

Design Sprints for Rapid Business Innovation

JOIE CRUZ





Hi, I'm Joie!

I run Limitless Lab, a strategic design and innovation company that aims **to make a difference in society through human-centered innovation.**

We empower people from different fields and different backgrounds to step up and take action with **design thinking as framework.**



Train people, transform mindsets, and facilitate innovation



Spark community empowerment and local social innovation projects



Create or improve products, services, experiences, and campaigns with our partner clients



Venture into our own initiatives that make an impact in society

THREE-PART DISCUSSION



DESIGN
THINKING



BUSINESS
DESIGN



DESIGN
SPRINTS

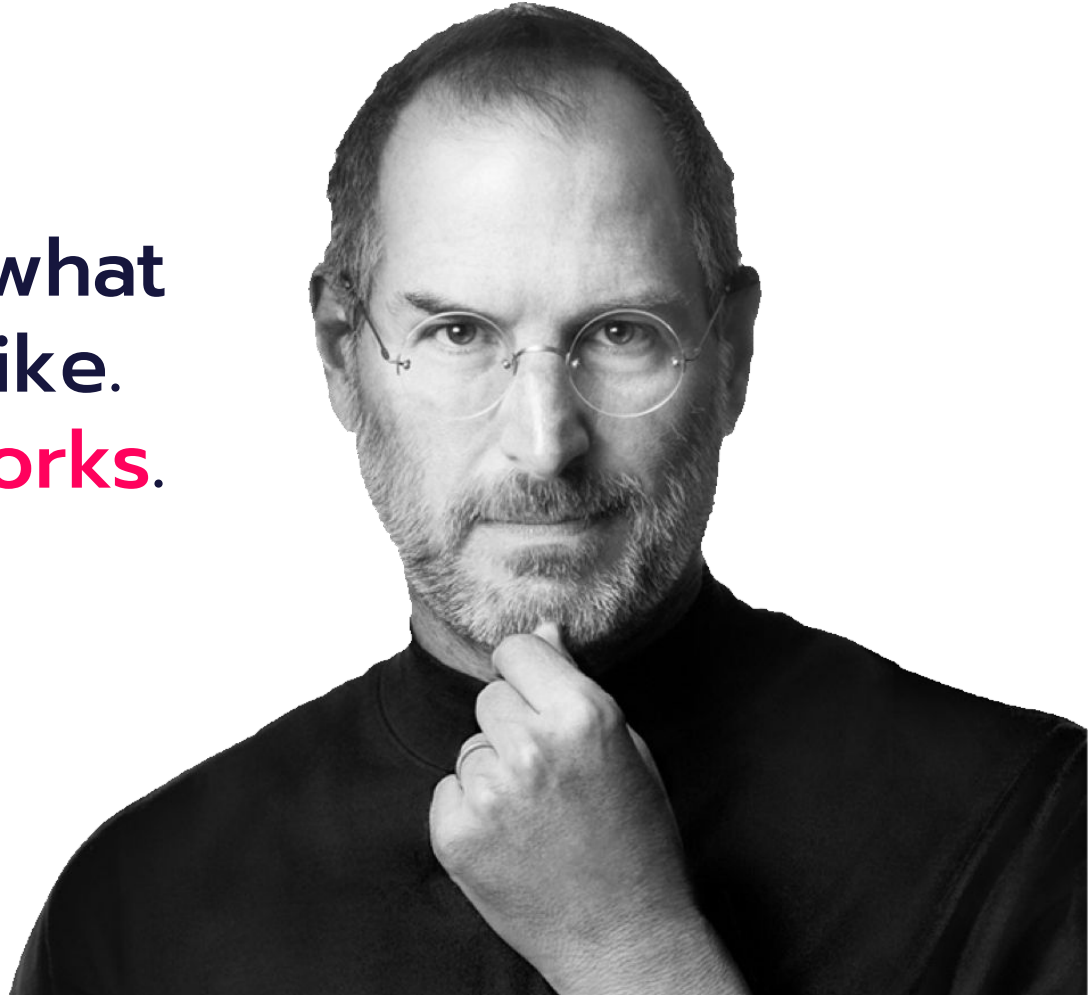


DESIGN THINKING

What is Design ?

Design is not just what
it looks and feels like.
Design is **how it works.**

STEVE JOBS



DESIGN =

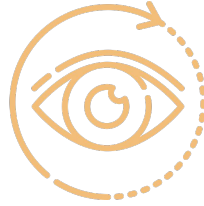
CREATIVE PROBLEM
SOLVING

Design Thinking

A mindset and methodology for solving complex problems by putting people first and by enabling creativity and experimentation.



PUT PEOPLE FIRST



THINK VISUALLY



RADICAL COLLABORATION



DESIGN DOING



**EXPERIMENTATION &
ITERATION**



EMBRACE AMBIGUITY

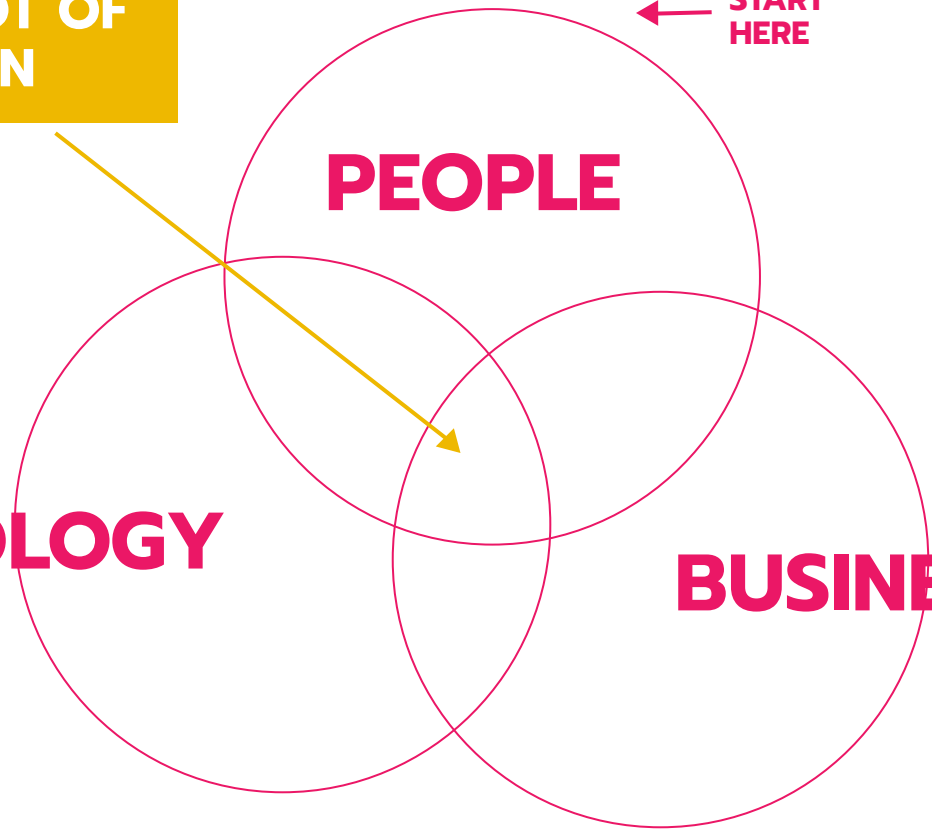
**SWEET SPOT OF
INNOVATION**

**START
HERE**

PEOPLE

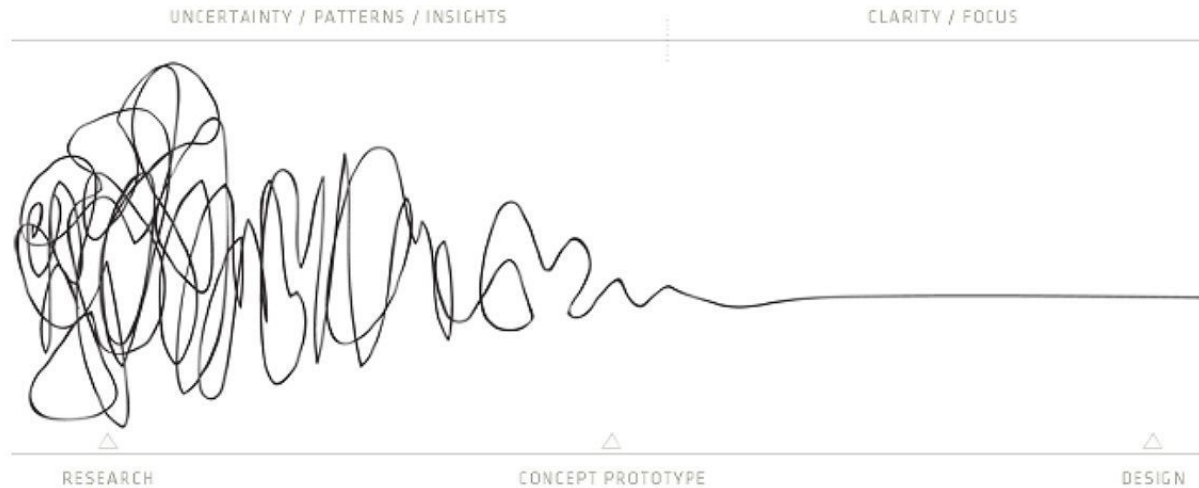
TECHNOLOGY

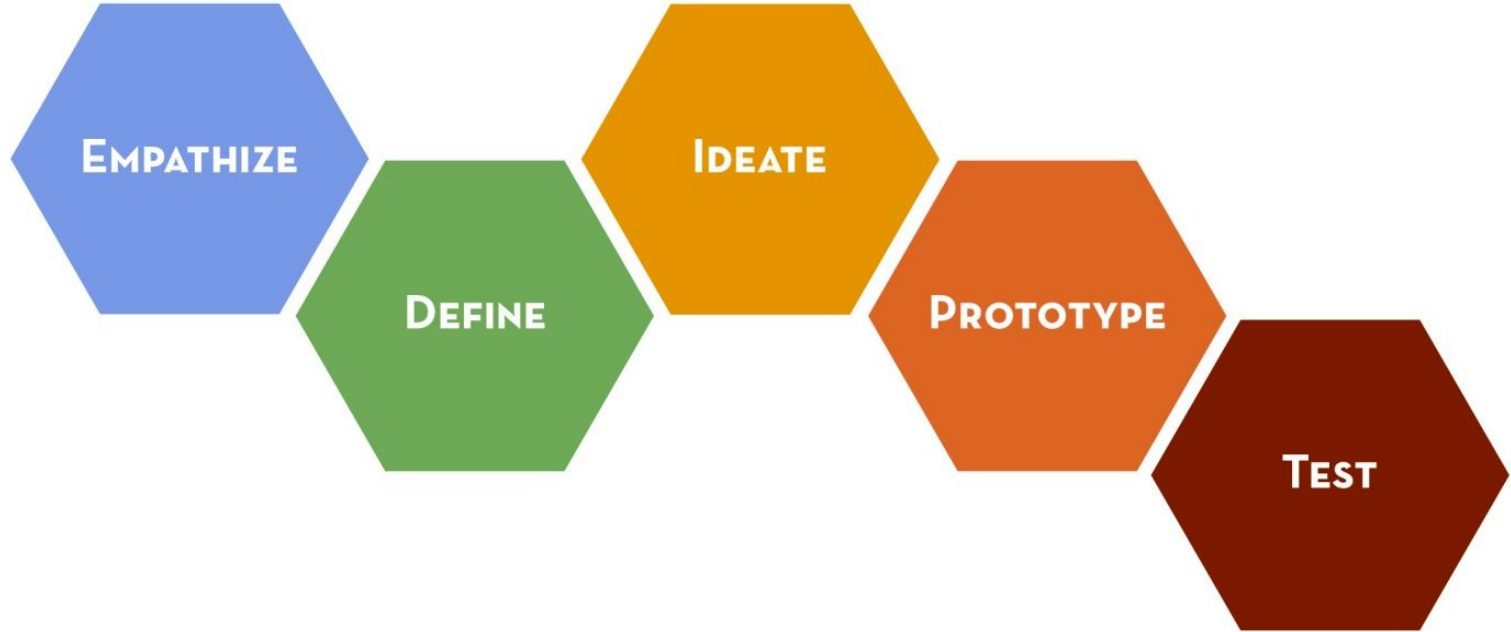
BUSINESS





HOW DESIGN REALLY FEELS







BUSINESS DESIGN

Design is about creating the conditions by which businesses thrive, grow, and evolve in the face of uncertainty.





**Design is an
approach to
igniting new
possibilities.**

3 GEARS OF BUSINESS DESIGN



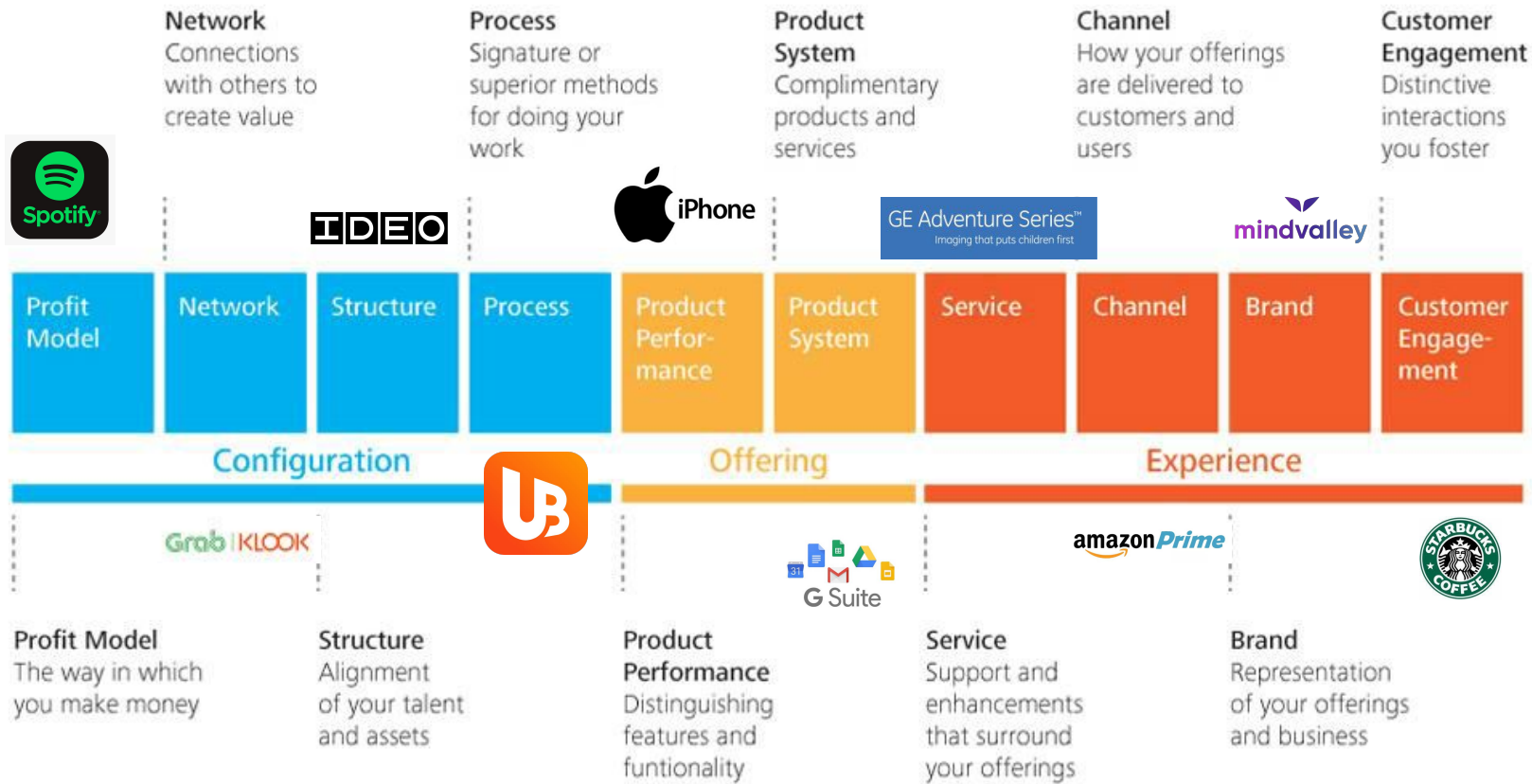
Source: Rotman School

Micro, small, and medium enterprises are the most vulnerable business sectors in the country.

99.5% of businesses in the Philippines are MSMEs

UNCERTAINTY AS YOUR SECRET WEAPON

**It's about harnessing
opportunities in the face of
uncertainty.**

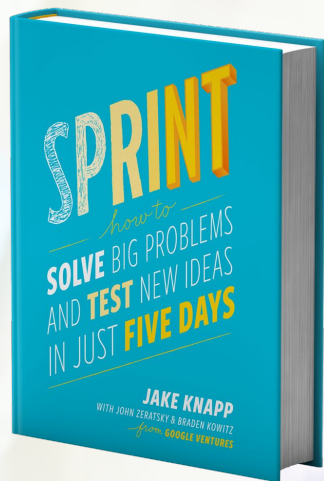




DESIGN SPRINTS

WHAT IS A DESIGN PRINT

Focused Innovation in 5 days



A Design Sprint is a 5-day process for solving complex problems through a time-constrained series of activities on user interviews, design, prototyping, and user testing.

Created by Google Ventures, the Design Sprint uses the design thinking approach and mindset during the entire five days. During the sprint, real customers and stakeholders are interviewed and tapped for user testing.



TEST BIG IDEAS IN

LESS THAN 5

DAYS

**Design
Thinking**

vs

**Design
Sprints**

NO KNOWLEDGE
MANAGEMENT
SYSTEM

NO FEEDBACK

INSTITUTIONAL VALUES AND BELIEFS
THAT DRIVE THE
CULTURE OF THE ORGANIZATION
AND THE
DESIGN PROCESS

results of this
to continuously
improve
HMW create new
for the continuous
of an initiative
meeting / challenge
is consistently clear
projects

HMW URGENT
creativity during
PMJ don't

HMW speed up the
program of
process?
How might we
streamline +
Design Process
that
Program

Collaboration
How might we
encourage collaboration
among centers

HMW be able
to collaborate
w/ other centers?

HMW encourage
collaboration in
program design?

HMW introduce more
perspectives in
program design?

Design Thinking

Broad set of principles and mindset for creating customer-centered innovation

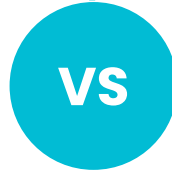
vs

Design Sprints

Five-day step-by-step process for solving critical business questions through design, prototyping, and testing ideas with customers

Design Thinking

**A foundation
and a toolkit for
innovation**

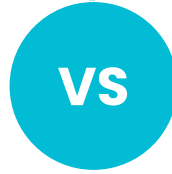


Design Sprints

**An even more
systematic
approach to
executing the
design thinking
process**

Design Thinking

Often used for creating awareness and "mindset shifts"

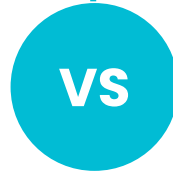


Design Sprints

Used for creating testable and tangible innovation products

Design Thinking

Baking class where you discussed some of the principles on how to make cske



Design Sprints

The recipe to create an actual cake

Innovation Product



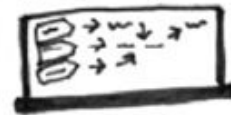
We love creativity and critical thinking!

**However, it's often easy to fall to the
trap of having useless, open-ended,
unstructured discussions**

MONDAY

- Start at the end

• **Map**



- Ask the experts
- Target

TUESDAY

- Remix & improve

• **Sketch**



WEDNESDAY

• **Decide**



- Rumble
- Storyboard

THURSDAY

• **Proto-type**



FRIDAY

• **Test**

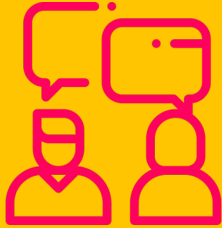


- Learn



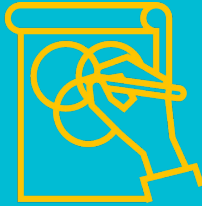
4-DAY DESIGN SPRINTS

DAY 1



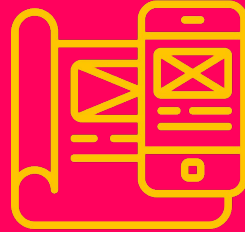
Understand

DAY 2



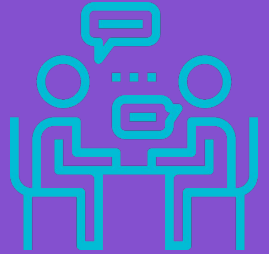
**Sketch &
Decide**

DAY 3



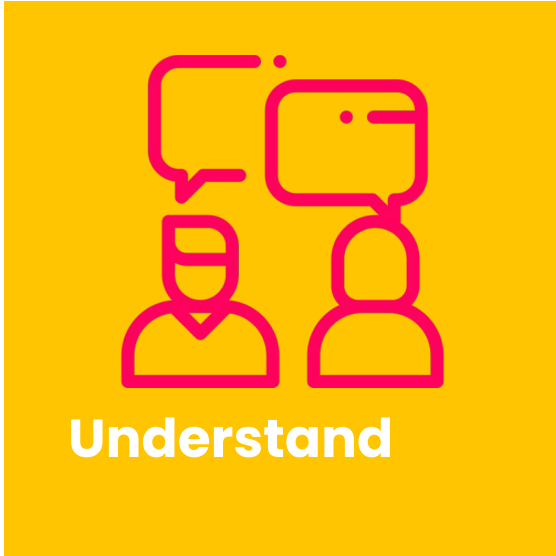
Prototype

DAY 4



Test

DAY 1



- **Long-term Goals & Questions**
- **Map to Map**
- **Ask the Experts**
- **HMWs**
- **Pick a Target**

DAY 1

SPRINT QUESTIONS

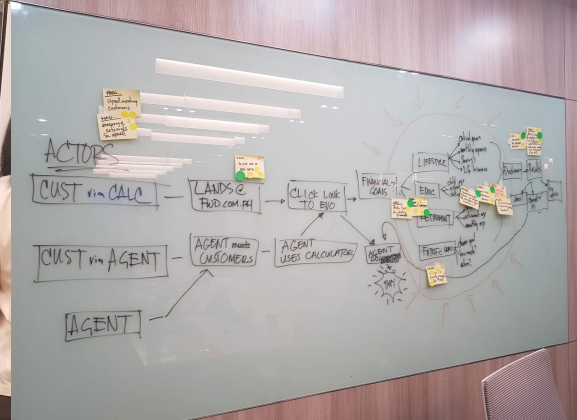
① Can we have a simplified buying process within [redacted]?

② Can we have more resources and budget?

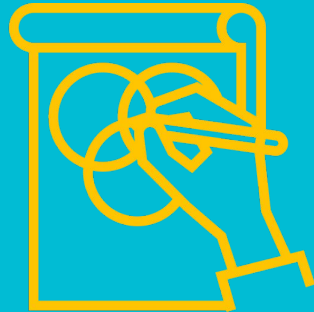
③ Will the customer understand the product in 2 mins?

LONG-TERM GOAL

BY 2021, [redacted] is a top of mind tool for customers driven by big data and converts 50%.



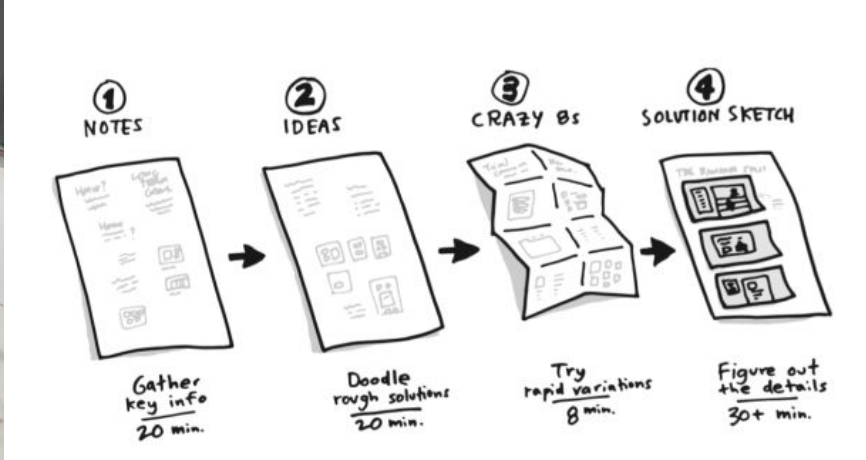
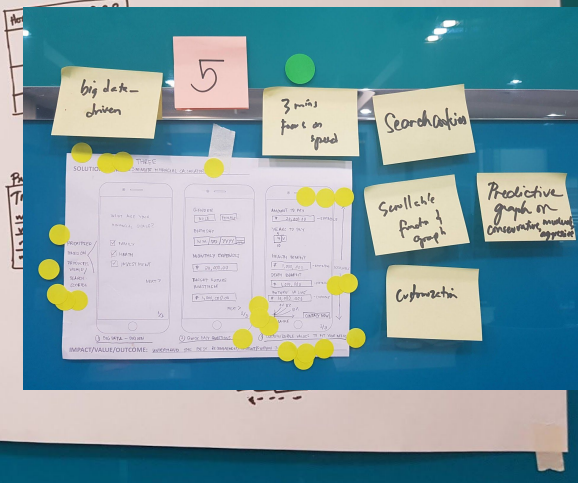
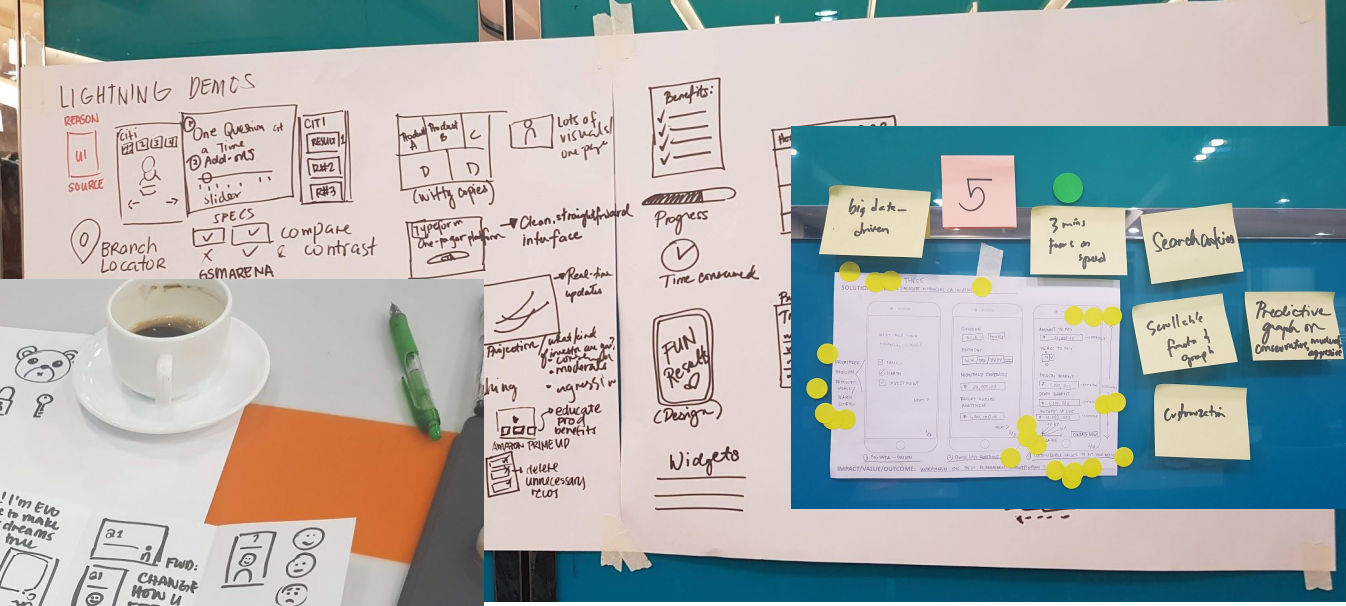
DAY 2



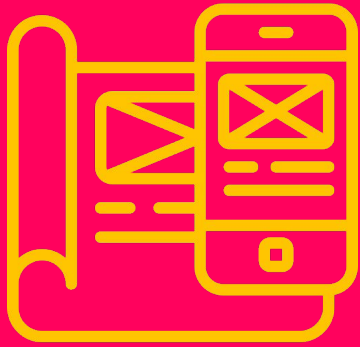
Sketch & Decide

- **Lightning demos**
- **4-Step Solution Sketch**
- **Sticky Decision**
- **Storyboard**

DAY 2



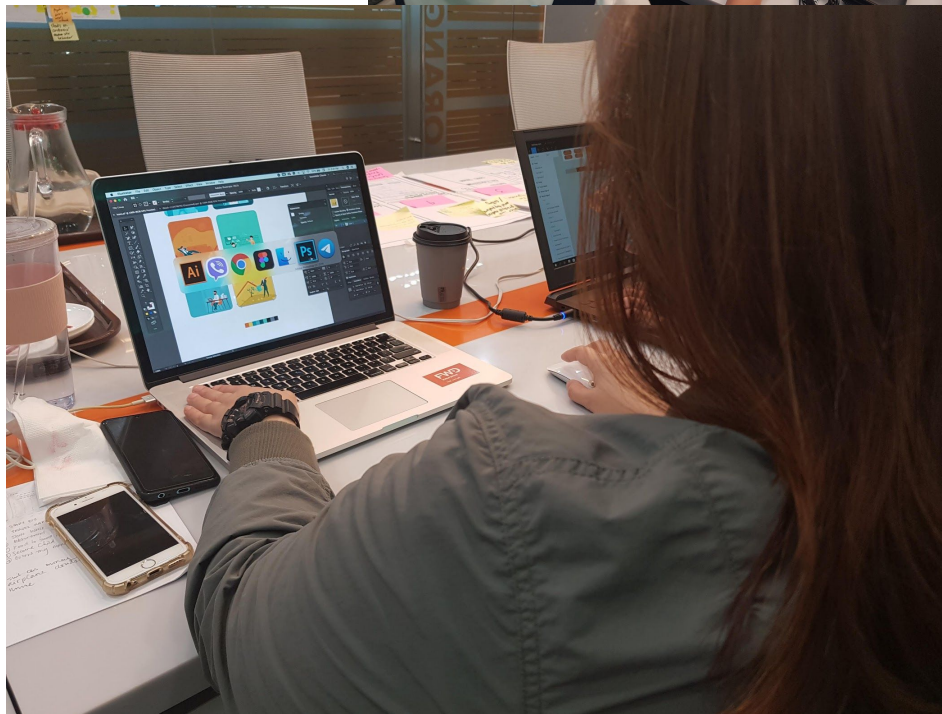
DAY 3



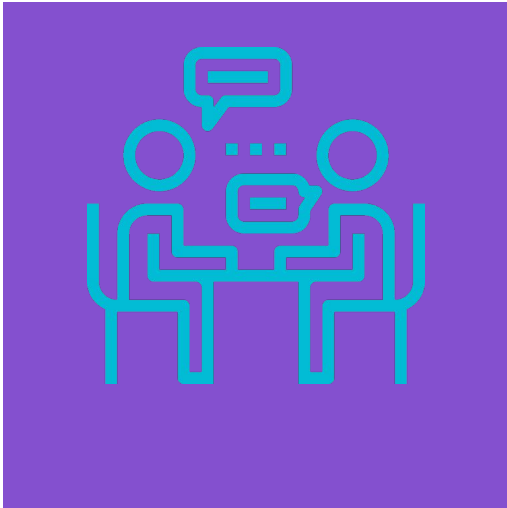
Prototype

- **Plan Roles and Pick Tools**
- **Build**
- **Test Run**

DAY 3

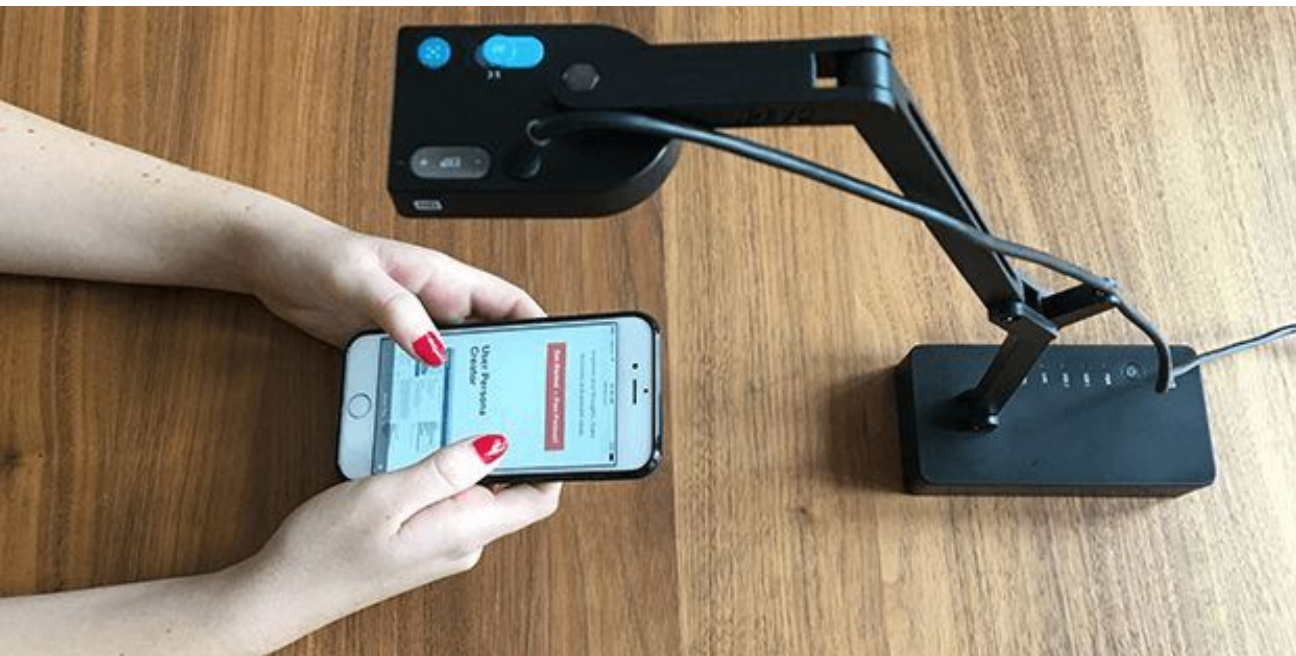


DAY 4

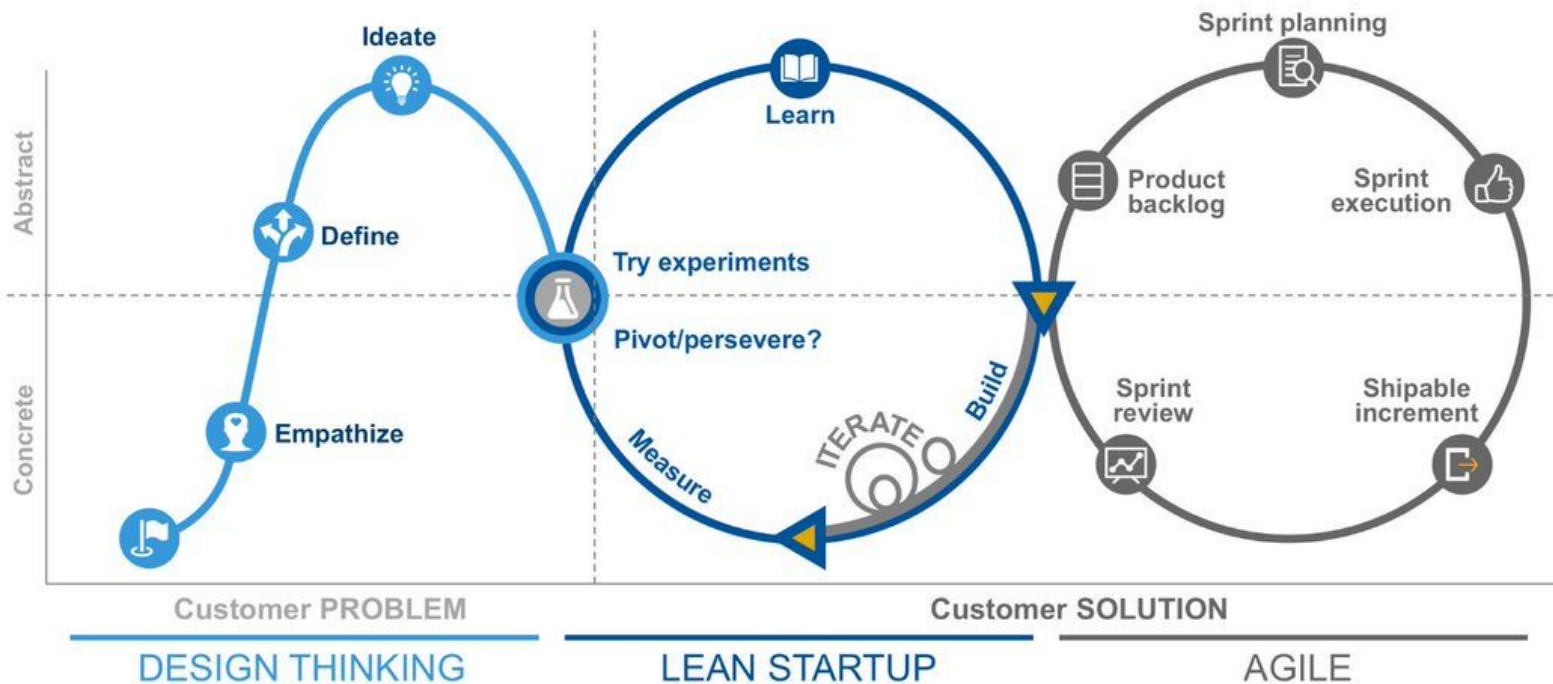


- **Customer Interviews**
- **Learn**
- **Plan Next Steps**

DAY 4



Combine Design Thinking, Lean Startup and Agile



#GartnerSYM

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7-8

**CORE TEAM
MEMBERS**

To make the design sprint happen, a core group composed of seven (7) carefully selected team members with a diverse set of skills and experience are put in the same room.

DESIGN SPRINT

CHECKLIST

- What is your challenge? What problem are you trying to solve?
- Multi-disciplinary sprint team
- Block off sprint dates
- Good facilitator
- Expert interviewees
- Miro Virtual Board
- Timer

VIRTUAL SPRINT TOOLS



Opportunity cost

Team Without Design Sprint

1. Months trying to figure out what direction to take
2. Many projects failing or not launching
3. 70% of the time is spent doing busy work

Team With Design Sprint

1. Gets you clear direction under a few days
2. Reduces chances of failing, helps you decide on launch
3. Better outcomes, less money and time spent on successful or failed launches

SPRINT ROI—TIME

According to participants in primary research, doing a design sprint resulted in 7x time savings over doing work the normal way.

The chart below represents the time required to produce comparable output. Lower is better (shorter).



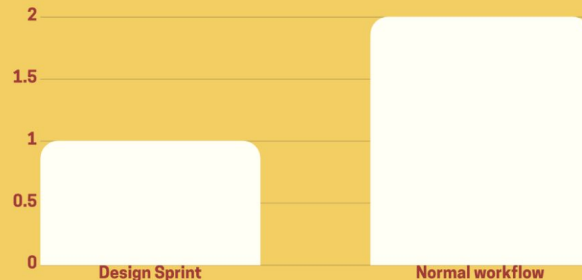
Source: primary research by Amr Khalifeh at AJ&Smart

Primary research done at AJ&Smart

SPRINT ROI—BUDGET

According to participants in primary research, doing a design sprint saved at least 2x the budget that would have been required otherwise, including the cost of an external consultant.

The chart below represents the budget required to produce the same level of output. Lower is better (cheaper).



Source: primary research by Amr Khalifeh at AJ&Smart

Primary research done at AJ&Smart

**Design is
never done.**

Create limitless possibilities.

Transform challenges into opportunities.

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