# THE RAPID DESIGN SPRINT

TOOLKIT

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DESIGN
SPRINT

T O O L K I T

The Rapid Design Sprint Toolkit contains 18 tools and canvasses to help you run an impactful, human-centred and outcome-focussed Design Sprint.

The canvasses included in this toolkit are inspired by the principles and techniques used by Google Ventures to test and validate new ideas, popularised in the book 'Sprint' by Jake Knapp. The techniques also draw on design thinking and human-centred design practices and approaches.

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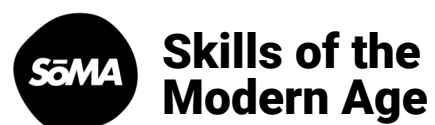
This toolkit was created and made available by Skills of the Modern Age. **Skills of the Modern Age**, or SoMA, is an innovation academy helping entrepreneurs, innovators, and intrapreneurs get ready for the future of work.

Through workshops, innovation sprints and facilitation tools, we help teams learn the critical skillsets, toolsets, and mindsets of the modern workplace.

If you need help in running a design sprint, or have a questions about this pack, get in contact via our website at:
https://skillsofthemodernage.com.au.

WHO IS THIS FOR?

The Rapid Design Sprint Toolkit is designed for innovation, entrepreneurs and anyone else looking for a structured approach to testing new ideas, solving a complex problem or exploring a potential opportunity area.

The pack is designed so that it can be used by an individual undertaking a Design Sprint solo, or as part of a facilitated group workshop.

WHAT PROBLEMS CAN BE USED BY THIS PROCESS?

The Design Sprint approach can be used for almost any problem or opportunity: whether it be an idea for a new product, improving an existing service or process or solving a complex business problem. If you're unsure if it will fit – give it a go and see if it works!
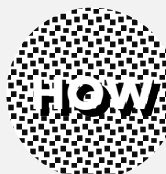
HOW DO I USE THIS PACK?

This pack includes 18 tools divided into four phases: define, discover, diverge and deliver. This toolkit is not intended to be used cover-to-cover – as any good library of resources, use what works for your individual style, what's the right 'tool for the job' and what resonates with you most.

There is no explicit instruction in this pack to talk to your customers or validate your assumptions. To run a Design Sprint process effectively, you should be actively seeking and including customer feedback throughout the entire process.

WHY USE THIS TOOLKIT?

Exploring new opportunities can be hard. Our internal bias and passion can overshadow our sense and we sometimes we fall in love with our idea or caught in the weeds of a sticky problem.

This pack helps innovators leverage the best techniques and approaches to explore new ideas and opportunities in a structured way that is proven to work.

CAN I USE THIS AT MY WORKPLACE!

You sure can! This pack is licensed under a *Creative Commons Attribution-ShareAlike 4.0 International License*. You are free to copy, share and adapt the tools, providing you pay it forward and share it with the wider community.

WHAT IS OUR DESIGN CHALLENGE?

OPORTUNITY AREA

We're here to explore…

SOLUTION OBJECTIVES

If we're successful, we'll achieve…

CONSTRAINTS

But we have to be mindful of our constraints…

WHAT TOP OF MIND IDEAS DO WE ALREADY HAVE?

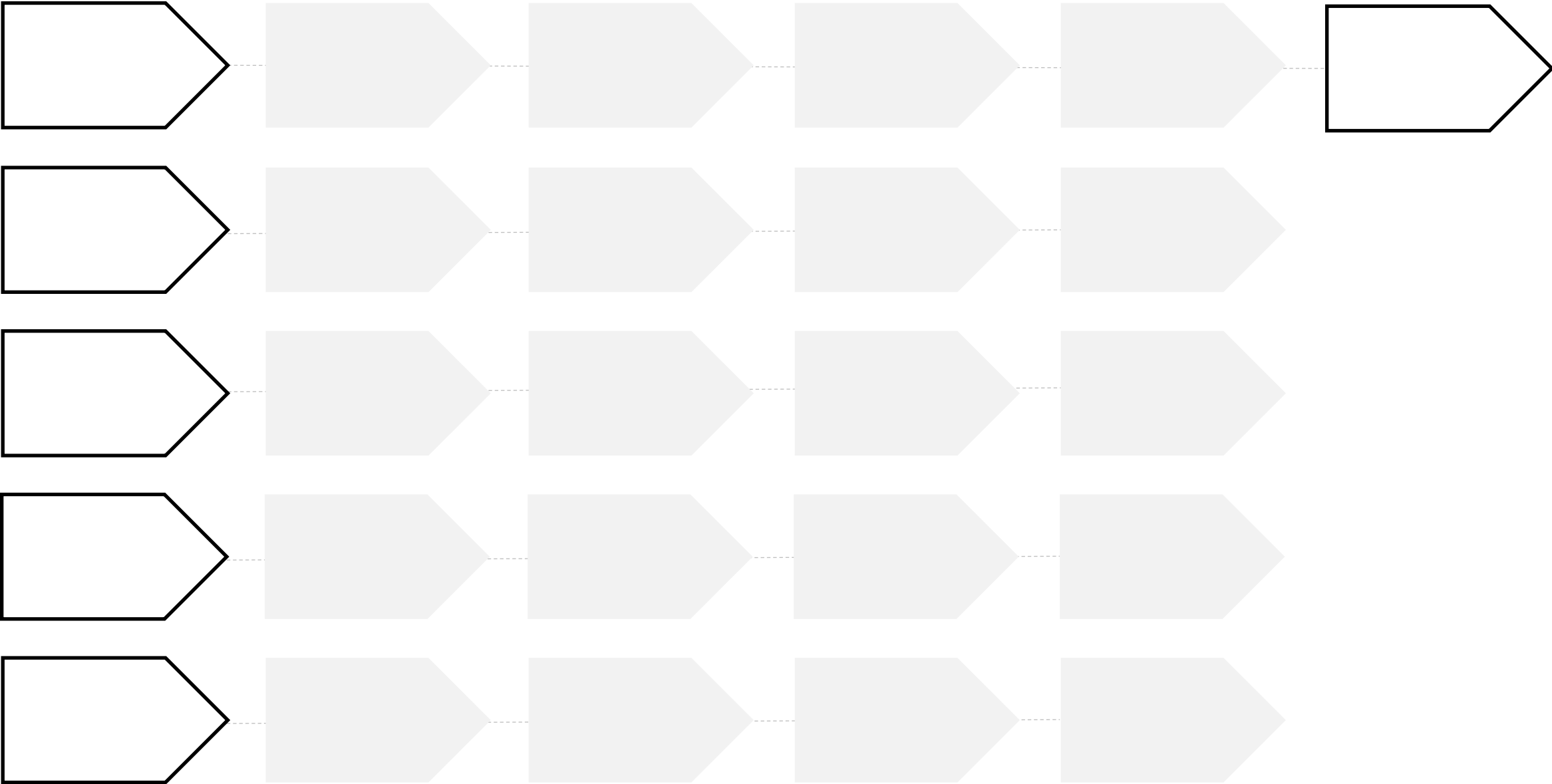| IDEA 1	IDEA 2	IDEA 3	IDEA 4
IDEA 5	IDEA 6	IDEA 7	IDEA 8

WHAT IS THE CURRENT STATE PROCESS?

TIPS

Map out the current state process for our problem area. Start by identifying the outcome, then the actors, then the actions. Constraint yourself to 3 – 5 steps in the process. Draw lines to connect actions between actors. It's okay if it gets messy!

ACTORS   **ACTIONS**   **OUTCOME**

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WHAT SOURCES OF INSPIRATION EXIST?

COMPETITORS
What currently exists in the market that solves for the problem focus area?

SUBSTITUTES
What workarounds or substitutes do our customers currently use to solve this problem?

ROLE MODELS
What best practice examples have seen that we would like to emulate or draw from?

VILLAINS
What have we seen that has been tried before but has not worked, or, an example of solving this problem that we want to avoid?

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WHO ARE WE DESIGNING FOR?

CUSTOMERS

STAKEHOLDERS

PARTNERS

CUSTOMER 1:

CUSTOMER 2:

STAKEHOLDER 1:

PARTNER 1:

CUSTOMER 3:

CUSTOMER 4:

STAKEHOLDER 2:

PARTNER 3:

CUSTOMERS	STAKEHOLDERS	PARTNERS
5.	3.	4.
6.	4.	5.
7.	5.	6.
8.	6.	7.
9.	7.	8.
10.	8.	9.

WHICH CUSTOMER SHOULD WE FOCUS ON?

SIZE OF THE PROBLEM

HIGHER

LOWER

NICHE MARKET

TARGET MARKET

NOT YOUR MARKET

MASS MARKET

LOWER

HIGHER

SIZE OF THE MARKET/IMPORTANCE OF THE SEGMENT

WHO IS OUR CUSTOMER, REALLY?

MACRO

NEGATIVE FORCES
Negative trends or forces from the environment.
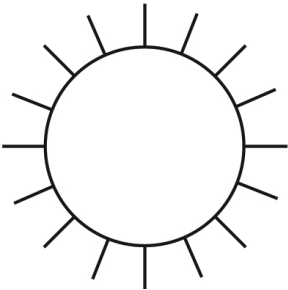
POSITIVE FORCES
Positive trends or forces from the environment.

PROFESSIONAL

HEADACHES
Professional and work related issues

OPPORTUNITIES
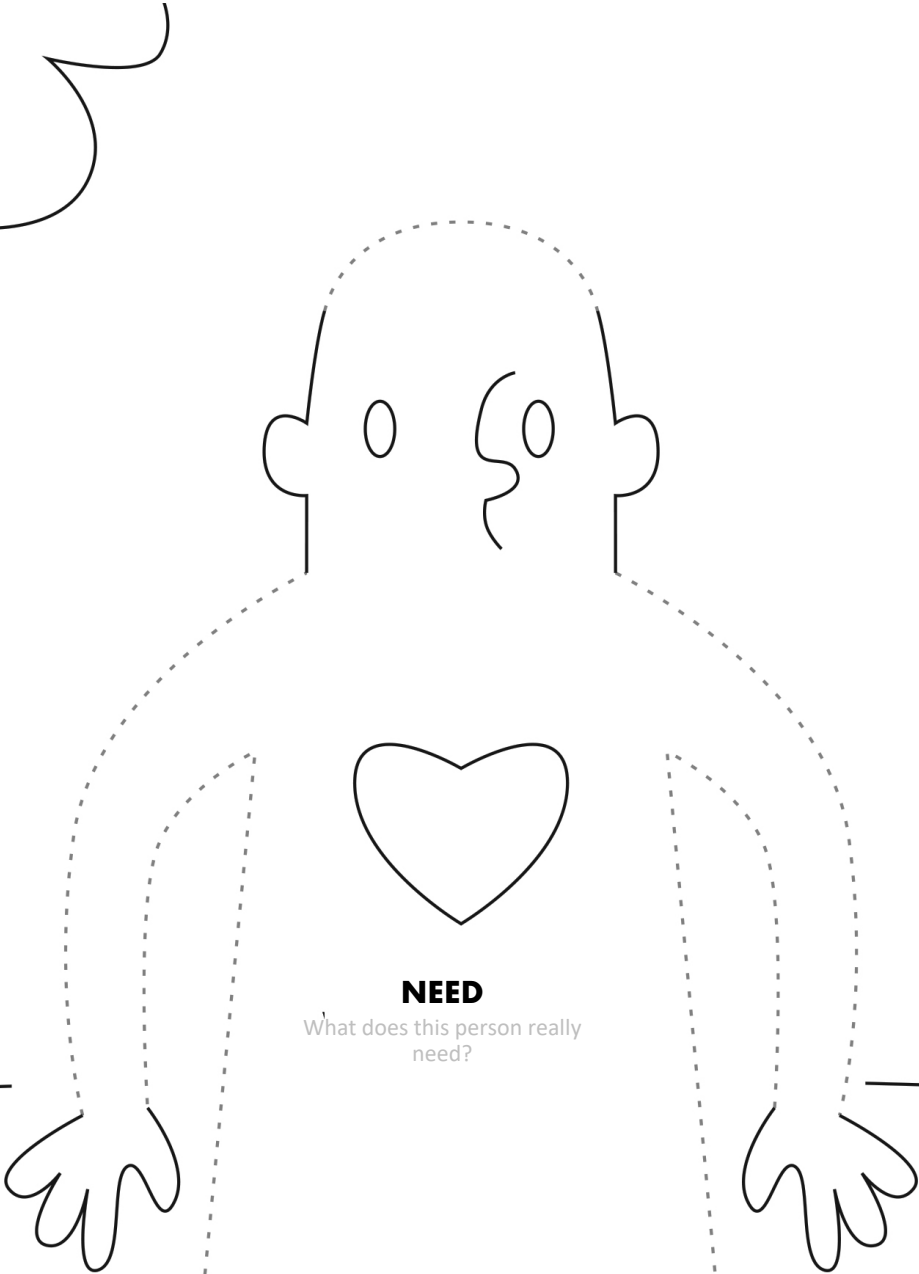Professional and work related positive outcomes

NEED
What does this person really need?

PERSONAL

FEARS
Personal worries or concerns.
.

HOPES
Personal goals and hopes .

NAME _____

ROLE _____

DISCOVER   DEFINE   DEVELOP   DELIVER

This canvas is a visually adapted version of the original Persona Canvas created by 'Design a Better Business.' The unedited canvas be downloaded at **https://designabetterbusiness.com/**

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WHAT IS OUR CUSTOMER'S CURRENT EXPERIENCE?

TIPS

Think about your archetypal core customer. Move around the canvas, answering each question as specifically as possible. List the variations for different types of customers.

TASKS

What tasks are users trying to complete? What questions do they need answered?

FEELINGS

How is the user feeling about the experience? What really matters to them?

INFLUENCES

What people, things or places may influence how the user acts?

ROLE

PAIN POINTS

What pain points might be the user experiencing that they hope to overcome?

OVERALL GOAL

What is the user's ultimate goal? What are they trying to achieve?

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WHAT IS OUR USER TRYING TO ACHIEVE?

_____   **NEEDS A WAY**   _____   **BECAUSE**   _____

(USER)   **TOO**   (NEED)   (INSIGHT)

_____   **NEEDS A WAY**   _____   **BECAUSE**   _____

(USER)   **TOO**   (NEED)   (INSIGHT)

_____   **NEEDS A WAY**   _____   **BECAUSE**   _____

(USER)   **TOO**   (NEED)   (INSIGHT)

_____   **NEEDS A WAY**   _____   **BECAUSE**   _____

(USER)   **TOO**   (NEED)   (INSIGHT)

HOW MIGHT WE SOLVE OUR USER'S PROBLEM?

HOW MIGHT WE...

HOW MIGHT WE...

HOW MIGHT WE...

HOW MIGHT WE...

HOW MIGHT WE...

HOW MIGHT WE...

HOW MIGHT WE...

HOW MIGHT WE...

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WHAT OUT OF THE BOX IDEAS DO WE HAVE?

TIPS

Come up with at least 8 ideas (aim for more!). Don't consider about what's possible or feasible - this is the opportunity to think big. The more creative and innovative the better!
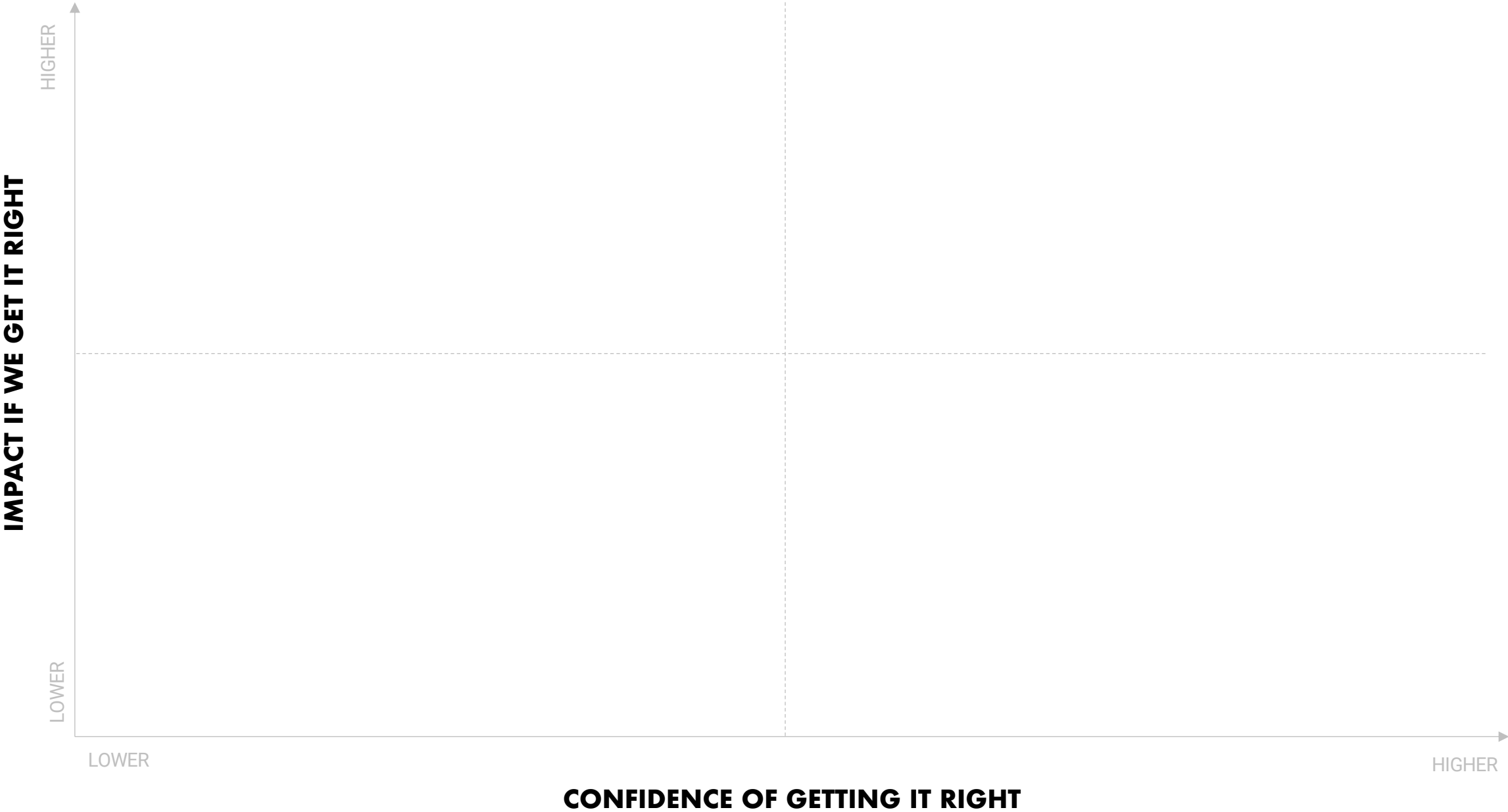
IDEA 1

IDEA 2

IDEA 3

IDEA 4

IDEA 5

IDEA 6

IDEA 7

IDEA 8

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WHAT IDEAS HAVE THE MOST POTENTIAL?

HIGHER

IMPACT IF WE GET IT RIGHT

LOWER

LOWER

HIGHER

CONFIDENCE OF GETTING IT RIGHT

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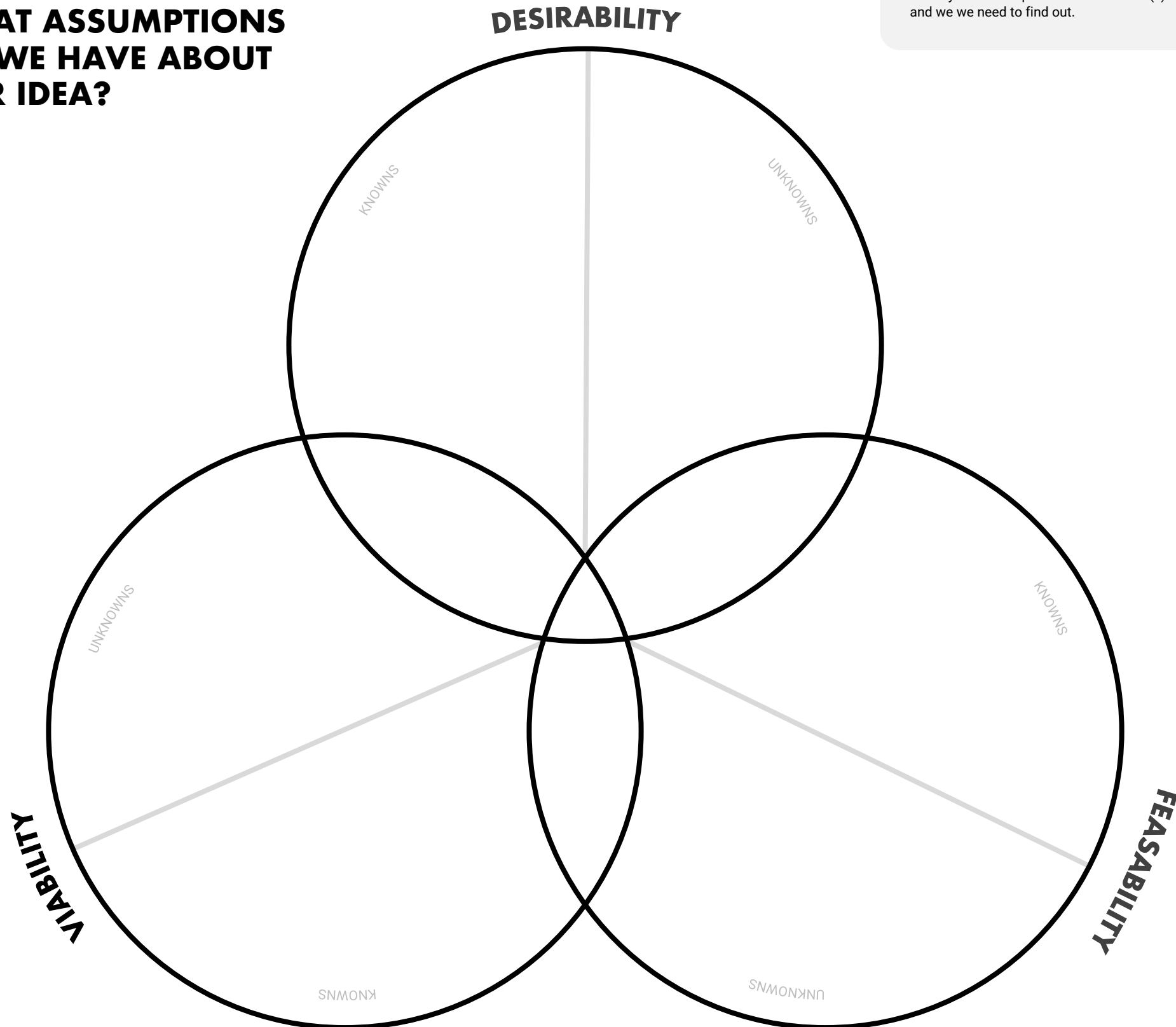
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WHAT IS OUR ONE BIG IDEA?

TIPS

Sketch out what your one big idea looks like. Make the sketch as visual as possible – try to avoid using copious descriptions. List of the benefits of features as succinctly as possible

BENEFITS TO USER

FEATURES

SOLUTION SKETCH

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DEVELOP

WHAT ASSUMPTIONS DO WE HAVE ABOUT OUR IDEA?

TIPS

Identify our assumptions about our idea(s) by listing what we currently know, and we we need to find out.

DESIRABILITY

KNOWNS

UNKNOWNS

UNKNOWNS

KNOWNS

VIABILITY

FEASABILITY

KNOWNS

UNKNOWNS

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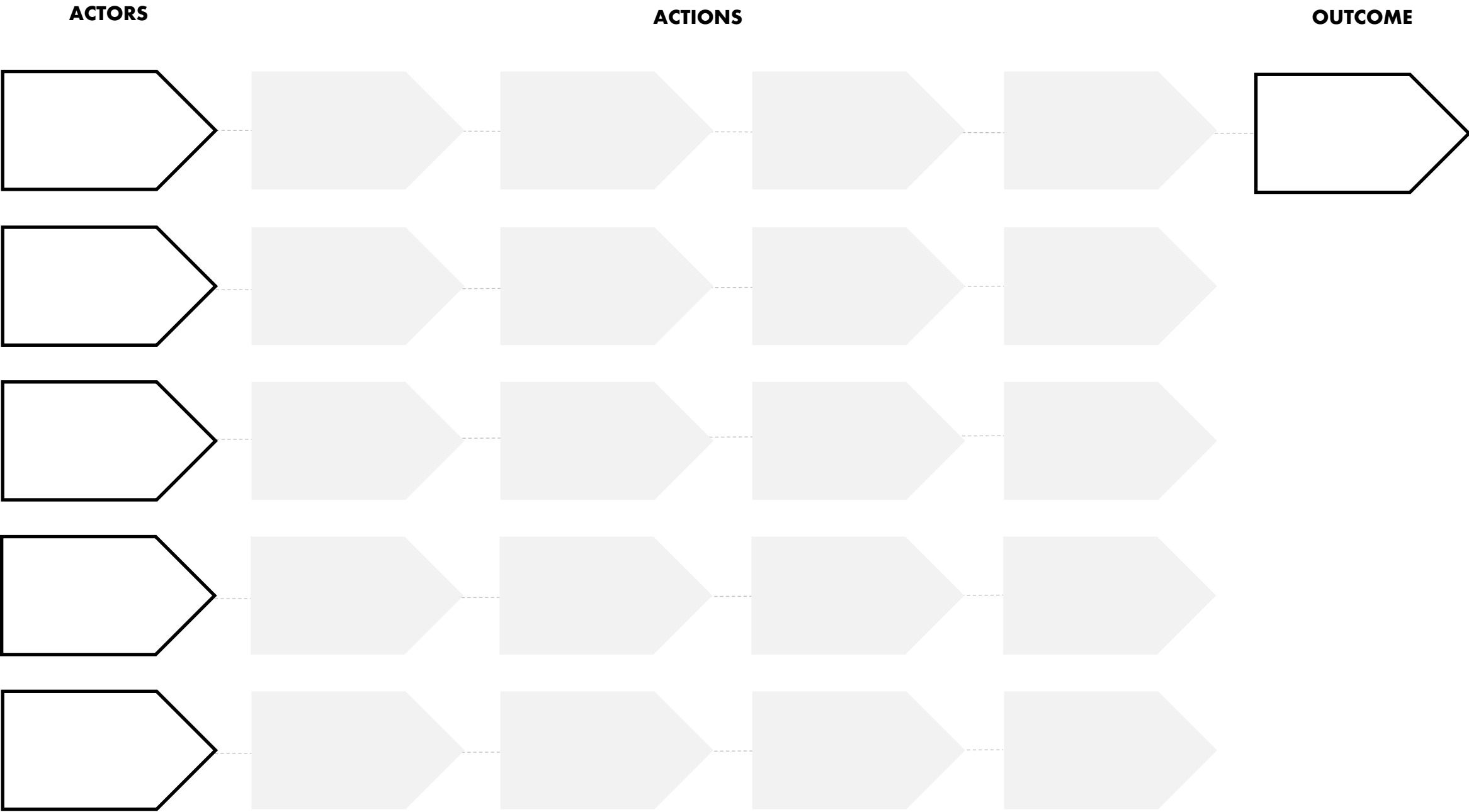
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DELIVER

WHAT ARE WE PROTOTYPING?

1. Business Problem
What business have you identified that needs help?

5. Solution ideas
List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

2. Business Outcomes
What business outcomes will be achieved if we are successful in solving the problem?

3. Users & Customers
What types of users and customers should you focus on first?

4. User Benefits
What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)

6. Hypotheses
Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement:
"We believe that [business outcome] will b6e achieved if [user] attains [benefit] with [feature]."

7. What's the most important thing we need to learn first?
For each hypothesis, identify the riskiest assumption. This is the assumption that will cause the entire idea to fail if it's wrong.

8. What's the least amount of work we need to do to learn the next most important thing?
Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

Adapted from Jeff Getholf's *Lean UX Canvas*, which was based on Jeff Patton's Opportunity Canvas. Download the original Lean UX canvas at: **www.jeffgothelf.com/blog/leanuxcanvas**

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HOW WILL OUR PROTOTYPE WORK?

ACTORS   **ACTIONS**   **OUTCOME**

HOW WILL OUR USER EXPERIENCE OUR PROTOTYPE?

TIPS

Create a storyboard for our prototype or pilot experience. Like a comic, visually depict what happens in each step. Focus on the customer journey, not the organisational processes.

ACTION:

ACTION:

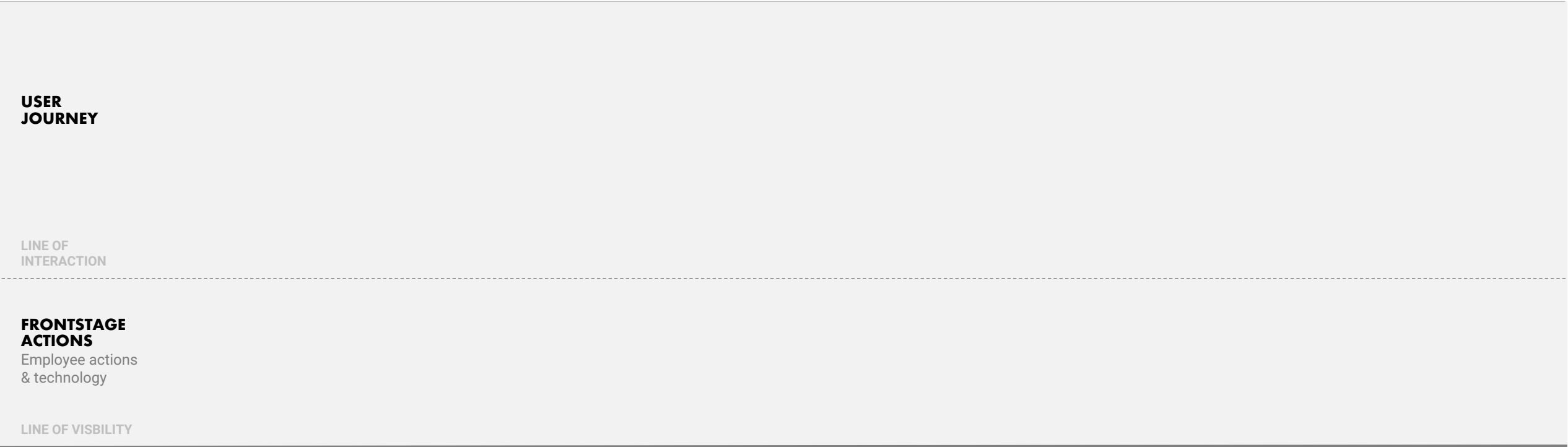ACTION:

ACTION:

ACTION:

ACTION:

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HOW WILL WE DELIVER THE PROTOTYPE EXPERIENCE?

OUTPUTS

**USER
JOURNEY**

LINE OF
INTERACTION

**FRONTSTAGE
ACTIONS**
Employee actions
& technology

LINE OF VISBILITY

**BACKSTAGE
ACTIONS**

LINE OF INTERNAL
INTERACTION

**SUPPORTING
PROCESSES
& SYSTEMS**

WHAT ARE WE TESTING?

TIPS

Define our prototype or test hypothesis by competing the below sentences. If you're testing multiple hypothesises, used multiple canvasses. Ensure your success measurements include a number.

We believe That...

HYPOTHESIS

To verify that we will...

MEASUREMENT

And Measure...

METRIC

We are right if...

SUCCESS CRITIERA

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