The handwritten note reads:

TORSDAG = PROTOTYPIN...

8.30 – INTRO
9.00 – PROTOTYPING
       REKRUTERING & DREJEBOG
10.00 – PAUSE
10.15 – PROTOTYPING
       TEST AF DREJEBOG
11.30 – TEST/STATUS
12.00 – FROKOST (EVT. REKRUTERING)
12.30 – PROTOTYPING /SAMMENSÆT
14.00 – PAUSE
14.15 – TEST AF PROTOTYPEN
15.00 – OPTIMERING
15.45 – AFRUNDING + INTRO TIL FREDAG

Design Sprint from idea to user-tested prototype in 5 days

Digitalization is one of the current leading trends: Internet of Things (IoT), Artificial Intelligence (AI), conversion from product to service, shared economy. There are many opportunities, but where should we invest as a company? And how do we create the most value for our customers by leveraging new technologies and trends? These are questions that a design sprint can help you clarify in a team process with lots of energy.

In our Design Sprint, we facilitate a 5-day course with a multidisciplinary team selected by you that includes at least one decision-maker. If needed, we can supplement your team with extra skills.
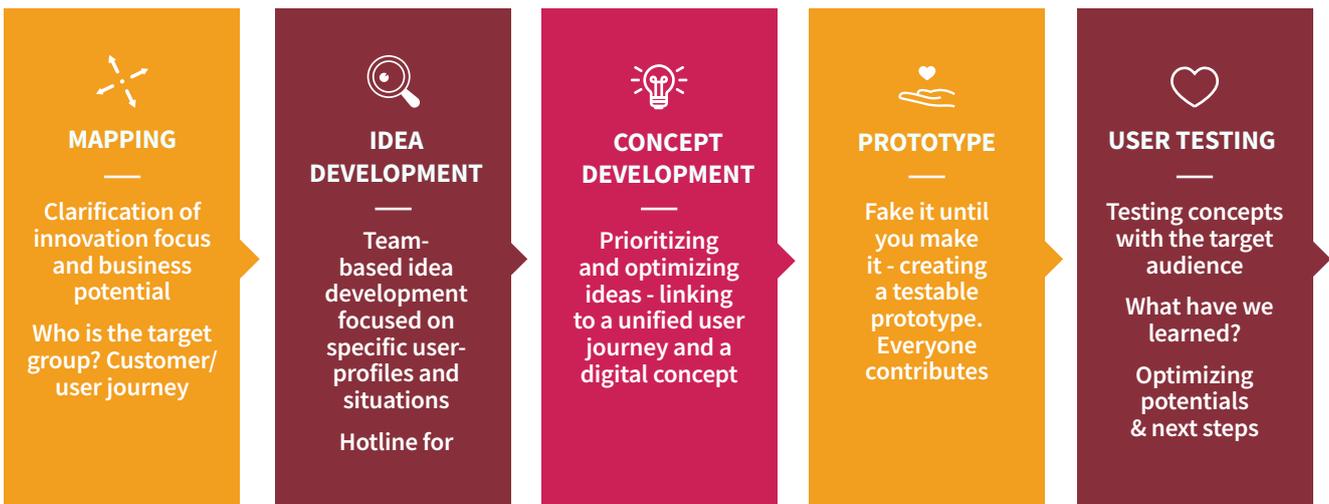
We keep your team on track with this super-efficient process where each day has sub-activities that take you further towards the goal: to test the prototype of your new digital solution with representatives of the target group.

The method developed and applied by Google Venture has gained wide global popularity due to the high energy and efficiency with which the sprint proceeds.

What do you gain from a Design sprint?

1. *A joint clarification of the innovation focus, target group and the new customer journey.*

2. *Prioritization of the best ideas from the team to create an innovative concept that describes use scenarios and value creation for the target group.*

3. *A user-tested prototype which provides the basis for informed decisions making about the business case and the scope of development work.*

Design sprint course - 5 productive, demanding and inspiring days

MAPPING
Clarification of innovation focus and business potential

Who is the target group? Customer/user journey

IDEA DEVELOPMENT
Team-based idea development focused on specific user-profiles and situations

Hotline for

CONCEPT DEVELOPMENT
Prioritizing and optimizing ideas - linking to a unified user journey and a digital concept

PROTOTYPE
Fake it until you make it - creating a testable prototype. Everyone contributes

USER TESTING
Testing concepts with the target audience

What have we learned?

Optimizing potentials & next steps

"The moon came somewhat a little closer .....

I wouldn't be lying if I said that we have compressed 5 years of strategy work into 5 days. We were tired every day, but design people's team kept us on track with the activities that brought us to the finish line – very professional.

And then the food was great. "

—

Christian Fast
CEO, DEBEL

Did you know?

As a Danish SME company (10-250 employees) you can get support for a Design sprint course, so the price is DKK 25,000.

Ask us or take a look at www.sprintdigital.dk

Why design-people?

We work hands-on with design thinking, user involvement and digital design - and we also move quickly. Our team consists of specialists in user involvement, workshop facilitation, (digital) innovation both in product and service design. If needed, we can involve technology experts from our network.

Design for us is about working with our clients in translating technological opportunities and trends into customer experiences that create value for their business. We are proud to work with Nilfisk, Danfoss, Kamstrup, LG, Hounö, Vifa, Microsoft - and many exciting start-ups.

Let's create winning customer experiences together ...

Contact us if you want to know more about the Design sprint options. We will advise you on how to optimally use the process and if you wish we can put together a tailor-made course with the skills and steps that reflect your needs.

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