



Enterprise Innovation Toolkit

Design Sprint Masterclass

Masterclass Syllabus



by **AJ&Smart**

Design Sprint

Masterclass Syllabus

Module 0 Getting Started

- Lesson 0: Welcome to the Design Sprint Masterclass
- Lesson 1: A History of the Design Sprint

Module 1 Before the Sprint

- Lesson 0: Introduction
- Lesson 1: What Is a Design Sprint?
- Lesson 2: What Problems Should You Solve in a Sprint?
- Lesson 3: How to Choose the Right People for a Sprint Team
- Lesson 4: Preparing for Monday (Day 1 of a Design Sprint)
- Lesson 5: Common Questions and Pitfalls
- Lesson 6: Materials

Module 2 Day 1: Alignment and Solution Sketching

- Lesson 0: Day 1: Introduction to Alignment and Solution Sketching
- Lesson 1: Kick-Off
- Lesson 2: Common Questions and Pitfalls
- Lesson 3: Expert Interviews
- Lesson 4: Expert Interviews: An Update
- Lesson 5: Finding the Most Important Challenges
- Lesson 6: Long-Term Goal and Sprint Questions
- Lesson 7: How Might We vs. Can We Questions
- Lesson 8: Drawing the Map and Choosing the Target
- Lesson 9: Lightning Demos
- Lesson 10: Concept Sketching

Module 3 Day 2: Deciding and Storytelling

- Lesson 0: Introduction to Deciding and Storytelling
- Lesson 1: Concept Voting
- Lesson 2: Solution Presentation
- Lesson 3: Straw Poll and Decider Vote
- Lesson 4: User Test Flow
- Lesson 5: Drawing the Storyboard
- Lesson 6: Common Questions and Pitfalls

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Module 4 Day 3: Prototyping

- Lesson 0: Introduction to Prototyping
- Lesson 1: Prioritizing Key Screens from the Storyboard
- Lesson 2: Delegating and Assigning Tasks
- Lesson 3: Tools and Techniques
- Lesson 4: Non-Digital Prototypes
- Lesson 5: Common Questions and Pitfalls

Module 5 User Testing

- Lesson 0: Introduction to User Testing
- Lesson 1: Recruiting User Testers
- Lesson 2: Qualifying User Testers
- Lesson 3: Scheduling the Tests
- Lesson 4: Preparing for Interviews
- Lesson 5: Tools and Setups
- Lesson 6: Conducting the Interviews
- Lesson 7: Common Questions and Pitfalls

Module 6 After the Sprint

- Lesson 0: Introduction to After the Sprint
- Lesson 1: Summarizing the Results
- Lesson 2: Following up after the Sprint
- Lesson 3: Common Questions and Pitfalls

Module 7 The Iteration Sprint

- Lesson 0: Why do an Iteration Sprint?
- Lesson 1: Common Questions and Pitfalls
- Lesson 2: How the Iteration Sprint Works

Module 8 Advanced Facilitation

- Lesson 0: Introduction to Advanced Facilitation
- Lesson 1: Setting Expectations
- Lesson 2: Showing Examples
- Lesson 3: Staying on Time

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Module 8 Advanced Facilitation (continued)

- Lesson 4: Dealing with Skeptics and Trouble Makers
- Lesson 5: How to Choose the Right Number of Dots
- Lesson 6: Maintaining the Groups Energy Levels
- Lesson 7: Common Questions and Pitfalls

Module 9 Q&A With Jake Knapp

- Lesson 0: Can you use the Sprint for complex enterprise products?
- Lesson 1: What if your team comes to the Sprint with preconceived assumptions instead of user research?
- Lesson 2: How do you deal with people who are protective of their ideas?
- Lesson 3: Do you have to be experienced or charming to be a good facilitator?
- Lesson 4: What if the client already has an idea of what they want to prototype when they come to the Sprint?
- Lesson 5: Can you use Design Sprints for marketing campaigns?

Module 10 Insights From Jake Knapp

- Lesson 0: Sprint Story: Slack
- Lesson 1: Sprint Story: Savioke

Module 11 Congrats, You're Done!

- Lesson 0: Congratulations and Thank You From AJ&Smart
- Lesson 1: Congratulations From Jake Knapp
- Lesson 2: Get Your Certificate

Module 12 Remote Workshop Tools

- Lesson 0: Setting up for a Remote Design Sprint
- Lesson 1: Remote Design Sprint Live Q&A With Jonathan Courtney And Tim Höfer

Module 13 Additional Resources

- Lesson 0: Additional Resources