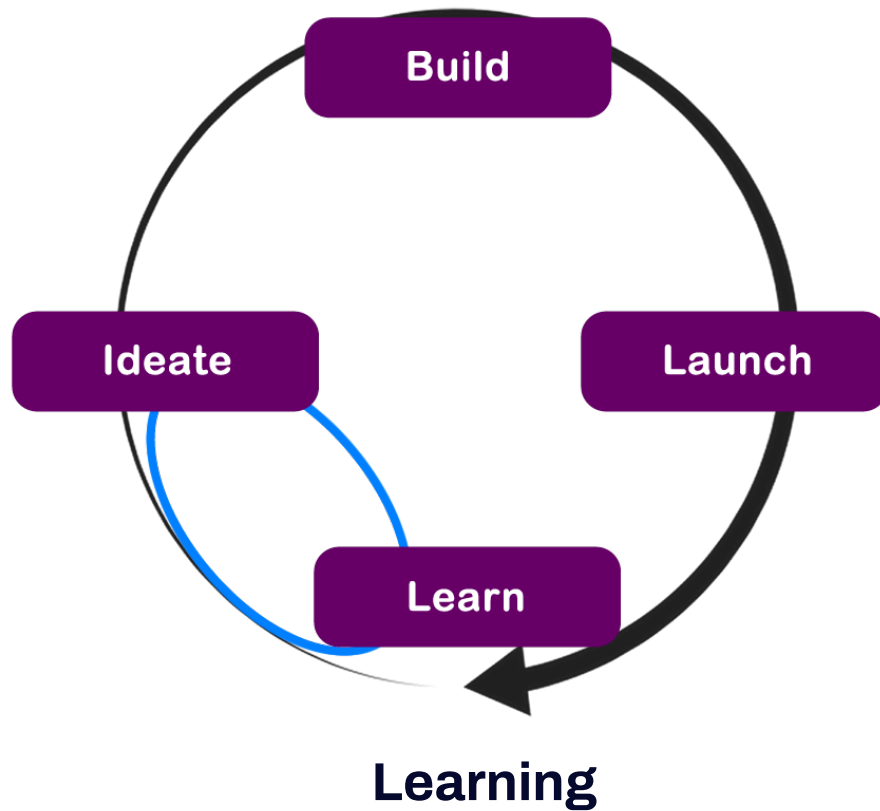
Focus on innovation and collaborative co-creation to create successful products using prototypes.



*Design Sprint Summary figure.  
Source: adapted from Knapp; Zeratsky; Kowitz (2017).*



# Design Sprint



Early delivery of value and get feedback from users!

*Feedback and learning cycle figure.  
Source: translated and adapted from GV (s.d.).*



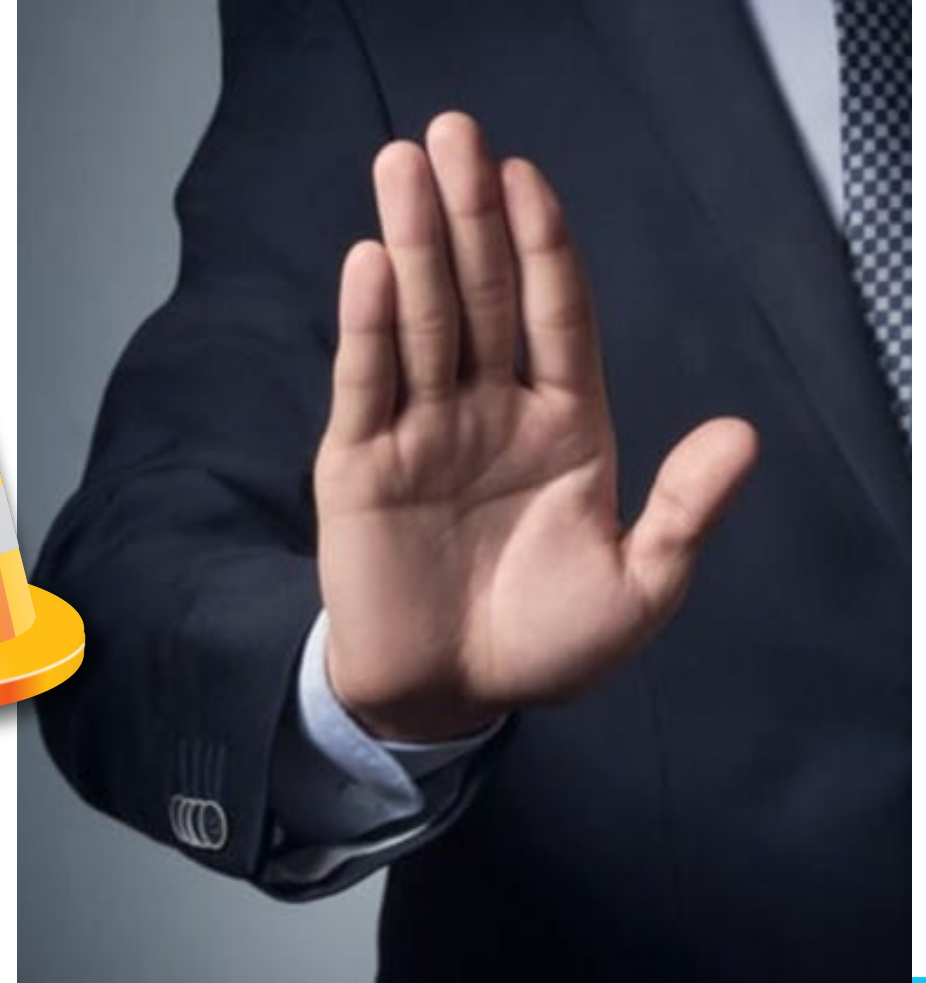
# Design Sprint – When do NOT use?

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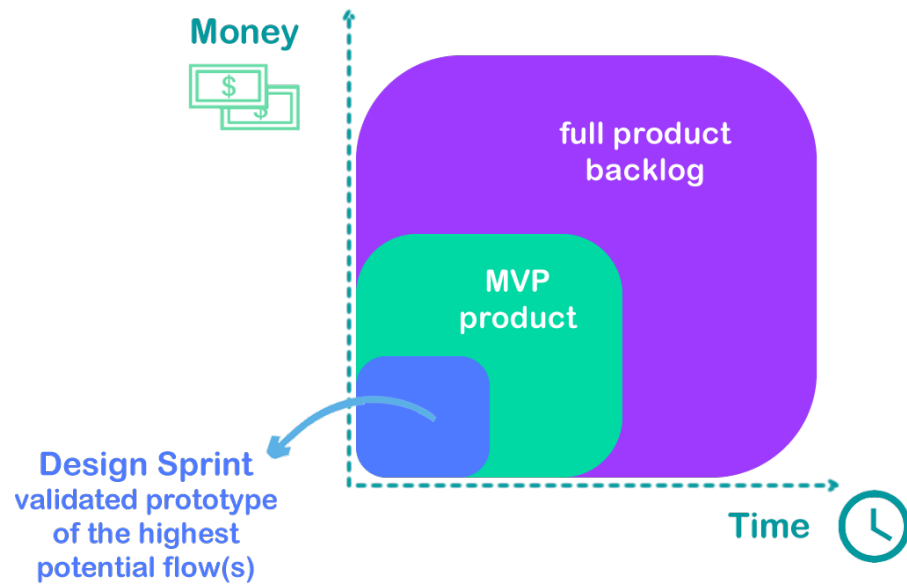
No user research or understanding of your customer base.

If you have a clear direction of the product and you just need dedicated project time.

If you don't have leadership participation.

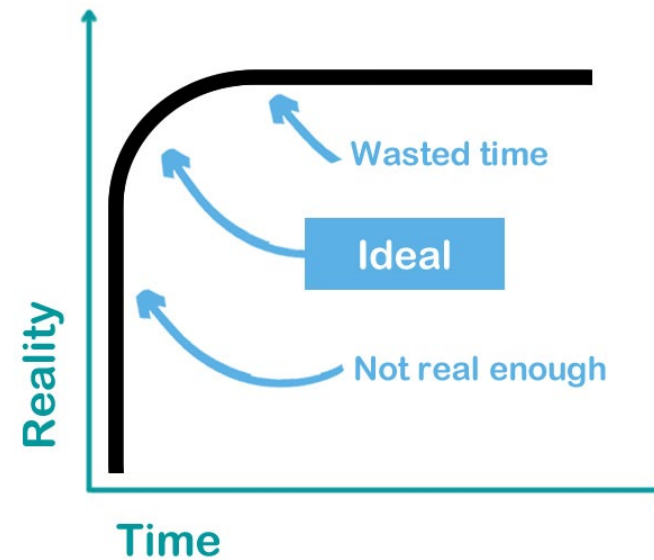


# Prototype x MVP x Product



*Design Sprint - validated prototype figure.  
Source: adapted from Souza (2018).*

## Prototype quality



*Quality of the prototype figure.  
Source: adapted from Knapp; Zeratsky; Kowitz (2017).*



# Agile HR Professional Certification

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## Benefits

- Improved talent management, increased employee satisfaction and retention, and optimization of HR processes.

## Skills Developed

- Implementation of agile HR practices, change management, development of high-performance teams, and agile hiring techniques.



<https://certiprof.com/collections/agile/products/agile-hr-certified-professional-ahrpc>



# Module 03

## Design Sprint 2.0

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# Design Sprint

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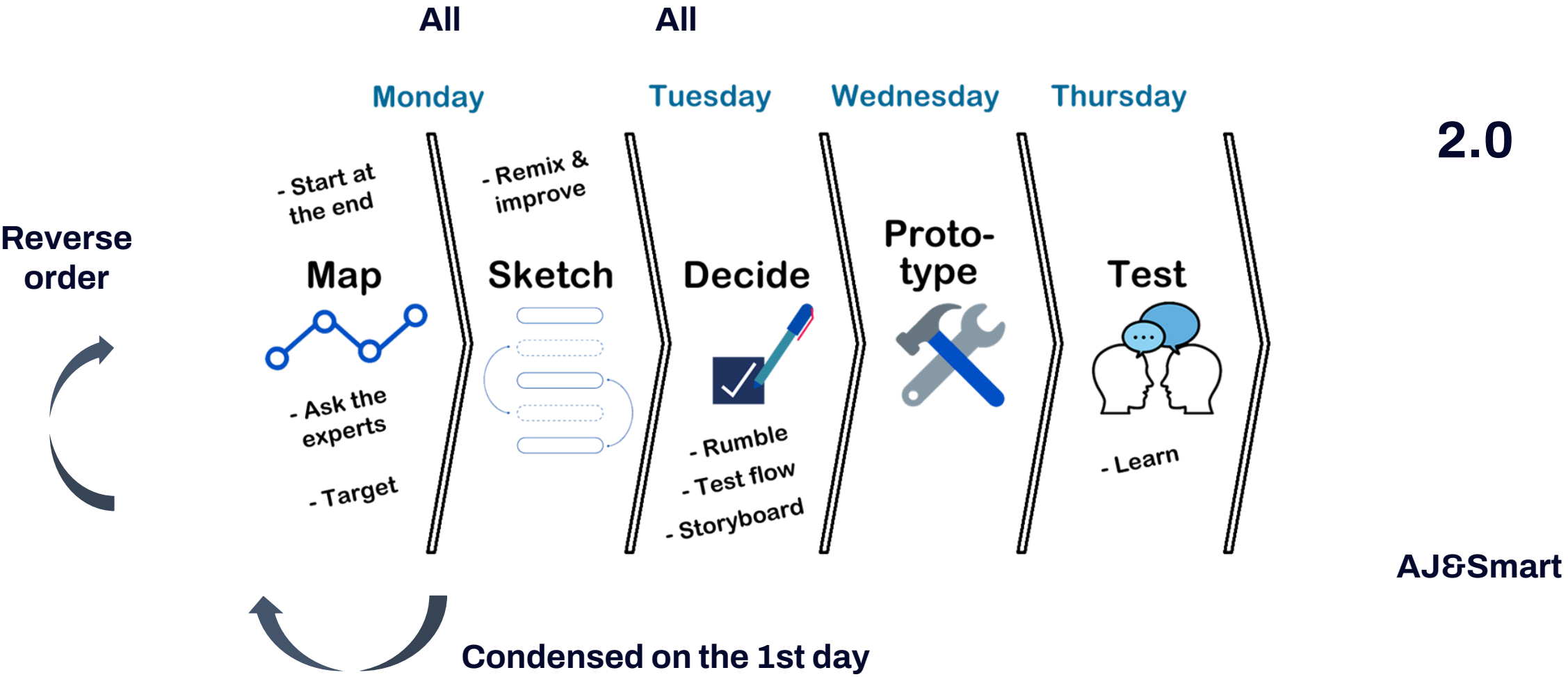
Version 2.0 of Design Sprint was a proposed update through a partnership between Jake Knapp and the AJ&Smart agency. After experimenting the application of the original method several times, they realized that it would be possible to join some steps and simplify others, defining its application in four days.

The difference between the original method created at Google Ventures and the one adapted by AJ&Smart is due to the reduction of immersion to four days, consolidating the first two days in one and inverting the order between the activities “Map” and “Ask the experts”.

A activity called “User Testing Flow” was also inserted, which aims to describe each step that the user will go through the test, and then detail everything in a storyboard until the end of the afternoon (AJ&SMART, nd.).



# Design Sprint 2.0



# Design Sprint 2.0 Agenda

Before

Search  
Preparation

|                  | 1st day                                                                                                                                                   | 2nd day                                                                                                                                                  | 3rd day                                                                                                                                    | 4th day                                                                                                                                                                                                                                                          |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Morning</b>   | Problem Presentation<br>Experts interview<br>"How might we"<br>Long Term goal<br>Sprint Questions<br>Map<br>Target definition                             | Heat Map Vote<br>Lightning demos<br>Voting for Ideas<br>Decider vote  | Tasks Distribution<br>Prototype:<br>- Resource Selection<br>- Construction<br>- Writing of texts<br>Test planning<br>Confirmation of users | Test with 5 users:<br>- Welcome<br>- Questions about the customer<br>- Presentation of the prototype and tasks<br>- Debriefing - 1 hour each<br>- Team assists remotely<br>- Positive annotations and negative<br>- Interval between each<br>- Identify patterns |
| <b>Afternoon</b> | List of References<br>Notes<br>Solution Sketch<br>Crazy 8's<br>Solution  | User Test Flow<br>Storyboard /<br>Find User Testers                    | Prototype:<br>- Sew everything<br>- Simulate the test   | Review<br>Next steps                                                                                                                                                          |
| <b>Team</b>      | Designers, specialists, technical team                                                                                                                    |                                                                                                                                                          | Designers and engineers                                                                                                                    | Designers, users, team                                                                                                                                                                                                                                           |

After

Roadmap  
Next steps

*Design Sprint 2.0 agenda figure.*

*Source: based on AJ&Smart (s.d.).*



# Design Sprint 2.0 Agenda

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Zero

- Do a survey with users
- Share a briefing about the DS and the goal
- Communicate the schedule in advance and ensure your presence
- Provide materials and lunch/coffee
- Define the team and roles...



# Go Out Into the World and Seek Experiences



- Collect inspirations
- Observation
- Empathize
- Listen with your eyes
- Things that start a behavior
- Look for adaptations that people make
- Look for what people care about
- Listen to body language
- Look for patterns
- Look for the unexpected



# War Room



Prepare the room!  
Avoid distractions!  
Record everything!  
Individual work, together!



# Design Sprint Roles



7 or less people:

- Facilitator
- Definer (1 or 2 people)
- Specialists:
  - Finance
  - Marketing
  - Consumer
  - Technology/logistics
  - Design
- Trouble maker (critical and divergent point of view)



# Design Sprint Roles

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As this is a collaborative process, it is essential to reserve the agenda of key people (between three and seven) so that the work is productive, such as a sponsor or representative (decision maker), business people, experts, facilitator, in addition to people able to create a suitable prototype to validate the idea.

It is essential that these participants release their agendas, that an exclusive room is reserved for this work, in addition to the distribution of materials, such as post-its, paper, pen and whiteboards, as examples.



# Day 01 – Starting Work

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We start by asking experts to understand more about the problem / project and participants describe their observations in the format “How might we” solve such situations, which are categorized and prioritized.

In this way, it is possible to define the challenge with a more clearly structured long-term objective and the questions that the sprint needs to solve, ensuring that nothing prevents the result to be achieved.

Next, users or personas are placed on the left end of the board and the objective on the right, and then pointed out the steps to “connect” the ends, considering the “How could we” items listed.



# Day 01 – Starting Work

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In this way, we were able to reach the definitions of targets and the actors that will be considered later for the construction of the solutions that each one of the participants will elaborate. Previously, those involved should seek solutions that already exist on the market, such as benchmarking with other players, markets, and so on.

The purpose is to get as much inspiration as possible with these references, which will be presented to the other participants and will be displayed so that it is possible to take notes before go to draft.

The purpose of this day is that each participant has produced their own solution, based on the insights, information and knowledge presented.



# Day 01 – Starting Work

## Monday



### Understand / define

- Long term goal
- Sprint Questions - What do you want to answer?
- How might we?



# Day 01 – Starting Work



# Day 01 – Starting Work

Monday



**How might we?**

- Raise questions
- Organize by themes and prioritize



# Day 01 – Starting Work

## Monday



### Map - set Public and TARGET!

- Simple diagram
- List actors - left
- Write the end - right
- Words and arrows in the middle
- Allocate priority from HMW map
- Do not complicate - 5 to 15 steps



# Day 01 – Starting Work

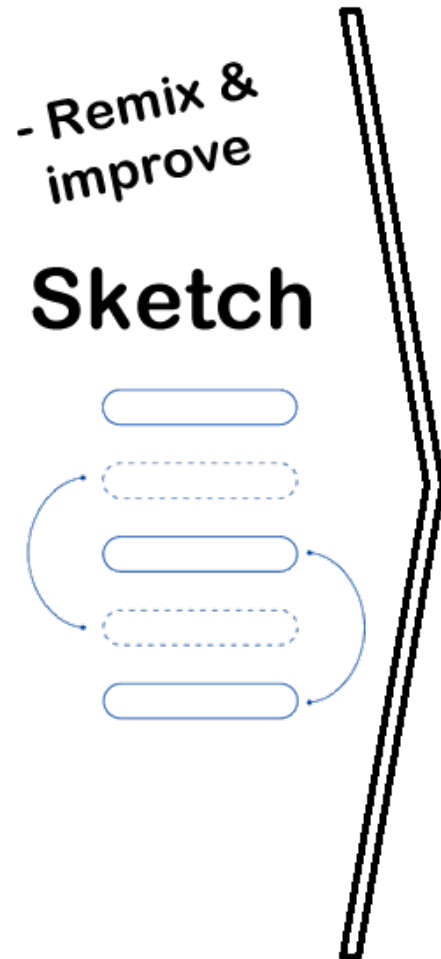


*Creating the map figure.  
Source: Google's Site Design Sprint Kit.*



# Day 01 – Starting Work

Monday  
Continuation



### Diverge

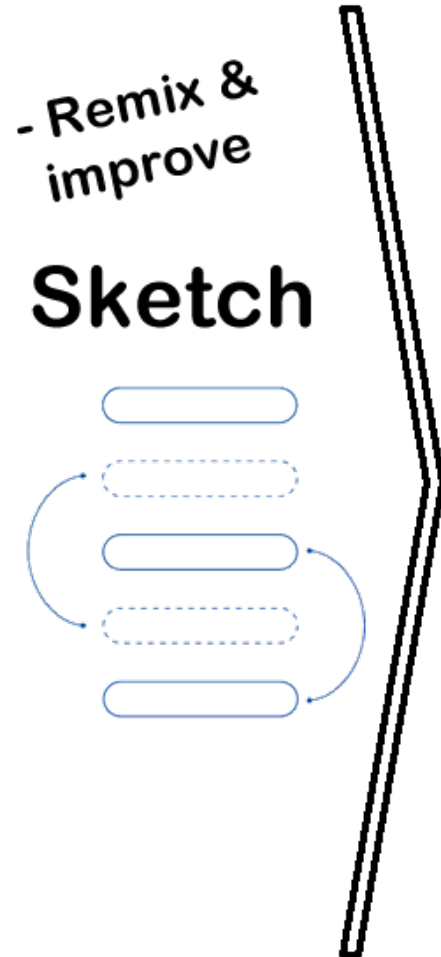
- List of references
- Lightning demos
- Register ideas on a board
- Split or group

Choose test participants!



# Day 01 – Starting Work

Monday  
Continuation



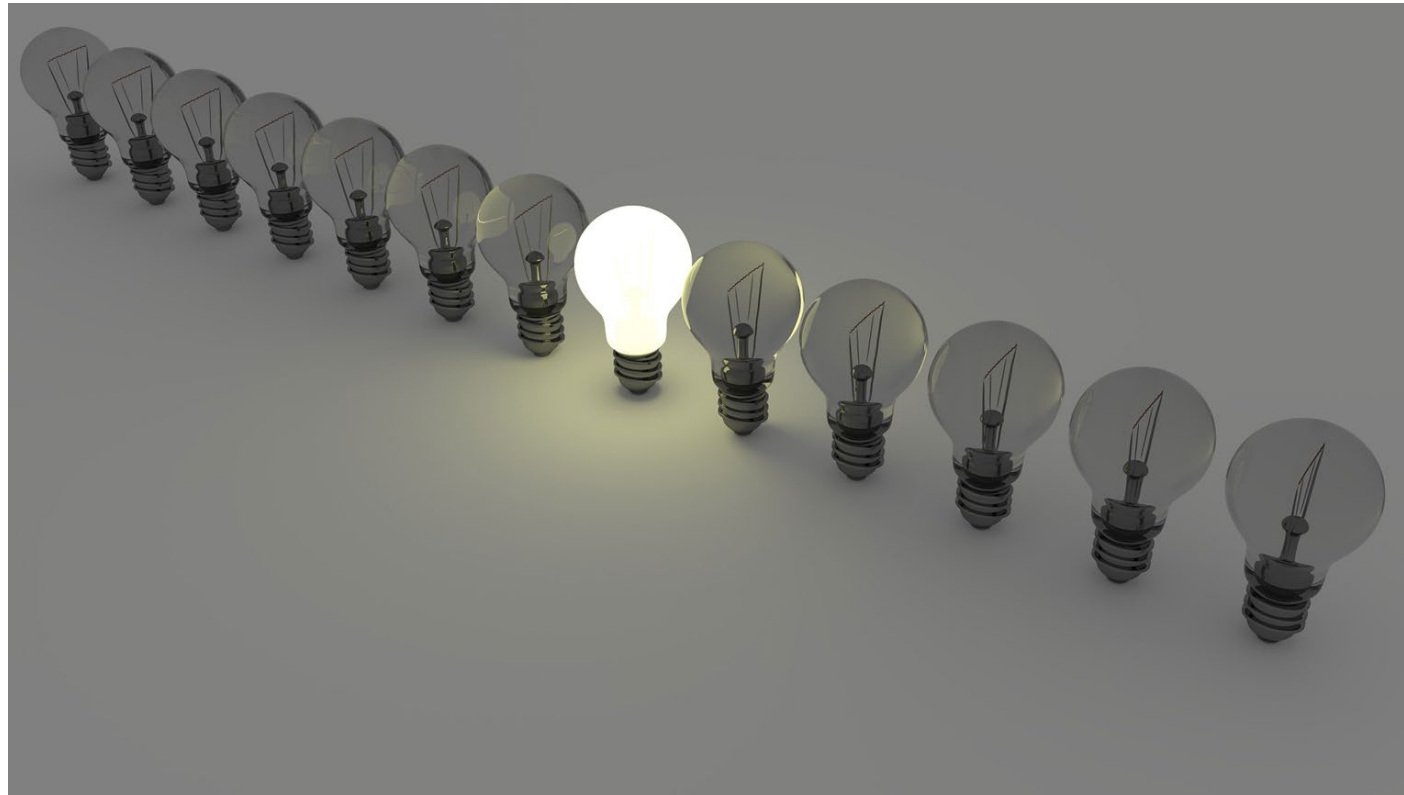
### Lightning demos

- Submit the references
- Register ideas on a board



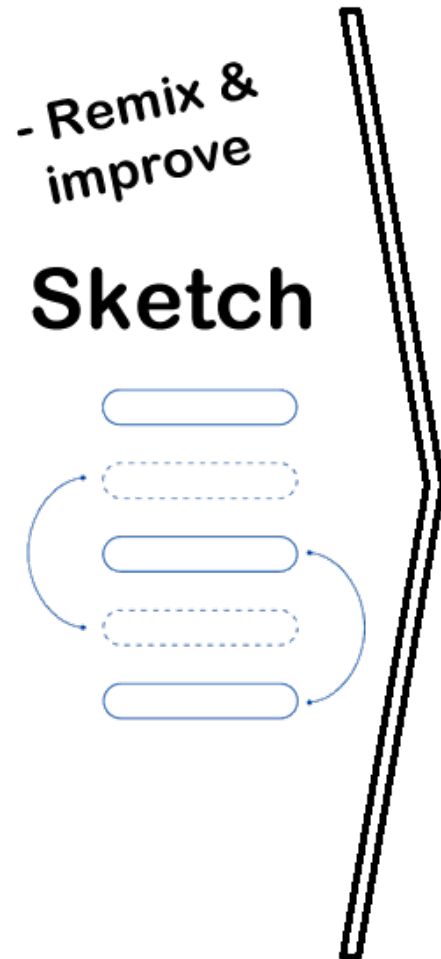
**"The best way to have a good idea is to have lots of ideas".**

**LINUS PAULING  
NOBEL AWARD IN CHEMISTRY**



# Day 01 – Starting Work

Monday  
Continuation



## Sketch

- Notes
- Ideas
- Crazy 8s
- Solution sketch

Solution quality and not artistic talent!



# Day 01 – Starting Work



## Sketch

- Self explanatory
- Anonymous
- Can be ugly
- Have words
- Striking title

*Creating Sketch figure.  
Source: Google's Site Design Sprint Kit.*



# Day 02 – Let's Tell the Story

---

The solutions created will be analyzed in order to understand which is more aligned with the established objective, as it would be impossible to consider all of them and prototype, so that they could then be tested with the public.

A votation is carried out to form a heat map and the solutions are presented, the chosen parts listed and the decision maker can give the final word with his super vote.

Then, the User Test Flow is created to help understand how the user will navigate throughout the test, facilitating the creation of the storyboard, a step-by-step plan with all the steps to build the prototype.

The intention is to facilitate the prototyping and, consequently, the validation of the end user, writing all the content, describing the type of image and the interaction expected to be carried out with the prototype.



# Day 02 – Let's Tell the Story

---

Tuesday

**Decide**



- Rumble
- Test flow
- Storyboard

**Decide**

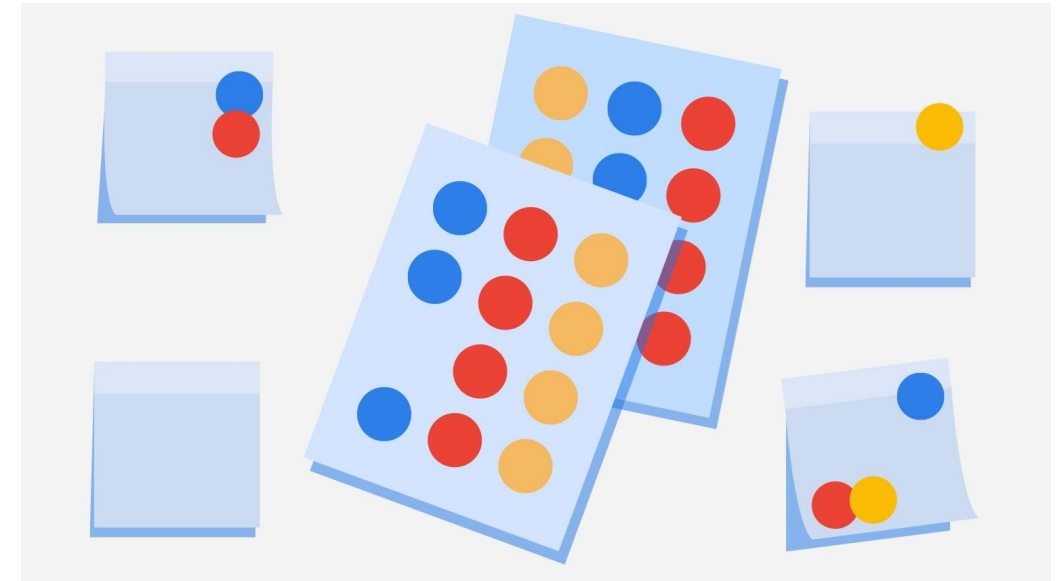
- Review of sketches
- Super vote
- Battle or All-In-One
- Test Flow
- Storyboard



# Day 02 – Let's Tell the Story

## Sticky decision

- Art Museum
- Observe
- Stickers
- Lightning critics
- Vote poll
- Super vote – Definer
- Facilitator: Point out stickers and narrate
- Penman: Puts standout ideas on sticky notes
- Visible stopwatch (3 minutes per solution)
- Team: Call attention to standout ideas



*Sticky decision figure.*

*Source: Google's Site Design Sprint Kit.*

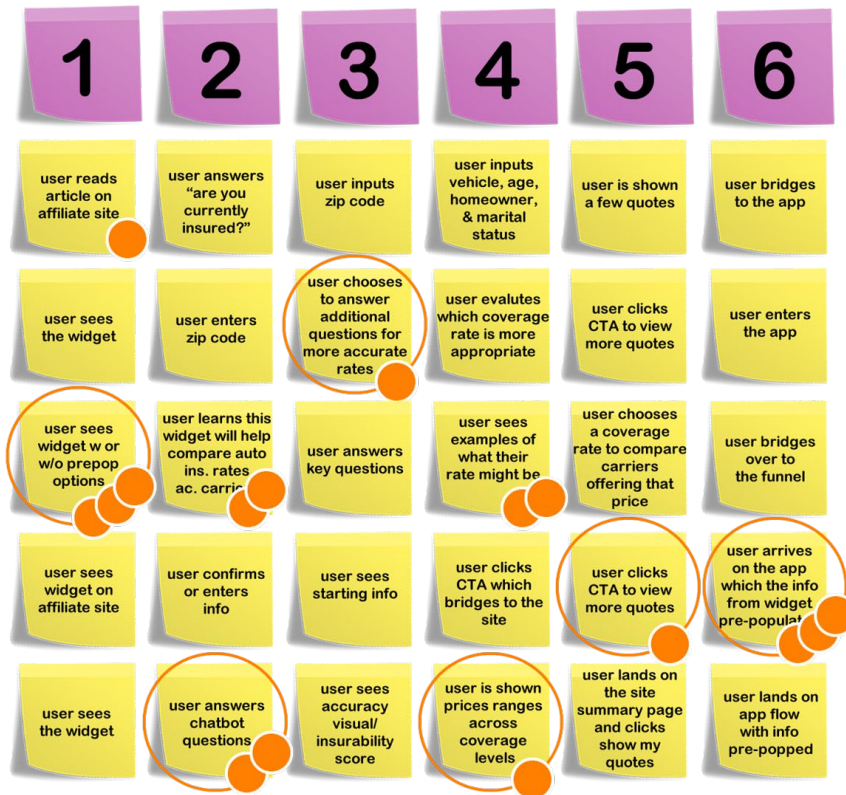


# User Test Flow

## Final user test flow



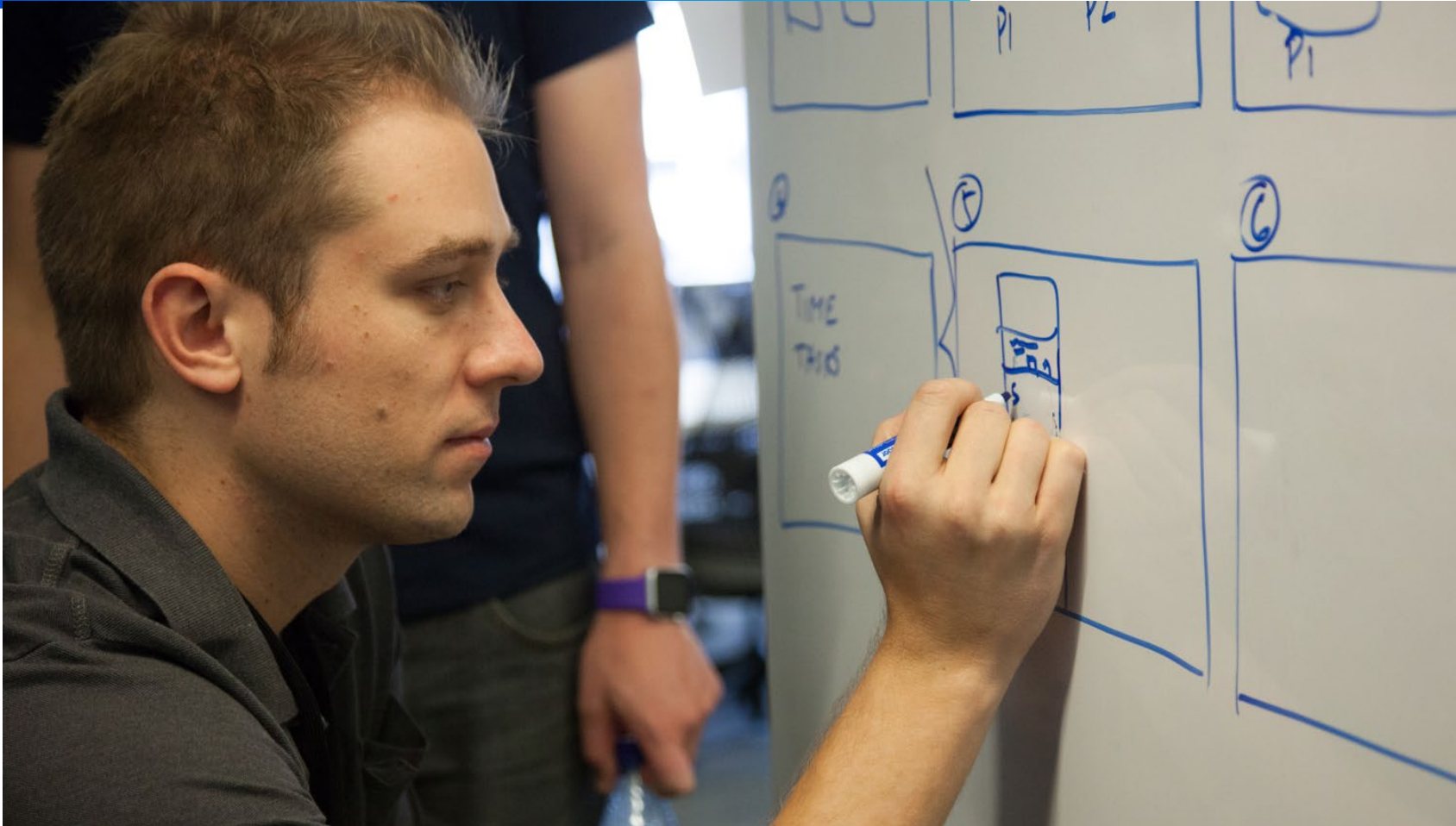
## Proposed user test flows



Example of user test flow figure.  
Source: adapted Stephens (2018).



# Storyboard



Storyboard figure.  
Source: Google's Site Design Sprint Kit.

# Day 03 – Hands On

---

This is considered the most tense and exhausting day of the immersion, as all the work carried out throughout the week is aimed at validating the idea with the user, through a prototype developed in high fidelity, simulating as much as possible a real experience.

In previous days, everyone on the team should participate. In this, the task is more restricted to the designers and/or engineers who will develop the prototype, without obligation for the other participants.

However, there are some roles considered essentials for the task to be completed, following the idea of “divide and conquer”: makers, stitcher (who will put everything together), writer, reviewer (will seek sources of materials, figures, etc) and interviewer.



## Day 03 – Hands On

---

The interviewer should have already pointed out five users (the ideal quantity) who will participate in the test on following day, properly guaranteeing their participation and performing a final test with the prototype, simulating the interview to ensure his understanding and make any necessary adjustments.

It is important to have a prototype mentality, which means considering that they are disposable, make it possible to do anything, just enough to learn, realistic as much as possible and use appropriate tools for it, being viable to obtain an ideal quality in just one day of work.



# Day 03 – Hands On

---

Wednesday

**Proto-  
type**



## Prototype

- Prototype mindset
- Right tools
- Divide and conquer
- Put all together and test



# Day 03 – Hands On

---

Wednesday

**Proto-  
type**



## **Prototype mindset**

- Can do anything
- Are disposables
- Just enough to learn
- Look as real as possible

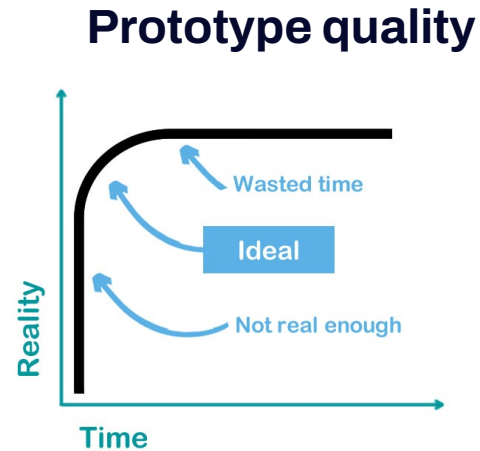
Right tools - PowerPoint

Roles - makers, stitcher, writer, reviewer and interviewer

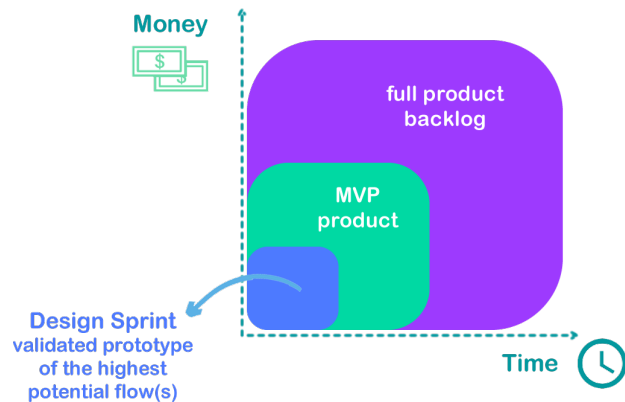


# Day 03 – Hands On

Quality of the prototype figure  
Source: adapted from Knapp;  
Zeratsky; Kowitz (2017).



Design Sprint -  
validated prototype  
figure.  
Source: adapted from  
Souza (2018).



## Prototype

- Put it all together - ensure consistency
- Test - simulate the interview with the prototype, with time to adjust if needed



# Day 04 – Face to Face With Users

---

Interviews should be conducted with five users, limited to one hour each, starting with questions about the customer, presenting the prototype and detailed tasks to get the reaction of each, separately, in turn.

The team must assist, through an online transmission application, the interviewer and the client, who will be in another environment. It is also important that they see the prototype, watch it together and make notes on a board (positive, negative and neutral ones), with short breaks between each interview to discuss the points and identify patterns.

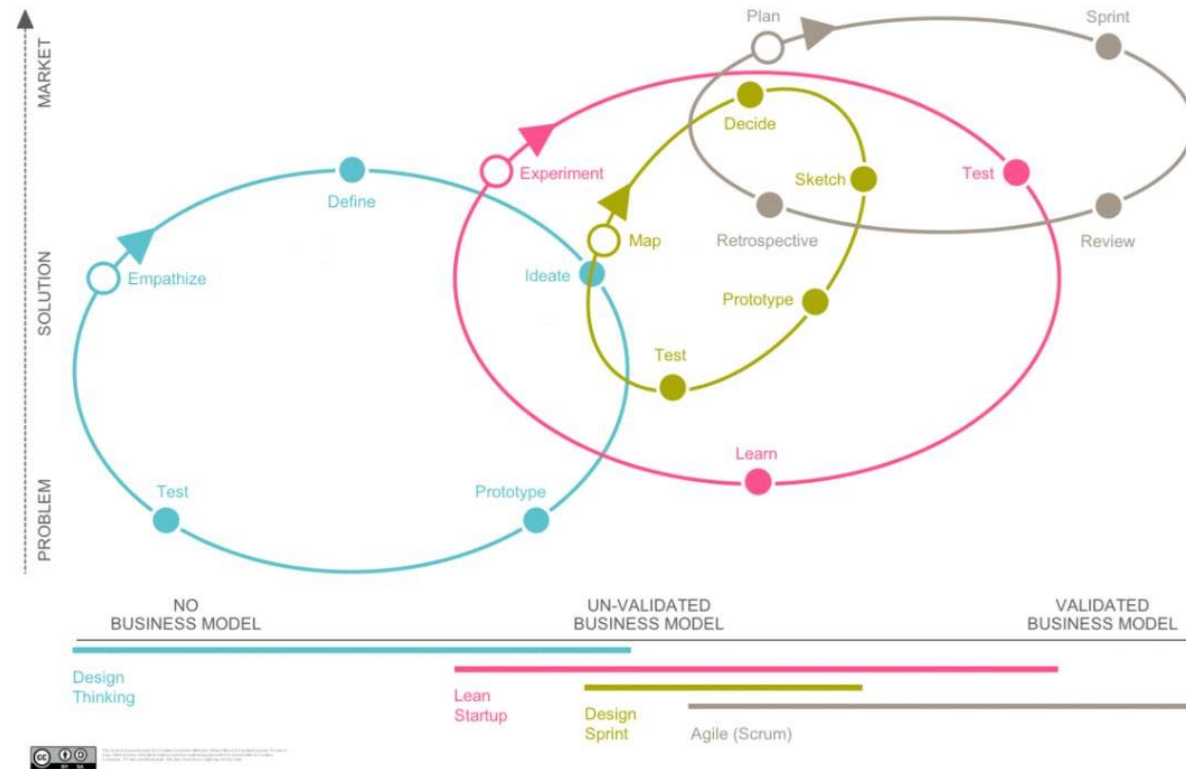
The result should be a review of the long-term goal and Sprint questions, to check if they were answered, and defining next steps. It is important to be open to efficient failures or success with failures, as it is essential to learn from the result and evolve the idea.

The Design Sprint must, therefore, be a phase prior to the development of the solution itself, which can be implemented through an agile approach, such as Scrum, to validate the idea and define the scope of the problem to be solved, according to the spectrum of innovation.



# Day 04 – Face to Face With Users

## Innovation spectrum



Innovation spectrum figure.  
Source: Claes (2017) under Creative Commons license.



# Day 04 – Face to Face With Users

---

As it may seem, Design Sprint should not be seen as a simple cake recipe that will always need to use the same (or all) techniques. Activities should be chosen according to what fits best to solve a given problem.

The same goes for the final result of the solution, as it will not always be a new feature or product, it may be the improvement of a process, a flowchart, a structural or equipment change.



# Day 04 – Face to Face With Users

---

Thursday

**Test**



- Learn

**Validate**

- Interviews with 5 users - 1h maximum
- Team watches together
- Make notes (+ or -)
- Identify patterns



# Day 04 – Face to Face With Users



## Validate

- Welcome
- Customer Questions
- Prototype presentation
- Detailed tasks to check reaction
- Debriefing

*Validation figure.*

*Source: Google's Site Design Sprint Kit.*



# Day 04 – Face to Face With Users

## Showcase

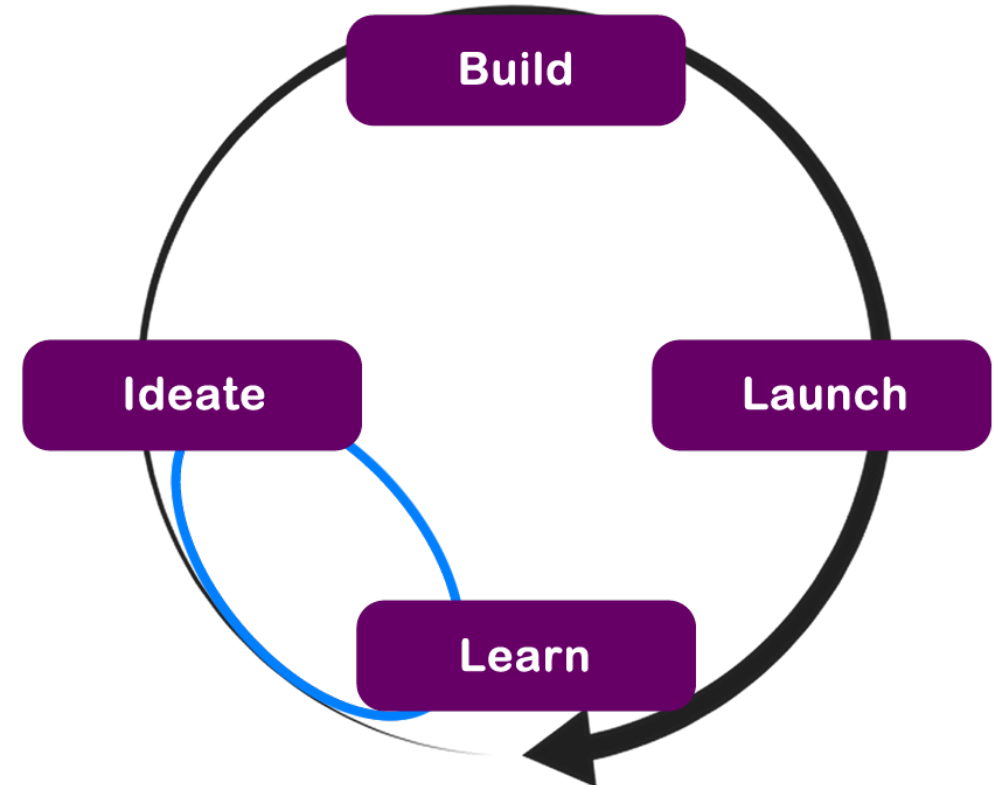
- Review long-term goals and Sprint questions, and check if they're answered
- Efficient failure or success with failures

Roadmap - next steps



# Day 04 – Face to Face With Users

Shortcut to learn without build and launch the solution indeed.



*Feedback and learning cycle figure.  
Source: translated and adapted from GV (s.d.).*



# Launched the Product?

---

Leading companies kill themselves when they believe that success is for ever!



# Business Agility Professional Certification

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## Benefits

- Increased responsiveness and adaptability to change, strategic alignment, and improved operational efficiency.

## Skills Developed

- Business agility strategies, data-driven decision-making, agile leadership, organizational change management.



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★ Success on your  
journey with the  
Design Sprint  
application



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