

Design Sprint Foundations Syllabus

The Design Sprint with AJ&Smart



Before You Start

Prerequisites: In order to succeed, we recommend having experience using the web, being able to perform a search on Google, downloading and editing files, working with PDFs, and, most importantly, the determination to keep pushing forward! Technical programming experience is not required in this program.

Educational Objectives: Learn the step-by-step process of the Design Sprint through The Design Sprint Foundations Nanodegree program. Dive deep into not only the *what* but the *why* of each exercise. By the end, you will have a deep understanding how effective this process can be for solving problems and testing solutions in a short timeframe.

Length of Program*: 40 Hours

Textbooks required: None

Program Length: 1 Month

Instructional Tools Available: Video lectures, Mentors, Wiki

*The length is an estimation of total hours the average student may take to complete all required coursework, including lecture and project time. If you spend about 10 hours per week working through the program, you should finish in 4 weeks, so approximately 1 month. Actual hours may vary.

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Welcome to the Program *Estimated Time: 1 hour*

Start out with a high-level overview of Design Sprints the Design Sprint process from Jake Knapp, the creator of the process, as well as your program instructors from AJ&Smart, Jonathan Courtney and Michael Smart. Get acquainted with the Udacity Classroom experience and prepare yourself for the course with tips, advice, and set-up.

Lesson: Welcome to Design Sprint Foundations

Concept Title	Description
Why Design Sprints?	→ Learn why companies all over the world are using this process.
How's This Going to Work?	→ Meet Kelly, your Udacity Guide, and get oriented to the Udacity Classroom
Meet Your Instructors	→ Watch interviews with your instructors Jonathan Courtney & Michael Smart from AJ&Smart. Bonus interview with Jake Knapp, the author of Sprint.
What is a Design Sprint?	→ Learn the basics of what a Design Sprint is on a high-level.
Design Thinking versus Design Sprints	→ Learn the difference between Design Thinking and the Design Sprint process.
Project Submissions	→ Hear from Kelly how Udacity project submissions work for this program
Design Sprint Team	→ Learn the key roles you need for a Design Sprint including The Decider, The Moderator, and The Expert(s)
Design Sprint Supplies	→ Design Sprints require some physical supplies to conduct all of the exercises. Follow along with Jonathan as he shows what is needed and why it's important
The Importance of Timing	→ Jonathan explains why timing is a crucial component of the process
Full Overview of the Process	→ Follow along as Jonathan explains the entire process in under 3 minutes

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Sprint Day 1: Project - The Concept *Estimated Time: 10 hours*

For this project, here's the scenario: The fictitious company, Ooup, has a challenge. As a Design Sprint member, your first job is to come up with a possible solution. In a real design sprint, you'd present to the group—here, you present to a Udacity Reviewer. To do this, you'll create your "Concept." This is a 3-frame pictorial representation of your idea. It will look similar to a comic book.

Module 1

Concept Title	Description
Expert Interviews	<ul style="list-style-type: none">→ High level overview on how the web works→ Components of the web: browsers, HTTP requests, Servers, the Internet
How Might We... (HMW)	→ Use HMWs to Interview, Arrange, Categorize, Vote and Prioritize.
Long-Term Goal	→ Using the top 3 HMWs, the team decides on a long-term goal.
Sprint Questions	→ Brainstorm potential blockers and write questions that address them.
Map	<ul style="list-style-type: none">→ Draw customer steps from A to B→ Target area of focus for the rest of the Sprint

Module 2

Concept Title	Description
Lightning Demos	→ Research and present inspiring companies/products that are relevant to the challenges as well as take notes on presentations.
4-Part Sketching	<ul style="list-style-type: none">→ Note-taking: Look at all material built up to this point in the process→ Sketching: Start making sketching from your notes→ Crazy 8s: Draw 8 ideas for screens - 1 idea per minute.→ Final Concept: Take 40-60 minutes and create your final concept. Make sure it consists of three slides, is self-explanatory, and easily readable. It should address the Sprint Questions and Long Term Goal.

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Sprint Day 2: Project - The Storyboard *Estimated Time: 10 hours*

As a Design Sprint member, you are now given the role of The Artist. Ooup has selected a winning Concept from the first day. You need to come up with a very detailed overview of how a user might experience the Concept in a step-by-step 8x10-cell comic book strip called The Storyboard. You don't have to have excellent drawing skills—you just need to be detail-oriented.

Module 3

Concept Title	Description
Art Gallery	<ul style="list-style-type: none">→ Silent Voting: Look through all the concepts and vote on the best ideas, elements, or bits of text.→ Note Taking on Votes
Straw Poll	<ul style="list-style-type: none">→ Select your favorite concept and describe why you think this concept is the best.
Decider Vote	<ul style="list-style-type: none">→ The Decider then makes the final decision on the concepts and provides reasons for the decision made.

Module 4

Concept Title	Description
User Test Flow	<ul style="list-style-type: none">→ Write 6 steps for the ideal user test flow.→ Arrange steps
Storyboarding	<ul style="list-style-type: none">→ Create a rough outline of the storyboard.→ Finalize outline with a digital version of the storyboard.

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Sprint Day 3: Project - The Prototype *Estimated Time: 10 hours*

It's now time for you to embody the role of The Stitcher on the fictitious Design Sprint team for Ooup. You'll need to create an interactive, realistic user experience called The Prototype. This Prototype is based solely on the Storyboard project. You have the option of using Google Slides, Keynote, or Powerpoint. For students with more of a design background, you are encouraged to use design tools like Figma.

Module 5

Concept Title	Description
Huddle & Select Key Screens	→ The group begins with a huddle to select the key screens to focus on for prototyping the product
Delegate Tasks	→ Once key screens are selected, the Moderator delegates who will work on each aspect of the prototype.

Module 6

Concept Title	Description
Create the Prototype	<ul style="list-style-type: none">→ Learn about different tools to use while prototyping→ Explore UI Design for prototyping→ Create the actual prototype for the fake company Ooup.

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Sprint Day 4: Project - The Summary Report *Estimated Time: 8 hours*

That's a wrap. It's now time for you analyze fictitious user feedback (provided by Udacity) and create a Summary Report based on the trends and conclusions you can deduce from the feedback. The Summary Report includes a detailed breakdown of successes and challenges of the Prototype. It also includes clear next action steps for the company.

Module 7

Concept Title	Description
Finding Testers	→ Learn how to find testers through social media like Facebook, Reddit, Forums, Friends

Module 8

Concept Title	Description
Setting Up Feedback	→ Prepare a feedback wall for your team to collect feedback from user testing
Prepare for Interviews	→ Set up the testing environment to make the experience optimal for both the team and the user testers.
Running the User Testing	→ Receive helpful guidance on conducting the user testing interviews.

Module 9

Concept Title	Description
Summary Report	→ Once you've collected all of the feedback from the user testing, it's time to write up a report that summarizes the findings from the tests.

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The Design Sprint process: That's a Wrap! *Estimated Time: <1 hour*

Great work on finishing this program! See a full recap of the Design Sprint process, performed by our team in Berlin, hear from your instructors, and access a full list of useful resources for continued Design Sprint work.

That's a Wrap!

Concept Title	Description
The Entire Process in under 4 minutes	→ See the Laundry.io team complete the entire Design Sprint in under 3 minutes.
Design Sprint Resources	→ Access additional resources to increase your Design Sprint knowledge
Congratulations!	→ Hear from your AJ&Smart instructors as well as see best ways to keep in touch.