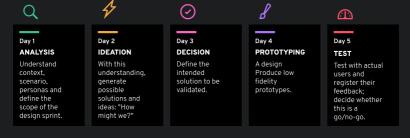# The
Design Sprint

What if you could quickly and easily prototype, test, and validate your ideas for specific features, before spending valuable time and budget on them? The Design Sprint, a methodology developed at Google in 2010, exists for exactly this purpose and has been widely adopted since then as its effectiveness continues to gain recognition.

How It Works

Design sprints are typically conducted during a 5 day period and work best with groups of 5-10 participants from a cross-section of your organization's departments including someone who can make the final decision. It's important to include stakeholders from as many areas as possible to get a broader perspective on the challenge the business is facing.

Prior to the sprint, we'll host a call to establish the challenge we'll workshop together. Then during the sprint, an Avenue Code facilitator and designer will guide the team through a series of collaborative exercises as follows:

Day 1	Day 2	Day 3	Day 4	Day 5
ANALYSIS	**IDEATION**	**DECISION**	**PROTOTYPING**	**TEST**
Understand context, scenario, personas and define the scope of the design sprint.	With this understanding, generate possible solutions and ideas: "How might we?"	Define the intended solution to be validated.	A design Produce low fidelity prototypes.	Test with actual users and register their feedback; decide whether this is a go/no-go.

What You Get

By the end of the design sprint, you'll have a go/no-go criteria to move forward what solution. Either outcome is considered a success—if the proposed solution doesn't pan out with user testing, you avoid spending valuable time and resources pursuing it further. And conversely, if user testing indicates an effective solution, you can move forward with confidence.