

Example of a Teaching Method

Design Sprint

Indicative Study Duration: 25 hrs

Table of contents

1.	Introduction to design sprint	3
1.1.	Structure of design sprint	3
1.2.	Team composition	4
2.	Key concepts & methods	4
2.1.	Persona	4
2.2.	User journey map	4
2.3.	Crazy 8	4
2.4.	Prototype	5
2.5.	User testing	5
3.	Five day design sprint workshop example	6
3.1.	Day 1	7
3.2.	Day 2	9
3.3.	Day 3	10
3.4.	Day 4	12
3.5.	Day 5	13

1. Introduction to design sprint

1.1. Structure of design sprint

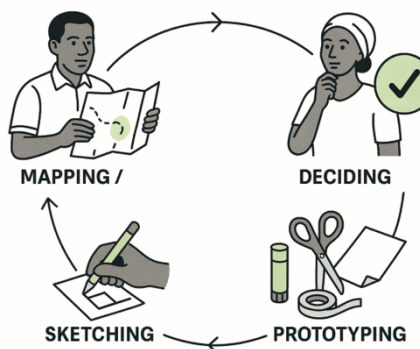
Design sprints are an effective processes used by teams to solve complex problems in a short period of time. Teams use design sprints for many different reasons like at the start of a new project, when time is on the line, to get a product or team unstuck, or to leverage new data or research.

A design sprint is a tried and true methodology for solving big problems through designing, prototyping, and user research and testing. The sprint is set to run for a definite period, usually five business days, so that teams are encouraged to quickly align under a shared vision with defined goals and deliverables.

The design sprint follows phases:

- mapping / define
- sketching
- deciding
- prototyping
- testing / validating

The modern framework is flexible so that teams in any organization can adapt it to meet their specific needs.



Mapping / Defining

Gather information, identify the problem, and define the long-term goal.

Sketching

Develop multiple solutions through brainstorming and sketching ideas.

Deciding

Evaluate and choose the best solution to develop further.

Prototyping

In the Prototype phase, the sprint team works together to create a prototype of the concept. Full product prototypes take a lot of time, but here is focus on speed and creating a representation of the solution that's just detailed enough to get a response from a potential user.

Testing / Validating

Present the prototype to users for feedback and gather insights to refine the idea.

1.2. Team composition

The ideal size for a design sprint team is 5-8 people. This size allows for diverse perspectives while maintaining efficient communication and decision-making.

Key team roles include:

- **Decider:** usually someone from our team who can make quick decisions and keep things moving forward. it's like being the ceo of the sprint team.
- **Note taker:** responsible for documenting ideas and discussions on sticky notes throughout the workshop.

This balanced team structure ensures both effective leadership and thorough documentation of the sprint process.

2. Key concepts & methods

During the design sprint workshop, you will encounter key concepts and methods, that You should get familiar with.

2.1. Persona

A persona is a reference model that represents a specific type of user. These can be called behavioral archetypes when they focus on capturing different behaviors (e.g., "the conscious chooser"). As archetypes take on realistic characteristics (e.g., name, age, household composition), they evolve into full personas that express the needs, desires, habits, and cultural backgrounds of specific user groups.

2.2. User journey map

Sketch the ideal path (or "golden path") through the new product as you understand it. First, write scenarios as step-by-step stories, then enhance them with drawings, pictures, or clips to add visual context. **Each step of each story should be on its own sticky.** This path should feel easy and effortless. While you may discover valid alternate path scenarios, **Prioritize the central flow of the product, not the secondary flows.**

2.3. Crazy 8

In this exercise, each participant sketches eight distinct solution ideas in eight minutes based on a predefined topic. The goal is to push beyond your initial idea and generate a wide variety of solutions to your challenge. Remember that neither the ideas nor sketching skills need to be perfect. Weird, impossible, and impractical ideas often lead to truly inspired ones—that's why it's called Crazy 8's.

2.4. Prototype

A Design Sprint prototype is a simplified version of the experience you envisioned in the Sketch phase. You build only what's necessary to make the prototype realistic enough to get genuine feedback from potential users during validation. This means creating a specific user flow and building just the steps you want to test—there's no need for handling every possible product scenario. You can think of your prototype as an experiment in order to test out a hypothesis.

2.5. User testing

User testing involves gathering feedback to assess a product's usability, functionality, and overall experience. By selecting representative users from the target audience, we observe their behavior and gather feedback as they complete specific tasks. This helps identify issues early in development, reducing future costs and improving the user experience. When conducting tests, participants interact with your prototype while performing simple tasks with minimal guidance. Observe their verbal and emotional reactions, pain points, and ergonomic challenges. Ask open-ended questions to encourage detailed responses—this often reveals the most valuable insights. To validate your business model, ask participants about the product's purpose and value. Would they use it? What would they pay for it? How could it be improved?

3. Five day design sprint workshop example

“Tanzania future scenario development (2035)”

This forward-looking workshop challenges participants to become strategic visionaries of Tanzania's economic potential by engaging them in comprehensive scenario planning and future-focused economic analysis. Through collaborative discussions, participants will develop the capacity to anticipate emerging market trends and identify business opportunities that fit in Tanzania's future business landscape.

Global macroeconomic landscape 2035

- Changes in global trade patterns and economic power dynamics
- Impact of climate change on global economy
- Evolution of international financial systems
- Shifts in global supply chains

Technology and digital transformation in tanzania 2035

Focus on technological advancement and its implications:

- Digital infrastructure development
- Technology adoption in key sectors
- Digital literacy and technology adoption among citizens
- Impact of emerging technologies (AI, blockchain, etc.)

Social dynamics and demographics 2035

Analysis of social trends and population changes:

- Urbanization patterns
- Education and workforce development
- Healthcare systems evolution
- Cultural shifts and social values

Economic prosperity and citizen wellbeing 2035

Examination of economic indicators and living standards:

- Income levels and wealth distribution
- Employment patterns and job market evolution
- Consumer behavior and lifestyle changes
- Financial inclusion and access to economic opportunities



3.1. Day 1

3.1.1. Kickoff

- Introduction of the sprint
- 5 day schedule
- Compile teams (5-7 members)
 - Each team has one **decider** (decision maker aka CEO) and
 - one **note taker** (documents ideas on post-it stickers)

3.1.2. Team discussion

- Global Macroeconomic Landscape 2035 🕒 5 min
 - Changes in global trade patterns and economic power dynamics
 - Impact of climate change on global economy
 - Evolution of international financial systems
 - Shifts in global supply chains

3.1.3. Discuss in teams and **take notes** (one idea per sticky note) about possible future scenarios

- Technology and Digital Transformation in Tanzania 2035 🕒 5 min
- Social Dynamics and Demographics 2035 🕒 5 min
- Economic Prosperity and Citizen Wellbeing 2035 🕒 5 min

3.1.4. Card sorting

- Teams group similar trends together 🕒 7 min
- Voting for the preferred future scenario to identify new business opportunities 🕒 3 min
 - Each member gets 1 vote, with final decision by decide

3.1.5. Finding business opportunities

- Based on the preferred future scenario, identify potential business opportunities
 - Each team member individually develops 3 business ideas, writing one idea per A4 paper 🕒 12 min
 - Team members briefly present their business ideas to other members 🕒 1-2 min per member

3.1.6. Card sorting

- Sort ideas by grouping and removing duplicates 🕒 5 min
- Vote for the best ideas 🕒 5 min
 - 2 votes per member (may vote for their own idea)
- Decider selects the winning idea

3.1.7. Closing feedback for the Day

A final review session at the end of a day's activities where participants share their thoughts, experiences, and learnings from the day's design sprint exercises. This feedback helps teams align on progress and prepare for the next phase of work.

Extra opportunities in Classroom

Team Presentations and Discussion

- Each team presents their vision of Tanzania's future
- Collaborative discussion on identified opportunities



3.2. Day 2

3.2.1. Recap of day 1: future scenario planning

Here are the key accomplishments from previous day:

- Developed multiple scenarios exploring social, technological, and economic factors shaping Tanzania's future
- Conducted detailed scenario analysis focusing on emerging market trends and opportunities
- Each team presented their vision and identified potential business opportunities

3.2.2. Agenda: day 2 — customer discovery and problem definition

The second day focuses on understanding customer needs and defining specific problems to address within the future scenarios developed on Day 1.

3.2.3. Defining the problem

- Create detailed profiles of potential customers (Personas)
 - Each member creates one unique **persona** 🕒 7 min
 - Each member sketches **customer journey** (stickies on A4) highlighting pain points 🕒 15 min
 - Each member identifies and documents **customer challenges and needs** for the service or product using sticky notes 🕒 7 min
- Create collective overview of challenges and needs through grouping and sorting to define the Problem!

3.2.4. Solutions

- Individual brainstorm session for potential solutions
 - Each member sketches 8 possible solutions (crazy 8) 🕒 8 min
- Individually select 3 of your the best solutions
 - How does the solution relate to the problem?
 - How does the solution relate to the Future Scenario?
- Each member refines their 3 best solutions with detailed sketches 🕒 12 min
- Teams prepare a gallery of solutions on the wall

3.2.5. Closing feedback for the Day

3.3. Day 3

3.3.1. Recap of day 2

Previous day, we focused on customer discovery and problem definition. Teams developed detailed customer personas and we finished the day by generating initial solution concepts aligned with our future scenarios.

3.3.2. Agenda: day 3—decision making & solution design

On day 3 we will focus on evaluating solution concepts and deciding which ideas to prototype.

3.3.3. Review goals and solutions

- Revisit project objectives and goals
- Each member presents his/her solutions to the team 🕒 1 min per solution
 - After each presentation quick Critique 🕒 3 min
 - Group discussion of standout features (solutions)
 - Evaluate ideas against future scenario
 - Review for missing elements
 - Author of the idea can document suggestions and problems by adding them on the wall with stickies

3.3.4. Voting for ideas, deciding

- Voting round 🕒 5 min
 - All members except the decider get 2 votes for their favorite ideas (you can use both votes on a single idea)
- Super Vote 🕒 3 min
 - Decider selects 1-3 ideas for final discussion using different stickers
- Group discussion for winning idea(s) 🕒 7 min
 - Select final idea or combination of ideas for prototyping phase
 - Discuss if there are promising elements from ideas that weren't selected for the final round
- Document the group's final decision
 - Selected winning idea or combination of promising ideas

3.3.5. Closing feedback for the day

Extra opportunities in classroom

Team Presentations and Discussion

- Each team presents their objectives and solution for the problem
- Collaborative discussion on similarities and differences between different solutions

3.4. Day 4

3.4.1. Recap of day 3

Previous day focused on solution ideation and decision-making which was preparatory for today's prototyping phase. Key activities included:

- Brainstorming multiple solutions for our problem space
- Evaluating and prioritizing ideas using structured decision-making techniques
- Selecting the most promising solution(s) to prototype

3.4.2. Agenda — day 4: planning and building prototypes

In this session, teams will transform their ideas into tangible, testable **prototypes**.

3.4.3. Planning the prototype

- Teams choose appropriate prototyping tools based on their concept:
 - Role-playing and service simulations (showing how the solution works in practice)
 - Space redesign (simulating environmental change)
 - Digital mockups (apps, web, kiosk)
 - Product mockups (machines, tools, furniture, wearables)

3.4.4. Building the prototype

- Emphasize creating a realistic prototype that users will believe
 - Build with enough quality to appear genuine
 - Create only what's needed for testing—avoid over-engineering
 - Ensure all parts work together logically
 - Focus on key features that need validation

3.4.5. Closing feedback for the day

Extra opportunities in Classroom

Self-test your prototypes

- Teams can test their prototypes among themselves
- Teams can test their prototypes with facilitators

3.5. Day 5

3.5.1. Recap of day 4

Previous day set focus on prototyping our solutions. Key activities included:

- Planning appropriate prototyping approaches
- Building realistic prototypes of our solutions
- Ensuring prototypes captured key features for testing

3.5.2. Agenda — day 5: testing and validation

In this final session, teams will validate their prototypes with users and gather crucial feedback.

3.5.3. Preparing for user testing 45 min

- Make a list of aspects to test
 - measurable goals and objectives
- Prepare open questions for Your audience
- Assign team roles:
 - note-taker (observes and documents)
 - interviewer (guides testing session)
- Recruit your audience:
- 3–5 target users from other groups
- Schedule specific testing times with participants

3.5.4. Conducting user tests (one test person per time) 60 min

- Welcome users and explain the process
- Observe user interactions with prototypes
- Don't help user, just give tasks
- Document user feedback and behaviors
 - positive experiences
 - biggest surprises
 - pain points
- Ask follow-up questions to gather deeper insights

3.5.5. Analysis and next steps 45 min

- Review and synthesize user feedback
 - Identify key insights and pattern
 - Determine necessary improvements

- Use sticky notes to plan future iterations and development in a prioritized order on the wall

3.5.6. Final team presentations 60 min

- Review the entire design sprint process
- Share team learnings and insights
- Celebrate team achievements

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

