Design
Sprint

*a service by **SELISE Total Experience Lab***

" Quick Ideas to Spot-On Solutions "

S   M   T   W   T

How it **Functions**?

Let's learn how "Design Sprint" works.

" We start with requirement analysis and feature define. Then continue with ideation, wire framing and break down into design tasks. Each sprint runs for five days and the end goal is to come up with a final prototype."

When you Need?

Scenarios of conducting Design Sprint.

- **New Product Development**: When launching a new product or service and you need to quickly validate ideas before investing in full development.

- **Feature Enhancement**: When adding significant new features to an existing product and wanting to ensure they meet user needs.

- **Solving Complex Problems**: When facing a complex problem or business challenge that requires innovative solutions and rapid iteration.

- **Revamping UX/UI**: When redesigning the user experience or interface of an existing product to improve usability and satisfaction.

- **Exploring New Markets**: When exploring new market opportunities or entering a new market segment to understand potential user needs and preferences.

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Sprint Outline

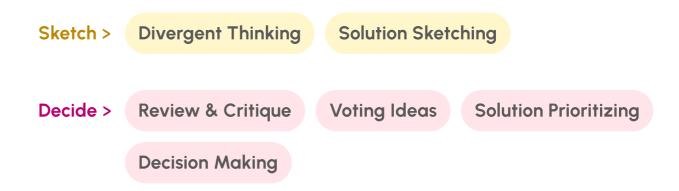📅 **DAY 1** ───────────

Understand & Define

Gather insights, set a long-term goal, and map the challenge together with a cup of coffee.
Which ensure the goal is Specific, Measurable, Achievable, Relevant, and Time-bound to provide clear direction.

📅 **DAY 2** ───────────

Sketch & Decide

In the "Sketch & Decide" phases of a design sprint, the team focuses on generating ideas, visualizing potential solutions, and making decisions on which ideas to pursue further.

Sketch >   Divergent Thinking   Solution Sketching

Decide >   Review & Critique   Voting Ideas   Solution Prioritizing   Decision Making

📅 **DAY 3, 4 & 5** ───────────

Prototype & Validate

The team creates a realistic prototype of the chosen solution and tests it with pre-defined user personas & stakeholders to gather feedback and validate the concept.

Sprint in Action

Day 1
Understand and Define

Task	Involvement
· **Ice breaking Exercises** 10 mins	1 . Stakeholders
· **Sprint Questions** What problem are we solving? 20 mins	2 . UX Consultant
· **Ask the experts + HMW(How Might We)** What are these problem consist of? Insight from internal and external experts. 30 mins	3 . UI/UX Engineer
· **Creating a Journey Map** Who are you solving it for? Specific target audience and current customer journey 60 mins	
· **Day end sync** Alignment with stakeholders 60 mins	

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Sprint in Action

Day 2
Sketch & Decide

Task	Involvement
4 part sketching Note Taking, Doodling, Crazy 8's , Concept — 40 mins	1 . Stakeholders 2 . UX Consultant 3 . UI/UX Engineer
Vote on Solutions Solution presentation, Heat map voting, Straw poll vote Decider Vote — 20 mins	
The storyboard User test Flow, Create Storyboard — 60 mins	
Day end sync Alignment with stakeholders — 60 mins	

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Sprint in Action

Day 3, 4 & 5
Prototype & Validate

Task	Involvement
• **Prioritizing the work** We revisit Figjam and mark up 2-3 screens that will be included in the prototype.	1 . Stakeholders 2 . UX Consultant 3 . UI/UX Engineer
• **Team Huddle** Delegating and assigning tasks	
• **Rapid Prototype through Figma** Day 3 & 4 – Prototype Checkpoint	
• **Final Demo** Day 5 – Final Presentation of the prototype	
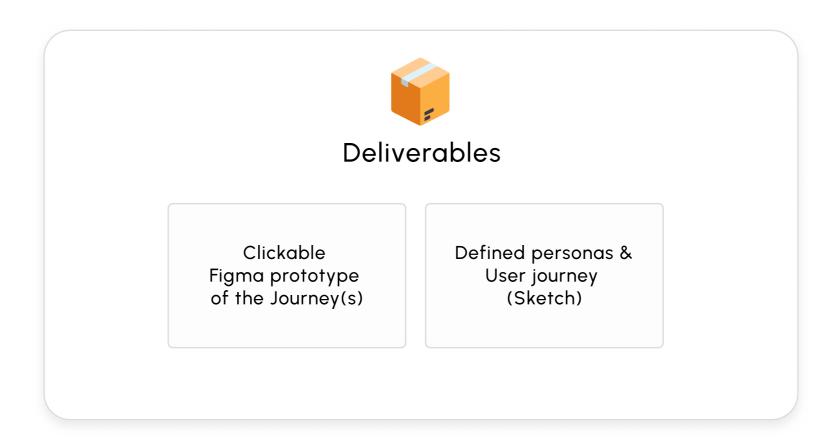
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Deliverables

Clickable Figma prototype of the Journey(s)	Defined personas & User journey (Sketch)

TXL Services

UX Audit

" We'll make sure everything we design and develop meets global industry standard. "

Rapid Prototype

" Speed Up your design journey & Transform your concepts into clicks Instantly "

Design Sprintttttt

" Quick Ideas to Spot-On Solutions "

Design System

" A Solid Visual Foundation for your digital product to ensure Seamless Experiences "

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Learn together, Grow together