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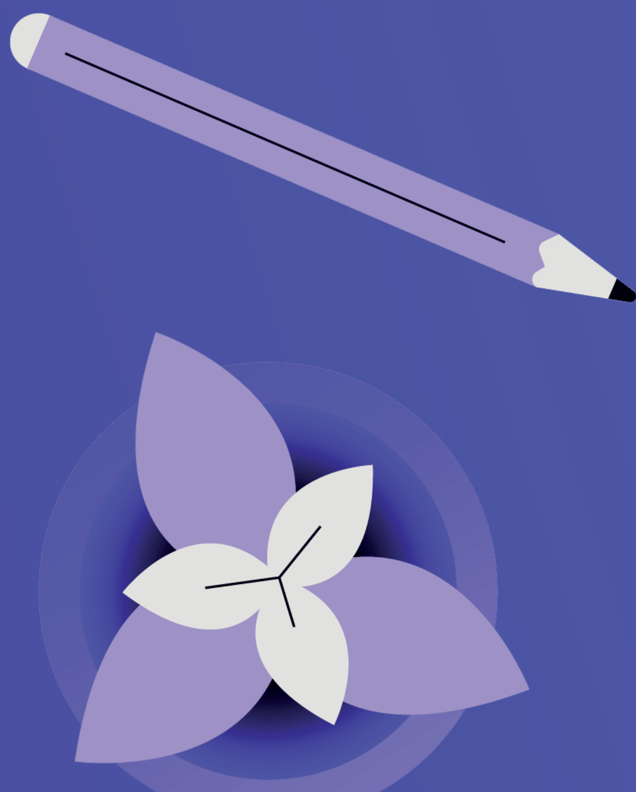
Design Sprint Playbook



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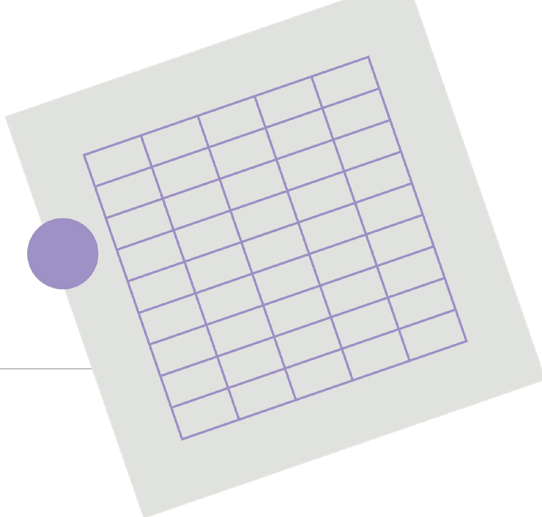
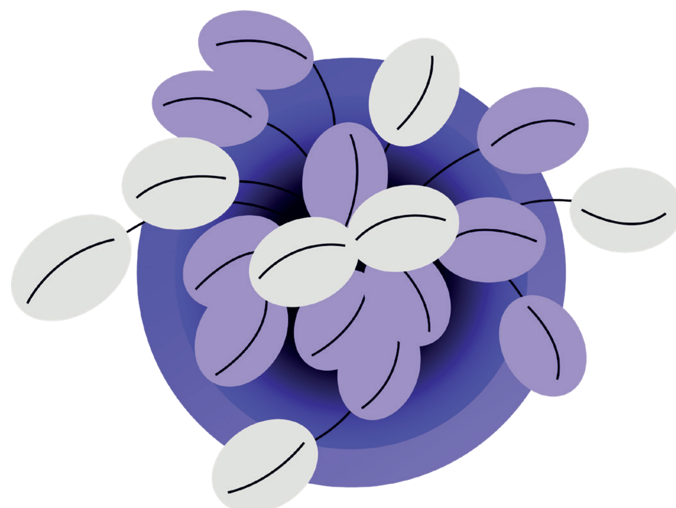
Intro



A Design Sprint will help you solve critical business challenges and validate ideas through design, prototyping, and testing new concepts with your customers. It can compress months of hard work into one exciting week and give you the power to see your finished product, before making costly commitments.

Design Sprints can deliver incredible results, but organising one requires careful planning and hours of research. If you feel overwhelmed – we get it, and we're here to help!

This guide explores the five stages of the effective Design Sprint and provides the templates that any team can use to validate design ideas and maximise value. Select the templates relevant to your goals, from each stage of the process and begin creating!



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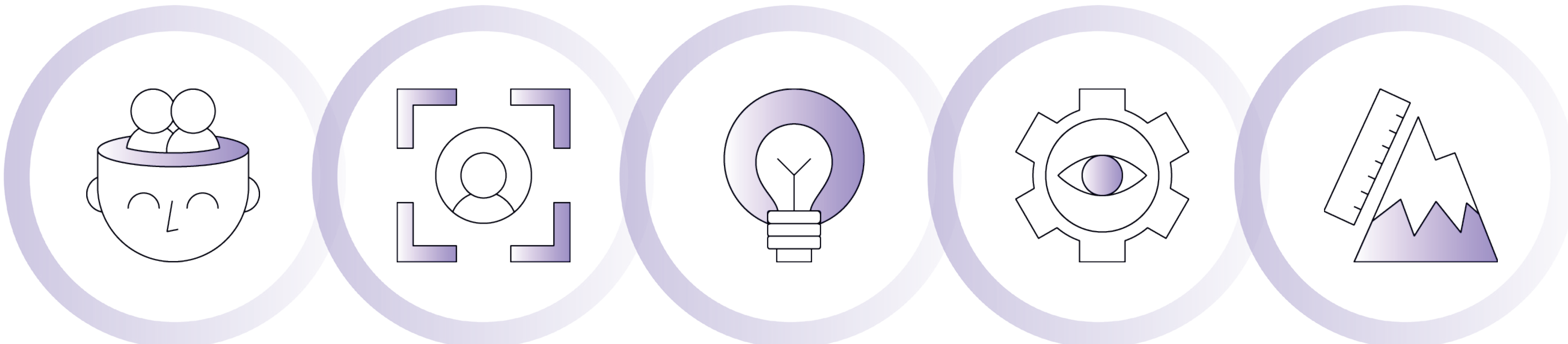
Methodology

A Design Sprint can be broken down into a 5-step process that often takes place over 5 consecutive days.



Empathise

The first step is to gain a deep understanding of your target customers.

Define

The second step focuses on defining your product and tailoring it to the needs of your target users.

Ideate

Now it's time to generate and explore as many ideas as possible.

Prototype

You will then turn your idea into a realistic prototype.

Test

Finally, you test your ideas with users, stakeholders, and technical experts to gain direct feedback.

Empathise

This section explores the four key activities involved in the 'Empathise' stage and how they can help you gain a deeper understanding of your user's needs and values.

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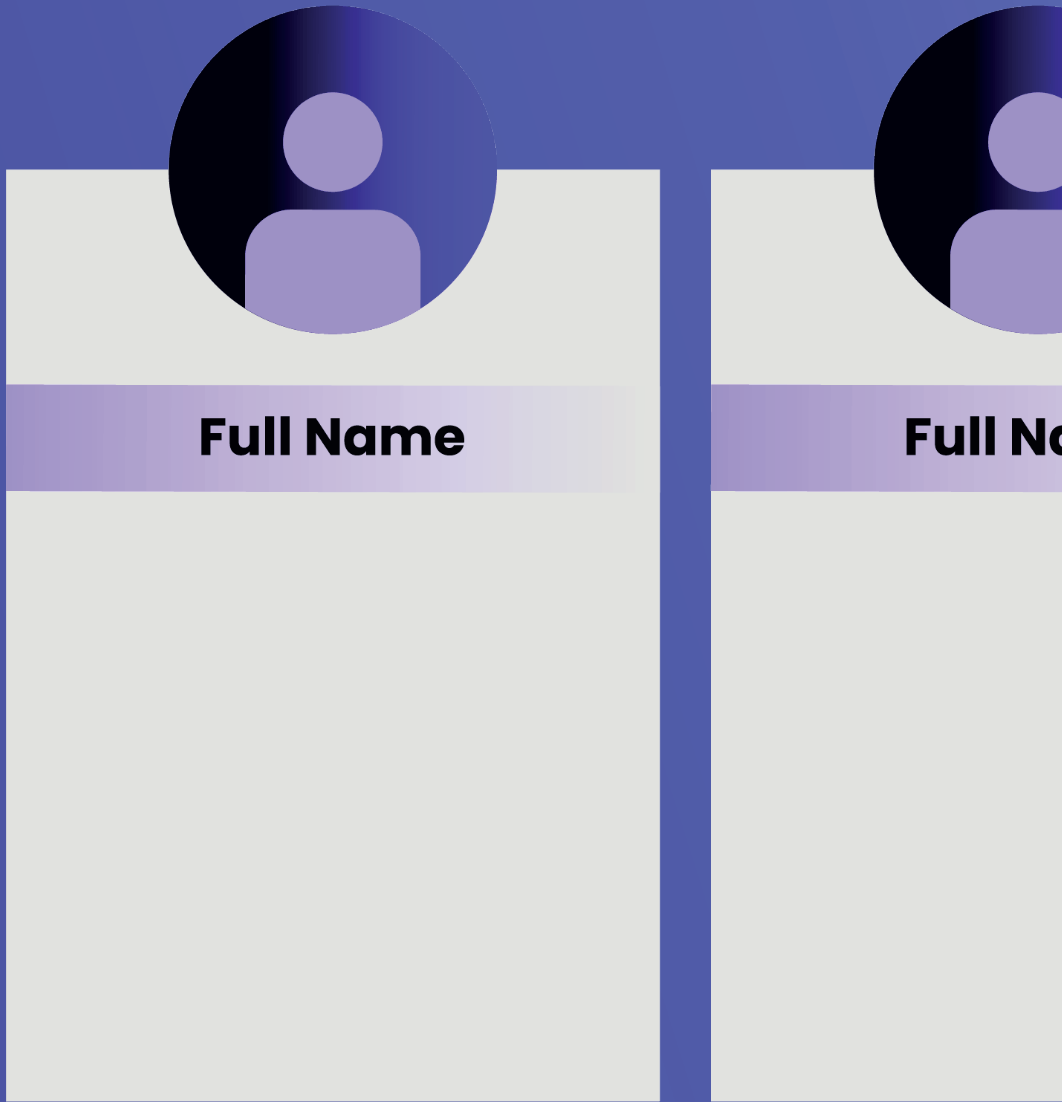
Stakeholder Interview

Duration	Complexity	# of Participants	Who to Involve
45-75 MIN	**Low**	**3-5**	**Designers, Stakeholders**

Interviews with stakeholders are one-on-one conversations about a specific topic or issue. They are needed to understand:

- what is your product
- what problem your product is trying to solve
- who is using the product currently, and who you would like to use it in the future
- what are the main challenges each customer segment faces
- what is the core value your product provides to the users
- who are your direct and indirect competitors

Design stage: **Empathise**



Notes

Add Photo

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Empathy Map

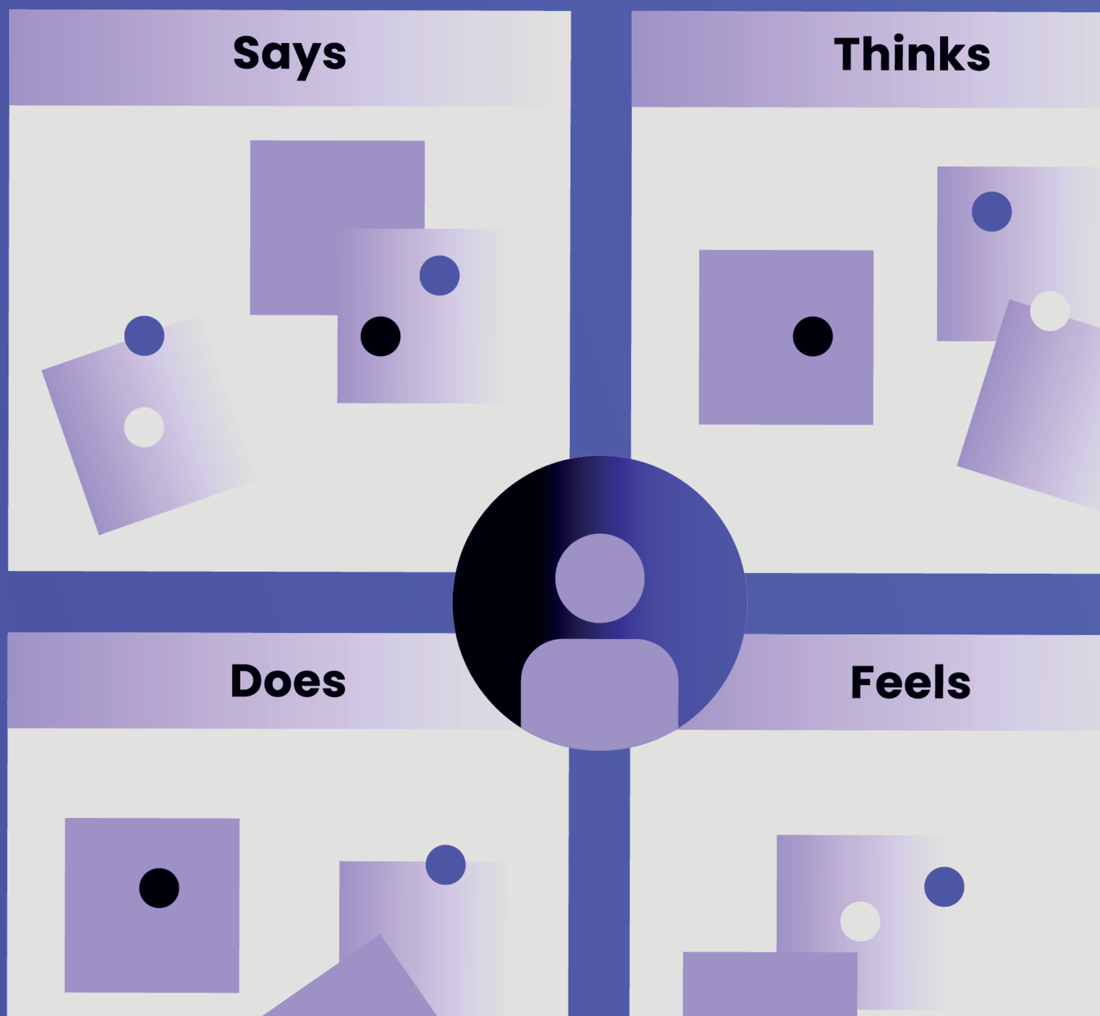
Duration	Complexity	# of participants	Who to involve
30-45 MIN	**Low**	**1-7**	**Designers, Stakeholders, Users, Project Managers**

An **Empathy Map** is a **collaborative tool** a team can use to gain a **deeper insight** into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment.

Visualising user attitudes and behaviours in an empathy map helps the team gain a deeper understanding of the end user.

Capture your users' pains and gains to understand what motivates and influences their buying decisions.

Design stage: **Empathise**



Empathy Map

How it Works

1 **Define scope and goals**
What user or persona will you map? What is the desired outcome? Define your primary purpose for empathy mapping.

2 **Gather materials**
Your purpose should dictate the medium you use to create an empathy map. If you are working with an entire team, have a large whiteboard, sticky notes, and markers readily available.

3 **Collect research**
Gather the research you will be using to fuel your empathy map. Empathy mapping is a qualitative method - you will need qualitative inputs: user interviews, field studies, diary studies, listening sessions, or qualitative surveys.

4 **Fill in information**
Once you have research data, you can start mapping as a team. In the beginning, everybody should read through the research individually. As each team member digests the data, they can fill out sticky notes that align to the five squares and map them on the whiteboard.

5 **Gather routine information**
In this step, your team reads the stickies on the board together and clusters similar notes that belong to the same square.

Useful tip 1

Don't map for a group. Keep one person in mind when building the map. If you make one for a group, you might end up generalising. The standard rule is **"one empathy map per user persona".**

Stay focused

Useful tip 2

The "Says & Thinks" card on the empathy map requires you to predict what is going on in the users' minds, but don't go too far with the assumptions. Read between the lines, collaborate with your team, and add notes everyone agrees on.

Useful tip 3

Don't go off-topic. It's easy to lose sight of the goal and add whatever comes to mind on the empathy map. After all, you're writing down what the user thinks and feels, right? That could be anything!

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Empathy Map

Does

Actions the users take

Says & Thinks

Summarises what the user is thinking & saying throughout the experience

Feels

User emotions

Persona

Pains

Negative emotions, undesired situations and risks

Gains

Benefits, desired outcomes, social gains, positive emotions

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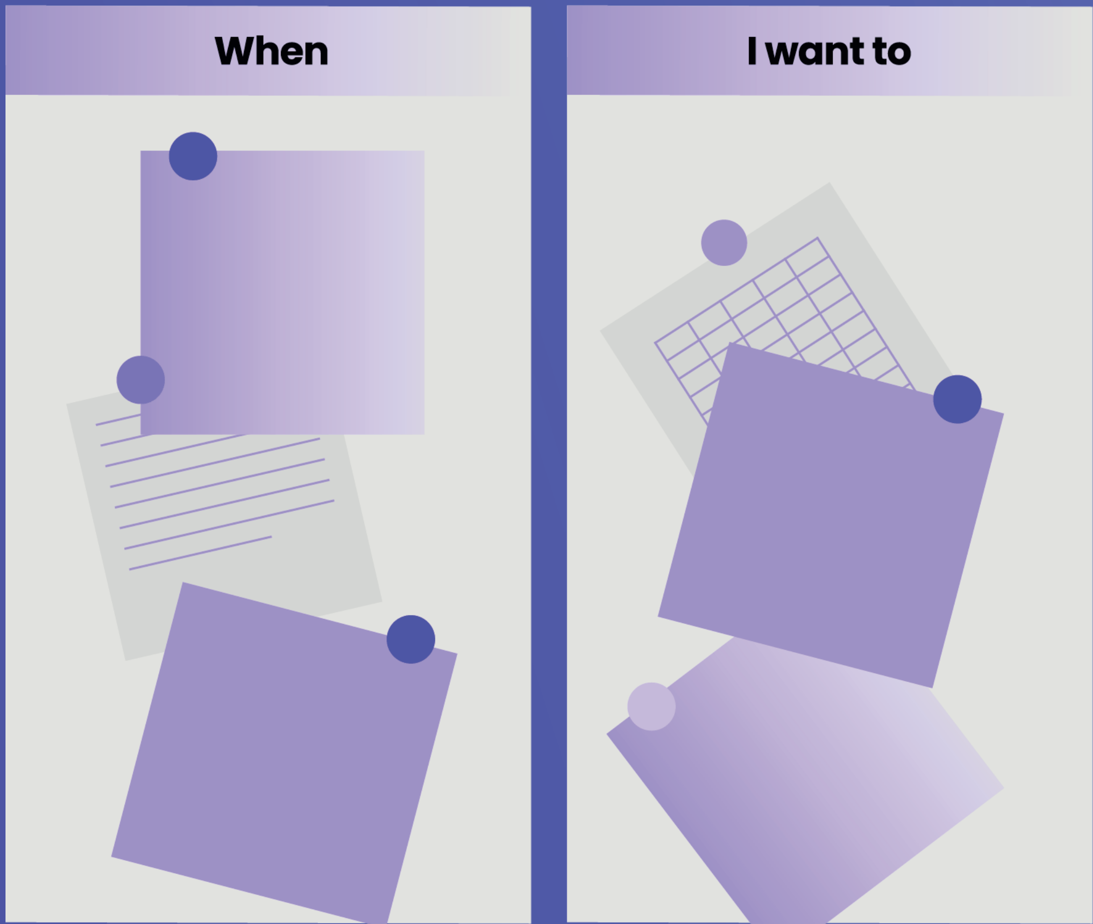
Jobs-To-Be-Done (JTBD)

Duration	Complexity	# of participants	Who to involve
30-60 MIN	Low	1-5	Designers, Stakeholders, Users

The **Jobs-To-Be-Done framework** breaks down your users' needs in an emotional and user-centric fashion. It involves **identifying what goals customers want to achieve** when using your product.

The Jobs-To-Be-Done method helps you delve deeper into your customers' minds. Not only does it consider the usage context of your product, but also the emotional and social goals of your customers. The structure that is typically used is:

"When I'm... I want to... so I can...".



Design stage: **Empathise**

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Jobs-To-Be-Done (JTBD)

How it works

1 Research your customers
Get to know your customers on a deeper level. This activity needs to be done closely with your user, as you have to understand their emotions, functional needs, and social requirements.

2 Determine their goals
What are the customer's goals? How do they want to proceed? Where do they end up after using your product?

3 Fill out the Jobs-to-Be-Done worksheet
Fill out the information that you have collected with stickers. Discuss your insights within the team.

4 Summarize the research with functional jobs
Based on the Jobs-to-Be-Done add a list of features the product should have to accomplish each task.

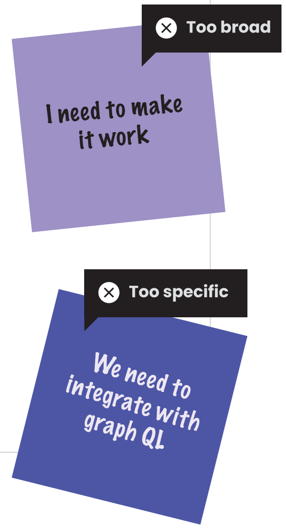
Useful tip 1

Refine a situation by adding contextual information. The more context we have for the situation, the better we can design a solution. For example:

"When I'm hungry and in a rush, I need something I can eat quickly to keep me going until my next proper meal."

Useful tip 2

Jobs can only come from real customer interviews. Before designing a feature or new product, you must talk to real people and uncover all the anxieties and contexts in play when they used your [or a competitor's] product.



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Jobs-To-Be-Done (JTBD)

When... (Situation)	**I want to...** (Motivation)	**So I can...** (Expected outcome)	**Functional job** Feature

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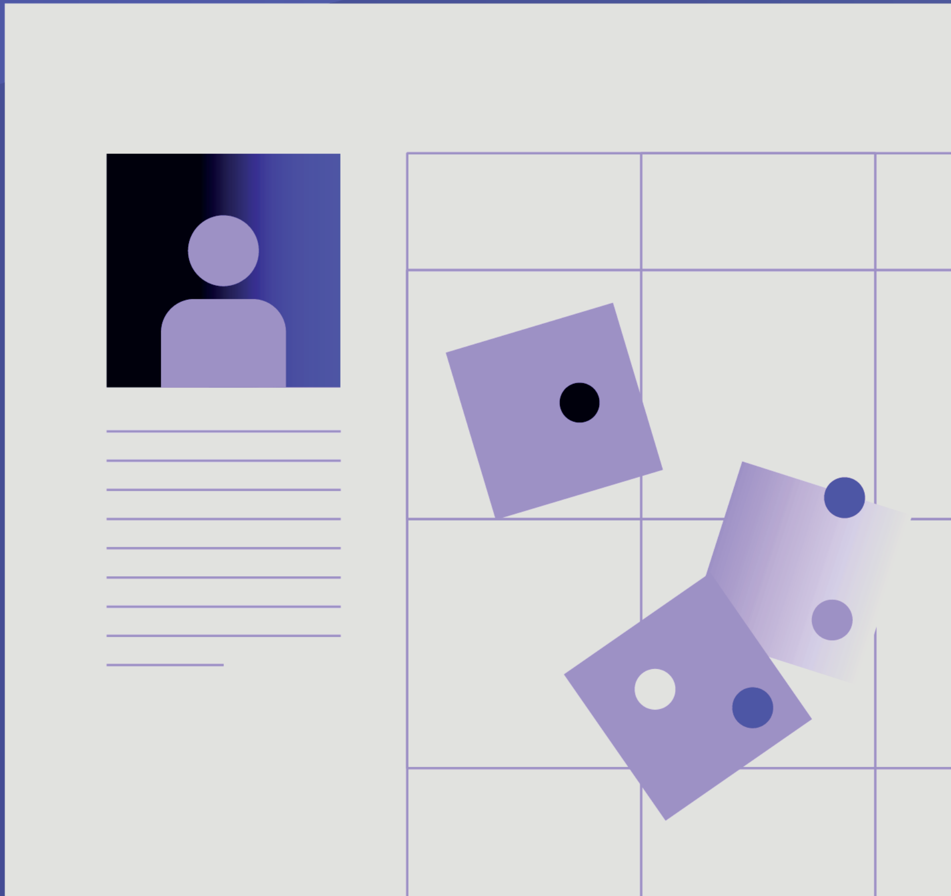
Customer Journey Mapping

Duration	Complexity	# of Participants	Who to involve
60-90 MIN	**Medium**	**2-7**	**Designers, Stakeholders, Users**

A **Customer Journey Map** is a detailed visualisation that **depicts the experience of a user-based persona** as they use a specific product. It helps you to:

- understand your customers more, so you can provide a tailored experience
- measure the progress of optimising your purchase process against the customer experience desired by your customers
- reveal areas where you are losing customers and how you can optimise and strengthen those areas
- identify and take advantage of new growth opportunities as they arise
- stay true to what your audience wants and needs

Design stage: **Empathise**



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Customer Journey Mapping

How it works

1 **Name a customer persona**
A customer persona is a fictional character that represents your average customer based on user and market research. Imagining this persona’s age, job, personal goals, etc. can help you step into their shoes and develop an engaging customer journey.

2 **Define a scenario**
Next, you will need to define a scenario you’ll map and what goals you’re trying to achieve with this exercise.

3 **Map significant milestones in the customer journey**
List each stage your business intends a customer to take to reach a goal horizontally across the top of the canvas.

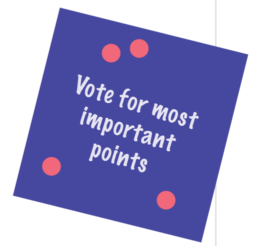
4 **Identify what your customer does, thinks, and feels**
Show participants how to get going by writing the first thing that the persona does on a sticky note. The whole group can then grab stickies and markers and continue plotting the journey action by action, one action per sticky.

5 **Touchpoints**
Map touchpoints at which your customer can form an opinion about your company. Touchpoints can be found anywhere your company has direct contact with potential or existing customers.

6 **Map the pain and improvement points**
Go back over the map and jot down pain and improvement points on sticky notes. Place them underneath the corresponding stickers on the journey. Then, vote with voting dots to identify the most important ones to take action.

Useful tip 1
Use different colored sticky notes for pain points and improvement opportunities. This will make it easier to distinguish the outcome on the map.

Useful tip 2
Conduct a voting session to identify the most important pains and the most valuable opportunities to come up with action points.



Useful tip 3
If you have the opportunity, involve customers in the session to help validate and challenge the journey map. You'll be more confident about what comes out of this session.

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Customer Journey Map

Add Photo

Name:

Position:

Scenario:

Goals:

Stage

Doing

Thinking & Feeling

Touchpoints & Tools

Define

This section explores the four core activities involved in the 'Define' stage and how they can help you identify the challenges you are trying to solve with your product or service.

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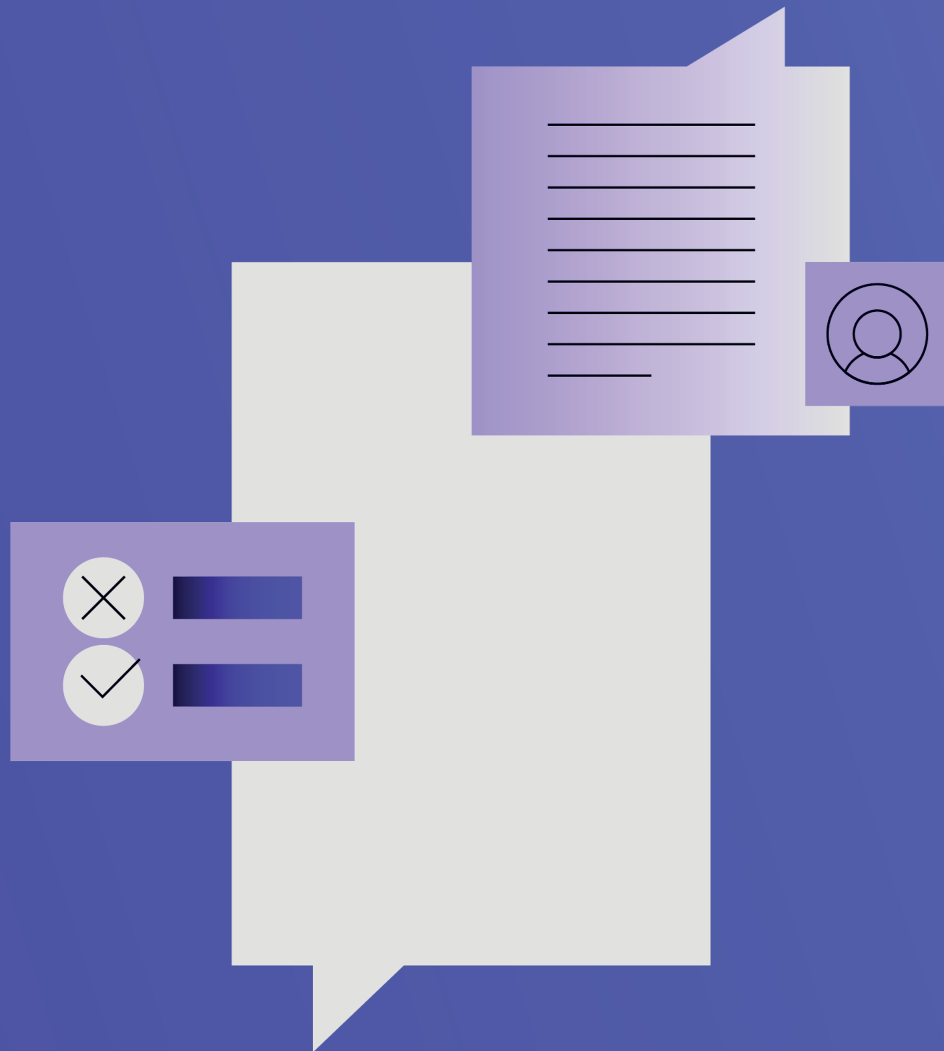
Lightning Talks

Duration	Complexity	# of Participants	Who to Involve
30-70 MIN	**Low**	**3-6**	**Stakeholders**

Lightning Talks are a core Design Sprint method and a powerful **opportunity to build ownership in the design sprint**. Plan and set up Lightning Talks before the sprint begins. Depending on your goal or deliverables, you may spend up to half a day on these talks.

Each Lightning Talk should last 10 to 15 minutes. During the exercise, everyone should jot down questions. Use the HMW format to capture opportunities that might be interesting to explore. For example, “How might we build trust?” or “How might we figure out the user’s style?”



Design stage: **Define**

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Affinity Mapping

Duration	Complexity	# of Participants	Who to Involve
50 - 90 MIN	**Medium**	**6-12**	**Stakeholders**

Affinity mapping is the process of grouping and clustering ideas into similar themes in categories. This exercise can **help your group discover embedded patterns** (and sometimes break old patterns) of thinking by sorting and clustering language-based information into relationships.

Design stage: **Define**

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Affinity Mapping

How it works

1. **Select your team**
   Care should be taken in choosing your team. As many groups and points of view as possible should be represented. Keep groups to six people or less.

2. **Brainstorm**
   Go for volume, suspend judgement, build on each other's ideas and set a strict time limit. Allow 30 or 40 minutes for brainstorming ideas.

3. **Group related ideas**
   Cluster notes into groups by similarity. Write headers above each cluster that describes what connects the data in the group.

4. **Vote**
   Give each participant 3 points and ask them to place the points next to the header of the three groups that they think are the most important in relation to the design goals. Then tally the number of votes for each group to decide the importance of the themes.

Useful tip 1

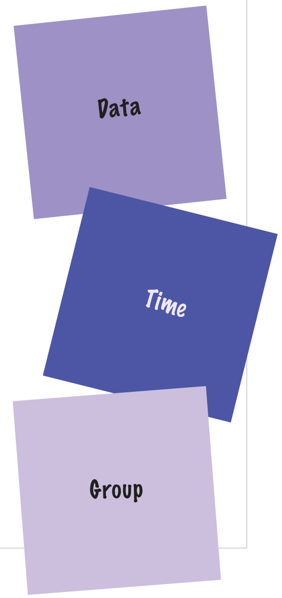
Try not to be intimidated by the amount of data. It all means something. You have to take your time and make sense of it all.

Useful tip 2

If you feel like you don't have enough data revisit your research. You may have to do a bit more. Don't get rid of the diagram you started though. Take it down carefully with the intent to rebuild it.

Useful tip 3

Try not to prematurely add hierarchy, timelines, etc. The main point of an affinity diagram is to find trends, and put things into categories. Group items with like items. Don't try to add process and connections between groups too soon.



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Affinity Mapping

1. Bundle

Bundle ideas together to form them into more complex solutions.

2. Cluster

Start by clustering similar ideas into groups. Talk about the best elements of those clusters and combine them with other clusters.

Group A	Group C

Group B	Group D

3. Themes

Now, start building groupings out of the themes and patterns you've found. Focus on translating what you've heard into practice, rather than just identifying similar ideas.

4. Systemize

Once you've got a few idea groupings, ask yourself how the best elements of your thinking might live in a system. Now you're moving from individual ideas to full-on solutions.

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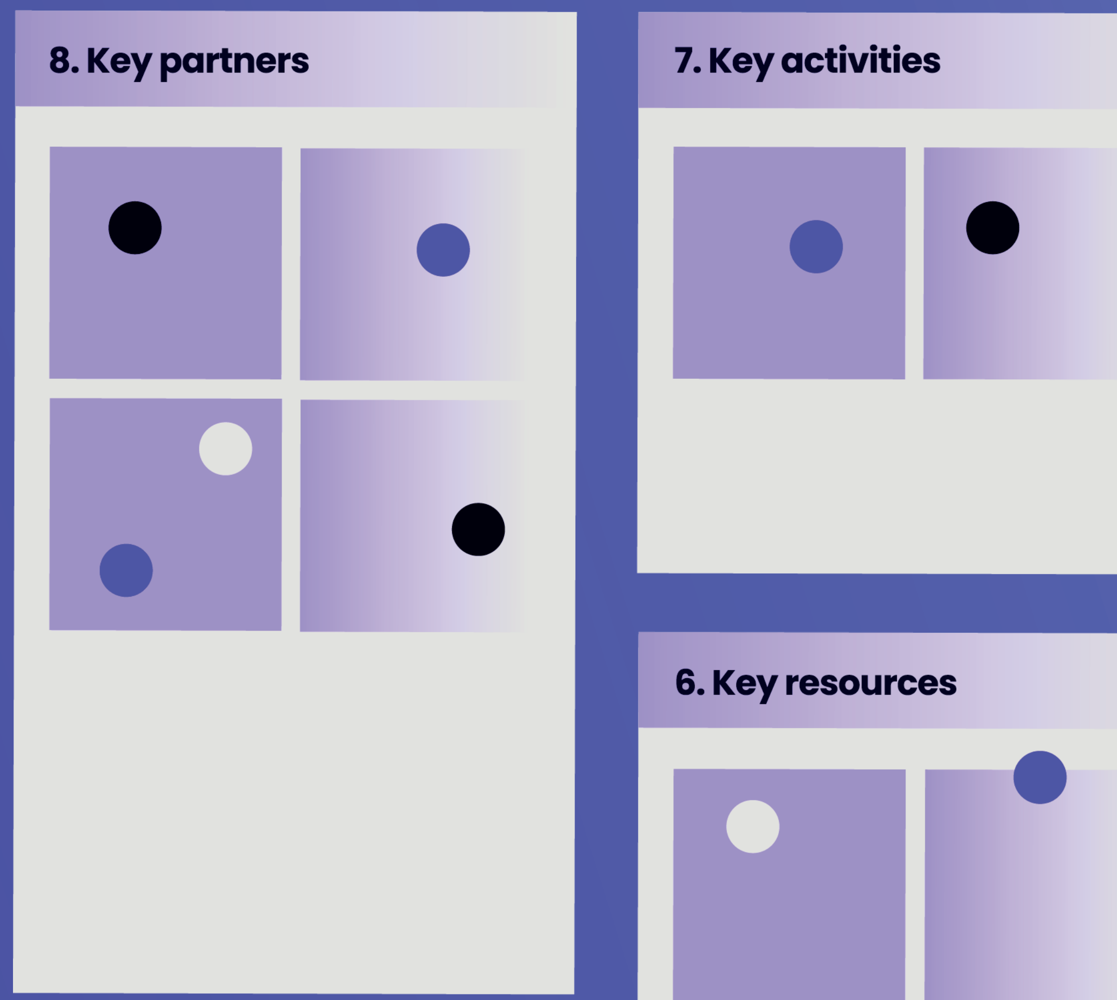
Business Model Canvas

Duration	Complexity	# of participants	Who to involve
45-75 MIN	**Low**	**3-8**	**Stakeholders**

The **Business Model Canvas** is a powerful strategic tool with four sections: **customers**, **value**, **infrastructure**, and **finances**. You can use it to develop a new business idea, optimise processes, or set a new direction if performance sags. There are a few ways it does this:

- It helps to crystalise connections between a business idea and how to turn it into a reality
- It shows a team how it thinks about and interacts with its customers, which can help expose weaknesses in your business model
- It allows a team to understand what the business is or will likely be in the future



Design stage: **Define**

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Business Model Canvas

How it works

1 **Set the stage**
Before you start, work with the group to explain the process and ensure everyone is aligned with the whys and hows of the canvas.

1. Customer Segments (Who needs our solution? How many people need our solution right now? How many will eventually need it?)

2. Key Proposition (What is the value we deliver to our customer? What is the customer need that our value proposition addresses?)

3. Channels (How do we deliver our solution to our customers?)

4. Customer Relationships (How do we talk to our market about our solution?)

5. Revenue Streams (How will we get paid for the solution we provide?)

6. Key Resources (What resources are needed to make our idea work?)

7. Key Activities (What are the key steps to move ahead to your customers?)

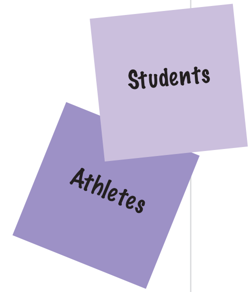
8. Key Partners (Who are our key partners to get our competitive advantage?)

9. Cost Structure (How much will our key activities, resources and partners cost us?)

2 **Fill each of the nine sections one-by-one using stickers**
Start with the customer section on the right of the canvas, followed by value proposition, infrastructure, and finance.

Useful tip 1

Each value proposition needs a customer segment and a revenue stream. For multiple customer segments, use a different color Post-It note for each. It will help you visualise the value proposition and revenue stream per category.



Useful tip 2

Are you mapping an existing business or its future state? Make sure you don't mix the two—this is an easy trap to fall into.

Useful tip 3

Test some elements of the canvas to generate early insights about the viability of your business model.

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Business Model Canvas

8. Key Partners

What are the products and services we can offer our customer so they can get their job done?

7. Key Activities

What are the key steps to move ahead to your customers? Our Distribution Channels? Customer relationships?

6. Key Resources

What specific key resources or assets are necessary to deliver our value proposition?

2. Key Proposition

What is the value we want to deliver to our customer? What is the customer need that our value proposition addresses?

4. Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?

3. Channels

How do we deliver our solution to our customer? Which ones work best? Which ones are the most cost-efficient?

1. Customer Segments

For whom are we creating value? Who are our most important customers? What are they like?

9. Cost Structure

How much will our key activities, resources and partners cost us? Which Key Resources and Key Activities are most expensive?

5. Revenue Streams

For what value are our customers willing to pay for? How are they currently paying? How much would they prefer to pay?

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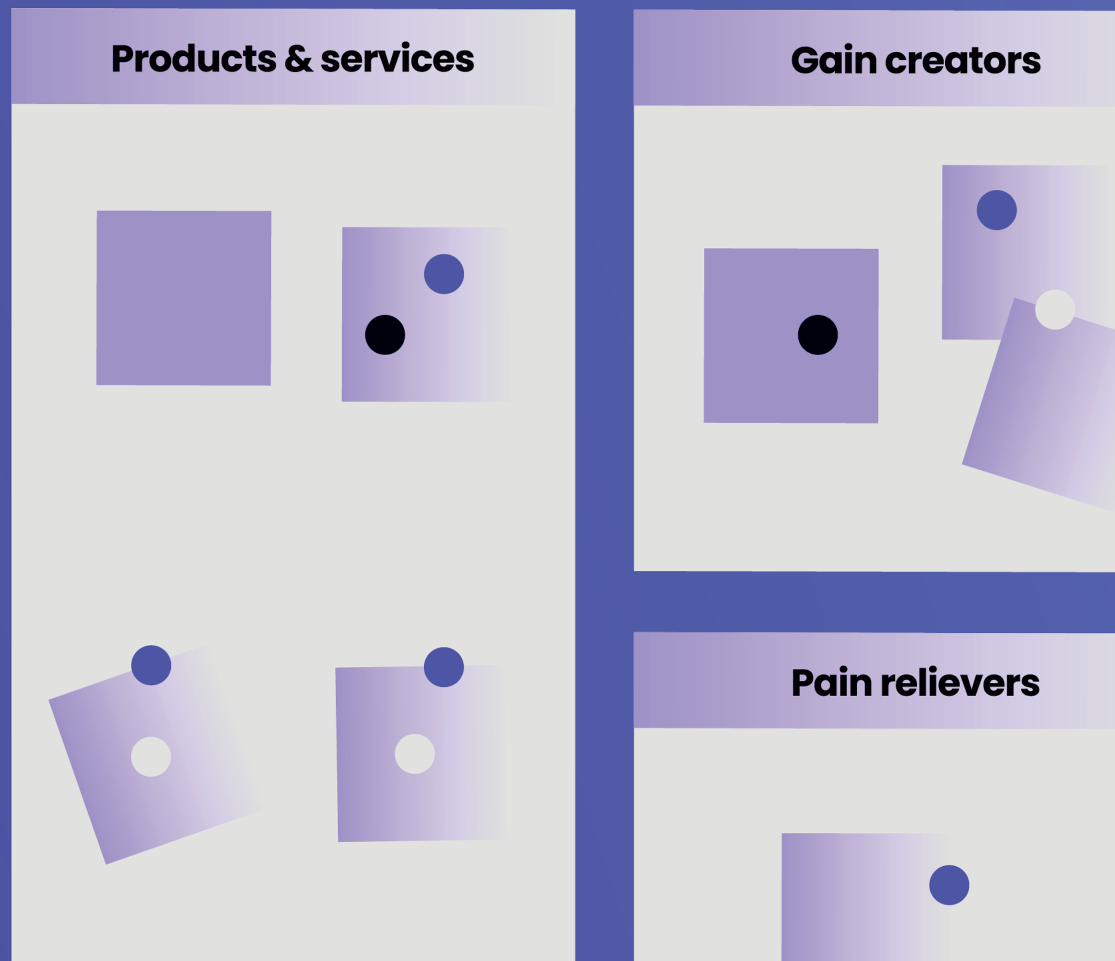
Value Proposition Canvas

Duration	Complexity	# of participants	Who to involve
60-90 MIN	**Low**	**2-7**	**Designers, Stakeholders, Users**

The **Value Proposition Canvas** (VPC) is a tool for **positioning a product or service** based on the customer's values and requirements. It aids in developing, testing, gauging, and managing value propositions. It ensures that the offerings meet the desired demands of your target market. It is a versatile tool used by large corporations and startups and can apply to any product, new or old.

The Value Proposition Canvas is **derived from the business model canvas** to bridge the gap between value propositions and customer needs.



Design stage: **Define**

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Value Proposition Canvas

How it works

1 **Select a customer segment**
Select a customer segment that you want to profile.

2 **Identify customer jobs**
Ask what tasks your customers are trying to complete. Map out all their jobs by writing each on an individual sticky note.

3 **Identify customer pains**
What pains do your customers have? Write down as many as you can come up with, including obstacles and risks.

4 **Identify customer gains**
What outcomes and benefits do your customers want to achieve? Write down as many gains as you can come up with.

5 **List of products and services**
List all the products and services of your existing value proposition.

6 **Outline pain relievers**
Outline how your products and services help customers alleviate pains by eliminating undesired outcomes, obstacles, or risks. Use one sticky note per pain reliever.

7 **Outline gain creators**
Explain how your products and services create expected or desired outcomes and benefits for customers. Use one sticky note per gain creator.

Useful tip 1

Customer research and product discovery go hand in hand with the value proposition canvas. **Build the customer profile with as much research and validation** as possible.

Useful tip 2

Make **separate Customer Profiles for each customer segment**. This gives you the option to devise value propositions for every segment separately. So choosing a customer segment to focus on is much easier.

Useful tip 3

Identify which customer **jobs, pains, and gains to prioritise**. The most significant ones are likely to be the most profitable opportunities. You can use a **voting session** for that.

Useful tip 4

Try to come up with a **pain reliever for each pain**.

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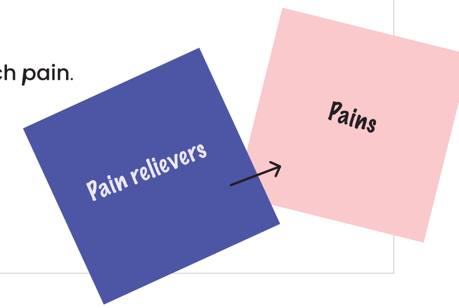

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Value Proposition Canvas

Name:

Details:

Add Photo

Product & Services

What are the products and services you can offer your customers so they can get their job done?

Gain Creators

What can you offer your customers to help them fulfill their gains? Be concrete (in quantity and quality).

Pain Relievers

How can you help your customers relieve their pains? Be explicit about how they can help.

Gains

What would make your customers happy? What outcomes do they expect and what would exceed their expectations? Think of the social benefits, and functional/ financial gains.

Pains

What is annoying or troubling your customers? What is preventing them from getting the job done? What is hindering your customers' activities?

Jobs

What are the jobs your customers are trying to get done in work or life? These could be both functional and social. What basic needs do your customers have (emotional and/or personal)?

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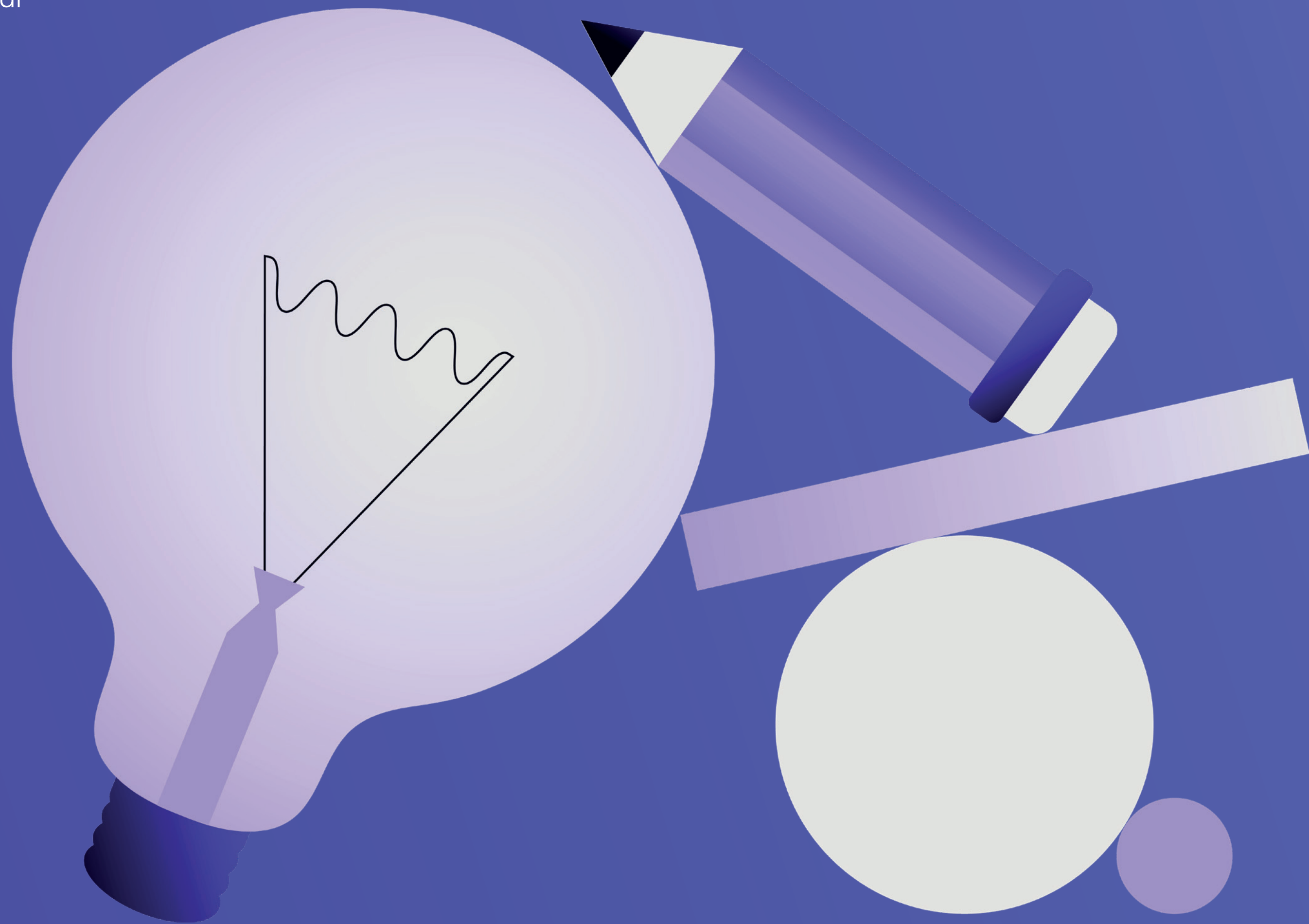
Ideate

This section explores the two main activities involved in the 'Ideate' stage and how they can help you generate new ideas and boost your team's creative output.



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6 Thinking Hats

Duration	Complexity	# of Participants	Who to Involve
40 MIN	**Low**	**3-9**	**Designers**

The Six Thinking Hats is a method for effective and out of the box thinking. This technique is meaningful for team meetings, idea generation, problem solving and decision making. Whether it is finding a new strategic approach, refining your marketing, or creating new product designs, Six Thinking Hats **enables a systematic thinking** for better ideas and decisions. It is also an excellent technique for brainstorming and collaboration sessions.

Each hat in the Six Thinking Hats technique represents one of six different ways of thinking. To conduct the method, it is important that only one imaginary hat is worn at a time. Each hat is assigned a unique color and is a metaphor for a specific thinking system.

Design stage: **Ideate**

6 Thinking Hats

How it works

1. **List the questions that represent the hats**
   List a set of questions on the whiteboard to represent the hats. You can do this either at the start of the meeting or when you hit a sticking spot. Here's an example set of questions you can use to represent the hats:
   - What are the facts and figures?
   - What's your gut reaction? How do you feel about this?
   - Why can't we do this? What prevents us? What's the downside?

2. **Walkthrough each question as a team**
   Work as a team. This is the key. Rather than debating each other, you're now collaborating.

3. **Modify the approach**
   If it's not working, change the approach. For example, you might find that you started with the wrong hat or question. See if switching to another question or hat makes a difference.

   This lets everybody get heard as well as allowing the team to collaboratively focus on a single problem from multiple angles.

Useful Tip 1

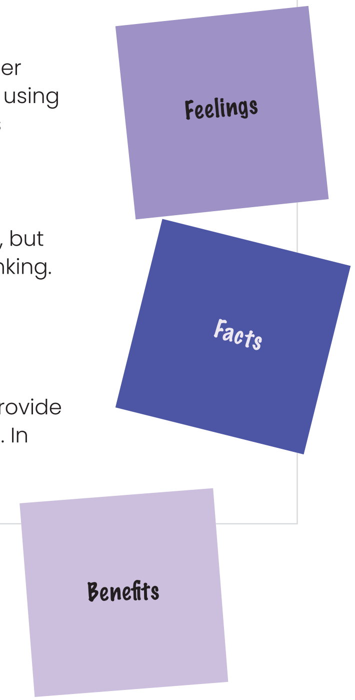
You don't have to use every hat all the time – consider which ones are most applicable but remember that using the hats in order can help to structure your thoughts

Useful Tip 2

You may focus on one or more hats at any one time, but keep in mind that doing so can create conflict in thinking. The hats are better used one at a time

Useful Tip 3

You can reintroduce hats as and when needed, to provide more information in relation to new ideas or findings. In this sense, the process is iterative.



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6 Thinking Hats

Process	Feelings	Facts	Benefits	Creative	Cautions
What conclusions or summaries can we make in moving forward on the issue or problem?	How does everyone feel about the current situation, issue or problem?	What data or information have you collected concerning your situation?	What are the positive aspects and values of the current situation, issue or problem?	What creative solutions can you think of to solve this situation, issue or problem and come to a decision?	What are the negative aspects of the current situation, issue or problem?

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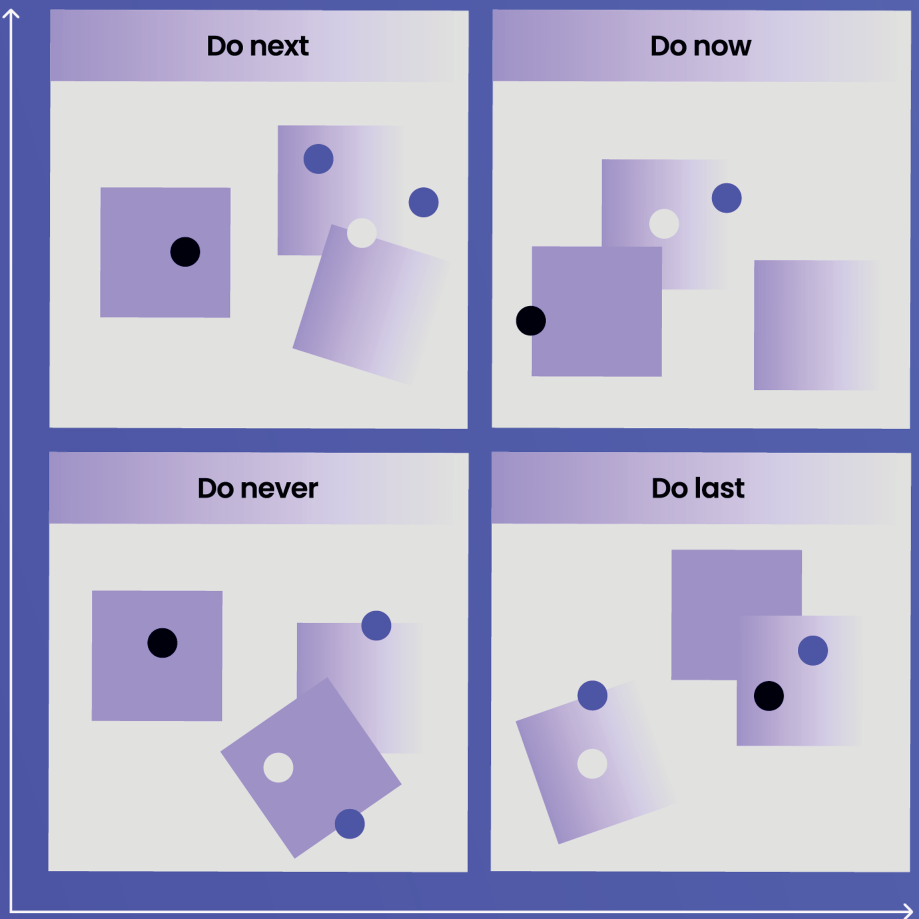
Feature Prioritisation

Duration	Complexity	# of participants	Who to involve
60-90 MIN	**Medium**	**2-7**	**Designers, Developers, Stakeholders**

The 2×2 **Feature Prioritisation Matrix** is designed to help you decide which features are "Critical and Urgent" and **focus on what matters the most**. This Matrix typically has four segments representing different levels of effort and impact.

The impact axis considers the business value of your product feature. The effort parameter considers resources (like time, money, and people) that may be needed to finish the tasks outlined.



Design stage: **Ideate**

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Feature Prioritisation

How it works

1 **Prepare stickers & features**
Collect all potential features you've identified in the feature bank board before you start this activity.

2 **Get ready to vote**
Disperse colored symbols for each team member. The number of votes per person is half the number of the prioritised items.

3 **Voting**
Vote for a feature based on expertise.

4 **Position the features according to voting**
Using the team's votes as a guideline, collaboratively place each item onto your chart.

5 **Action plan**
Create an action plan based on your results.

Useful tip 1

If you have feature ideas that are duplicates or very similar, organise them into clusters or rewrite some into one to simplify the list before voting.

Useful tip 2

Make sure all relevant parties are present at the beginning of the session. The matrix must be completed by stakeholders, managers, and tech leaders who have first-hand experience with how tasks are completed and their effort requirements.

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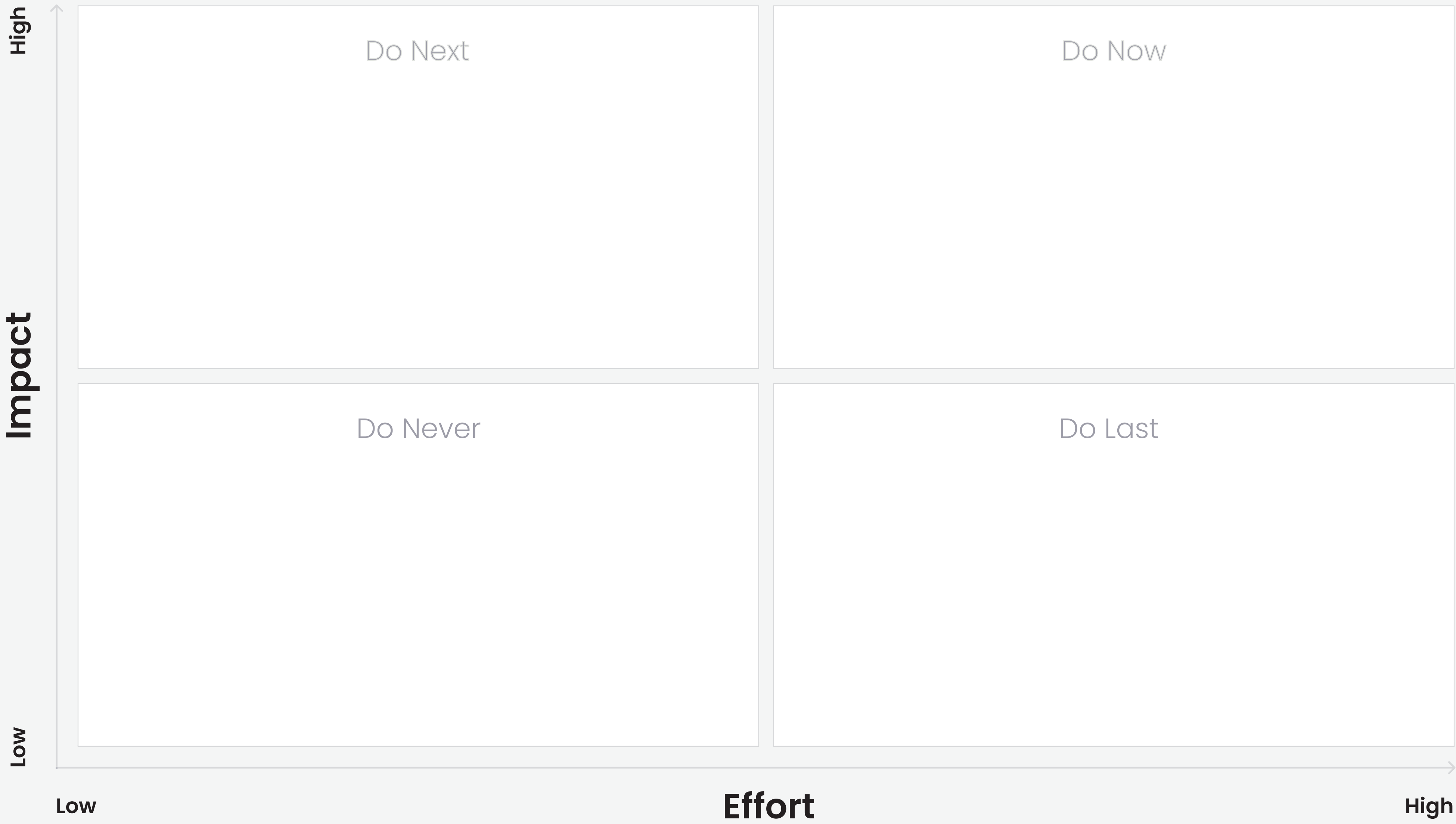
Prioritise your features



Prototype

This section explores the two key activities of the 'Prototype' stage and how they can help you test and validate the design ideas.

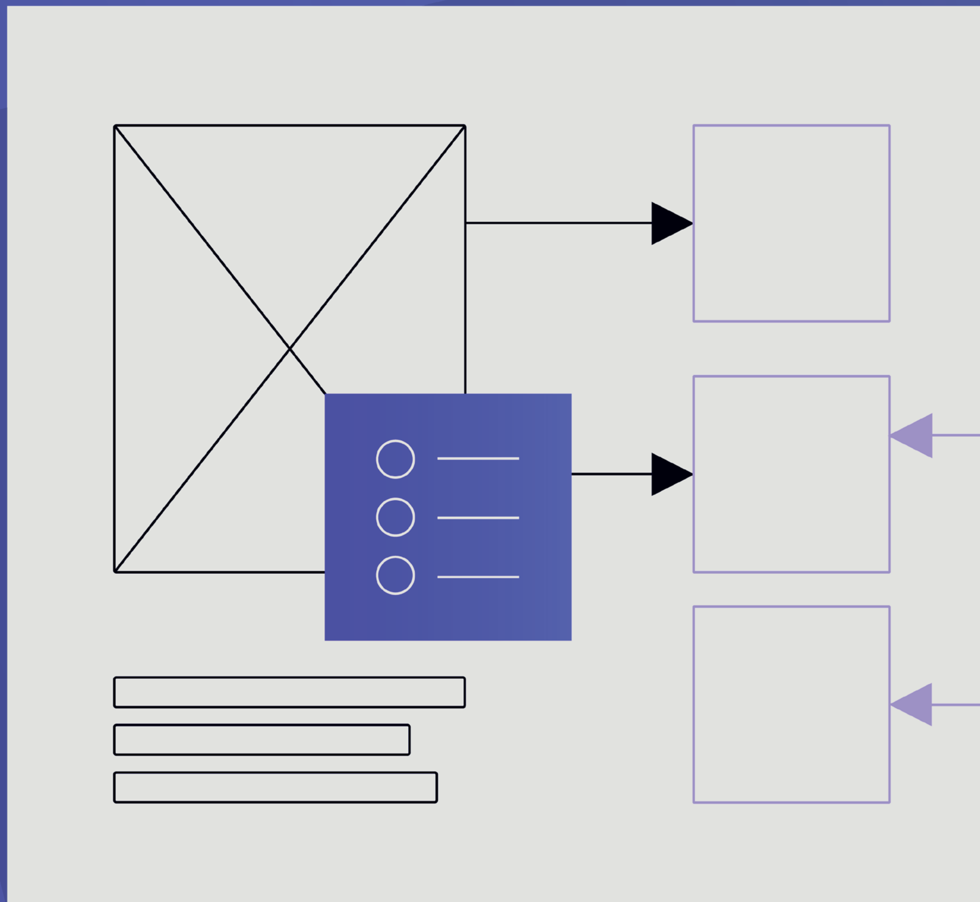
Storyboard

Duration	Complexity	# of participants	Who to involve
30 MIN	**Low**	**1-7**	**Designers**

The UX **storyboard can** help **visually predict** and explore the **user experience** with a product. It visualises how people would interact with a service or app.

Storyboards in UX design use a narrative or story to communicate concepts and show user interactions. It's a way to bring a more human-centered approach to the product or service, move beyond the functional view, and gather more insights into the user problem and experience.

Design stage: **Prototype**



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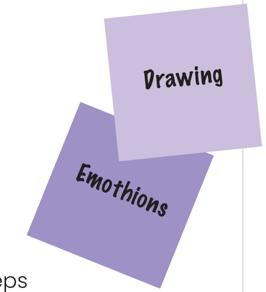
Storyboard

How it works

1 **Set the main actor of your storyboard**
Discuss with your team who is the main actor of your story. Think of the personas you want to target with your product or business and try to describe their scenario, their needs and their key activities. Add details and context to your main actor.

2 **Map out your storyboard journey**
Draw the journey of your main actor from what triggered them to discover your product to the end of their experience. Sketch all moments that lead the actor from the initial struggling moment to their happy ending. Show how your solution helps them get there. Add details in each step with the following information: who, where, and what.

3 **Understand the main actor**
After you have mapped out your actor's journey, it's time to understand how they feel. Is your actor happy? Are their struggles over? Can you visualise how their journey was and draw insights?



Useful tip 1

Start by visualising the first and last steps. Having a solid beginning and a solid end will help the designer to keep the story to its original concepts and not lose track in the middle.

Useful tip 2

Make upfront decisions to decide what the action steps are going to be. Take more time to consider the actual problems which you are going to address in the steps and the action steps to achieve the end goal.

Useful tip 3

Use emotions as much as possible to show how the actor feels in the story when facing the problems, finding solutions, and using solutions. A blank face can create doubts and reduce engagement with the viewer.

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Storyboard

Who:

Where:

What:

Who:

Where:

What:

Who:

Where:

What:

Who:

Where:

What:

Who:

Where:

What:

Who:

Where:

What:

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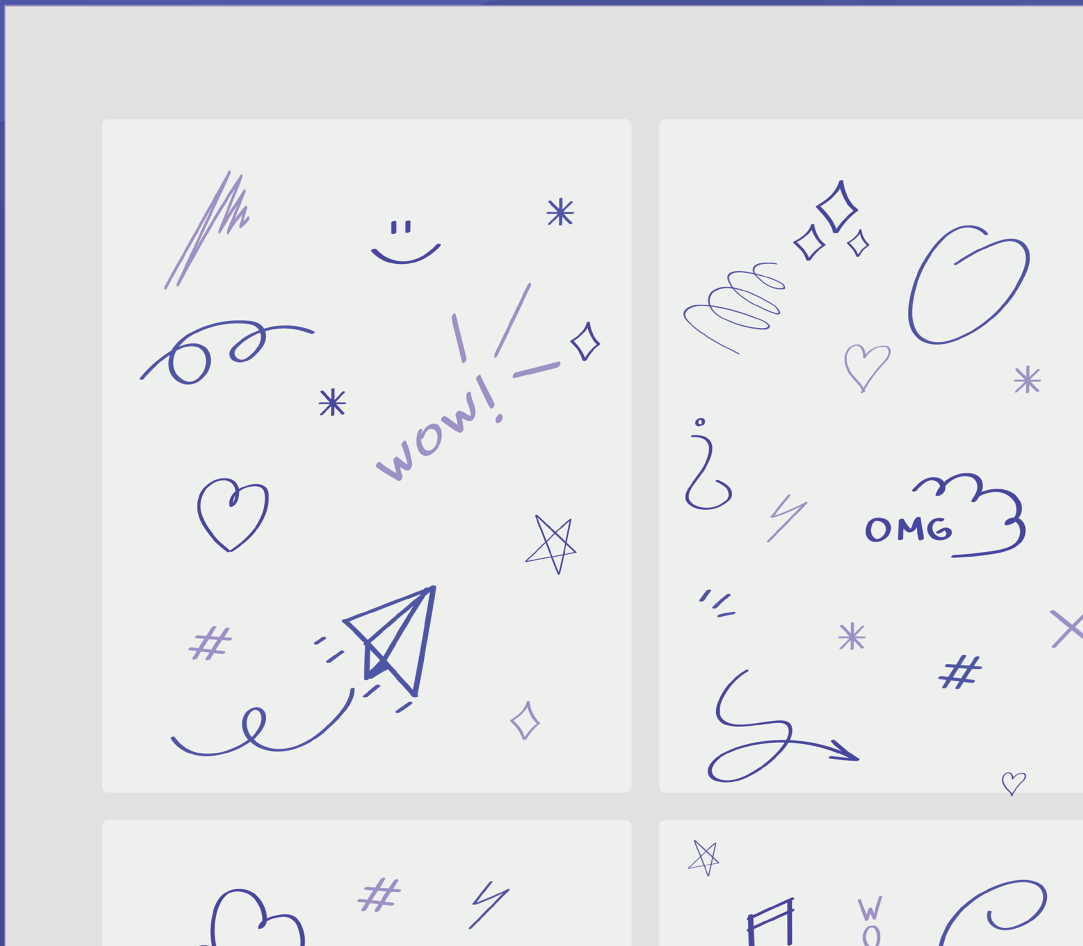
Crazy 8's

Duration	Complexity	# of participants	Who to involve
8 MIN	**Low**	**1-8**	**Designers, Stakeholders**

Crazy 8's is a core design sprint method. It is a **fast sketching exercise** that challenges people to sketch eight distinct ideas in eight minutes.

The goal is to **push beyond your first idea,** frequently the least innovative, and **to generate a wide variety of solutions** to your challenge.

It's a design sprint method used for rapid idea generation.



Design stage: **Prototype**

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Crazy 8's

How it works

1 **Involve the whole team**
Include everyone in this high-level ideation process, especially partners in different functions like product management, engineering, and marketing. Assign everyone on the team a space of eight boxes, adding more if needed.

2 **Clarify the goal and review principles**
Before the session, fill out the facilitator checklist to establish goals and time horizons for the brainstorming session. Then, review the brainstorming principles with the team to set the stage.

3 **Add inspiration**
Bring thought starters to the table - what images, ideas, or past work will act as a launchpad for the team? Paste them in the inspiration box to get everyone started on the same foot.

4 **Ready, set, go**
Start a timer for 8 minutes. Each team member should fill each of their eight boxes with sketches, text, images, and more to brainstorm on your goal statement. Remember, no ideas are bad ideas - so focus on quantity over quality at this stage!

5 **Share and vote**
End the session by voting. Choose the best ideas your team has done. (5 minutes)

Useful tip 1
Use a marker pen to sketch - you won't get stuck in the details so you'll be able to generate more ideas.

Useful tip 2
If your group is new to sketching, it may help to run a pre-workshop sketching lesson - show how to draw key shapes - e.g. boxes, arrows, smiley faces, triangles and circles.

Useful tip 3
After eight minutes, let each participant present their ideas before the voting session.

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Crazy 8's

1	2	3	4
5	6	7	8

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Test

Usability testing is a key stage of the design process that helps you determine how easy your design is to use with a group of representative users. It typically involves watching users as they attempt to complete tasks and solve problems using your product.

In this part of this guide, we will explore how usability testing can help you learn about users and discover new opportunities.

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Test Card

Test Name	Deadline
Assigned to	Duration

Step 1: Hypothesis

We believe that

our team can serve 90 customers per hour

Critical:

Step 2: Test

To verify that, we will

ex. run a test where we produce widgets for half a day

Test Cost:

Data Reliability:

Step 3: Metric

And measure

the number of widgets we can produce/ orders we can fulfil in an hour

Time Required:

Step 4: Criteria

We are right if

at least 95 orders are completed per hour without mistakes

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Usability Testing

Duration	Complexity	# of participants	Who to involve
30-50 MIN	**Low**	**2-10**	**Designers, Users**

Usability Testing is a popular UX research methodology when the researcher poses tasks and questions to the users to see how successfully they can interact with the product or prototype.

The goals of usability testing vary by study, but they usually include:

- **Identifying problems** in the design of the product or service
- **Uncovering opportunities** to improve
- **Learning about the target user's behaviour** and preferences

Design stage: **Test/Validate**

Usability Testing

How it works

1. **Plan the session**
Think about what the testing should look like. Make a step-by-step plan. Think about what criteria you have for your research participants before you can start recruiting.

2. **Recruit participants**
Recruiting the right participants is crucial for getting valuable results from your user research. Your participants should represent your target audience.

3. **Design the task(s)**
Once you've figured out the plan, formulate appropriate task scenarios for usability testing. A task scenario is an action you ask the participant to take on the tested interface.

4. **Run the session**
When it's time to conduct the usability testing session, you or your moderators should follow a set protocol with each participant. The facilitator should give the scenario to the user and see what actions the user will take. At the same time, the moderator should make notes that will help to interpret the results.

5. **Analyse the insights**
Finally, after you've collected all your data, it's time to analyse the results and make conclusions. Try to do this as soon as possible after testing so that the observations are fresh in your mind.

Useful tip 1

Ask for the user's permission to record the session. With the recording, it would be easier to debrief the session.

Useful tip 2

Try to **be as neutral as possible** with your speech. Make sure that it's clear that you are **not testing the user**, you are testing the design solution.

Useful tip 3

Don't speak too much. Set the task, ask users to say what they're thinking and what actions they're doing, and quietly observe how they go about it.

Useful tip 4

Use clear, neutral instructions. Make sure that your questions are not open to interpretation.

Useful tip 5

Don't take control of the task. As soon as the test starts, the user should be in total control.

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Usability Testing

Add Photo

Name:

Details:

Scenario 1	✓	✗	Notes

Usability issues	Interesting ideas	Open questions

About the Authors

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Sunny's unique background in software engineering and design led him to found Windmill, creating innovative digital products for transformative change.

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Taras leads design at Windmill with passion for innovation and user satisfaction. With an architectural background, he's building a top-notch team to tackle any challenge.

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Anastasiia's experience as a lead designer in healthcare has given her a deep understanding of the importance of user-centered design, which she brings to every project at Windmill.

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Design Strategist

Moenika applies her design thinking, computer science, and music technology background to create innovative digital products that make a positive difference in the world.

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Design Thinking Innovation

WINDMILL DESIGN ACADEMY
EXPLORER
UX CERTIFIED

Fundamental

3-4 hours

An immersive experience tailored for newcomers to the realms of innovation and design thinking.

This transformative program merges essential innovation principles with the dynamic methodologies of design thinking, fostering a profound understanding of creative problem-solving and equipping participants with a powerful toolkit to explore new horizons and drive impactful change within their organizations.

WINDMILL DESIGN ACADEMY
PRACTITIONER
UX CERTIFIED

Applied

2 weeks

For those with a basic understanding of innovation and eager to dive deeper into design thinking.

It's a transformative journey that equips participants with the skills to lead profound organizational change through the strategic application of design thinking methodologies.

Through hands-on exploration and immersive case studies, participants will master the art of translating design thinking principles into practical strategies.

WINDMILL DESIGN ACADEMY
LEADER
UX CERTIFIED

Advanced

3 months

Elite curriculum for ambitious seasoned professionals who revolutionize innovation.

This advanced-level program transcends the boundaries of conventional learning. It's a comprehensive exploration of innovation, dissecting it from the ground up to its strategic summit. Participants will delve into intricate methodologies designed to identify opportunities that disrupt the status quo, and then craft meticulous strategies that harness these opportunities for exponential growth.

Windmill

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Our partner

Accelerate with confidence

Let’s discuss your
product goals

Check out Windmill
Design Academy