



University of Wisconsin - Madison

# Design Sprint: How to tackle big problems in a week

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# What is a design sprint?

A design sprint is a **framework** that increases the chances of solving the **right problem** in the **right way**.



# Value of a design sprint



# What we've done

- Interoperability
- MyUW portal
- Course search & schedule planning
- First year student experience



# SPRINT: 90 SECOND INTRO

# Design sprint steps

Step one (Monday) is...

**MAP**



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<https://conference-pages-dot-designsprintkit.appspot.com/>



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# Design sprint steps

Step two (Tuesday) is...

**SKETCH**

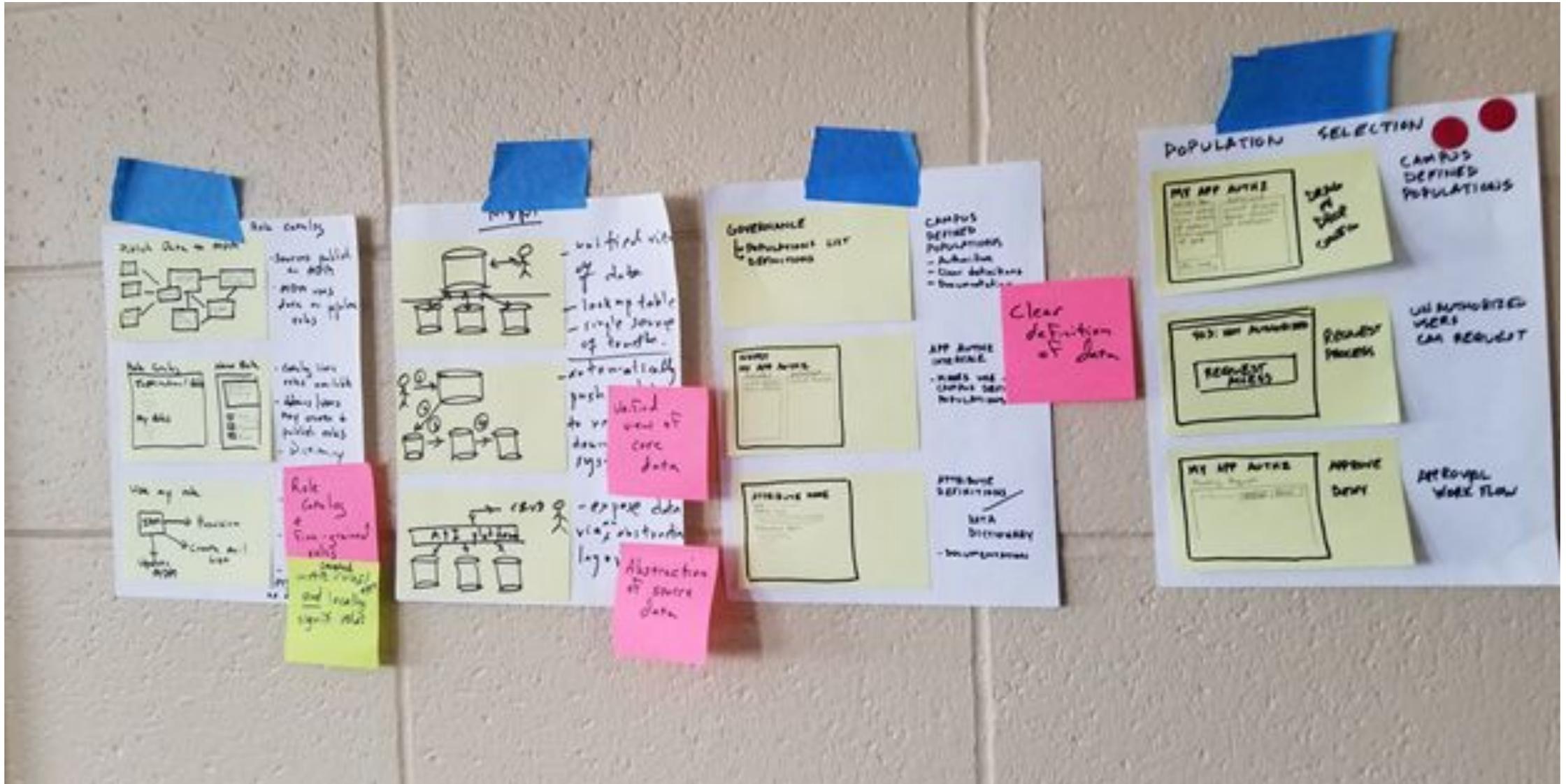
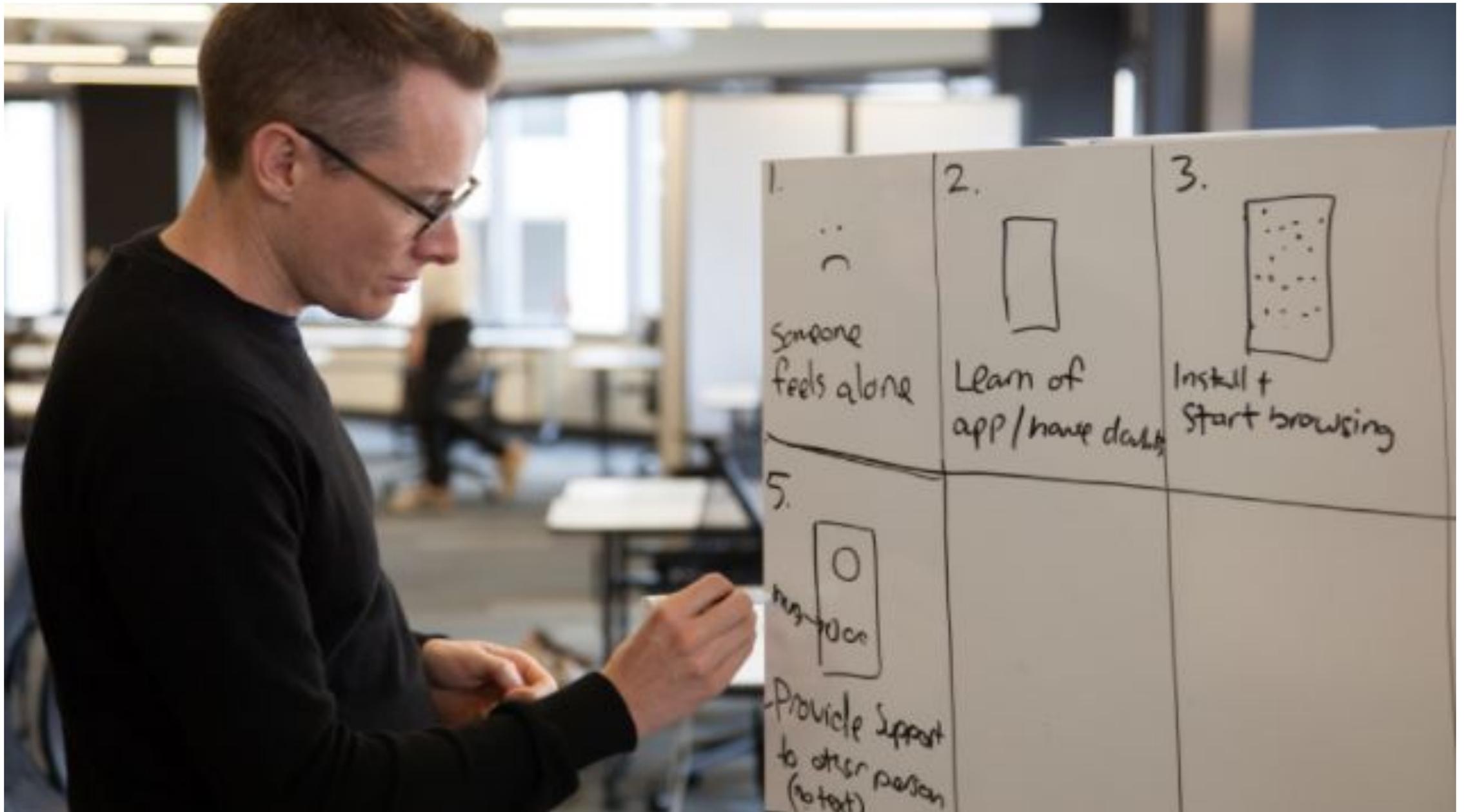


Photo credit: Pat Hare

# Design sprint steps

Step three (Wednesday) is...

**DECIDE**



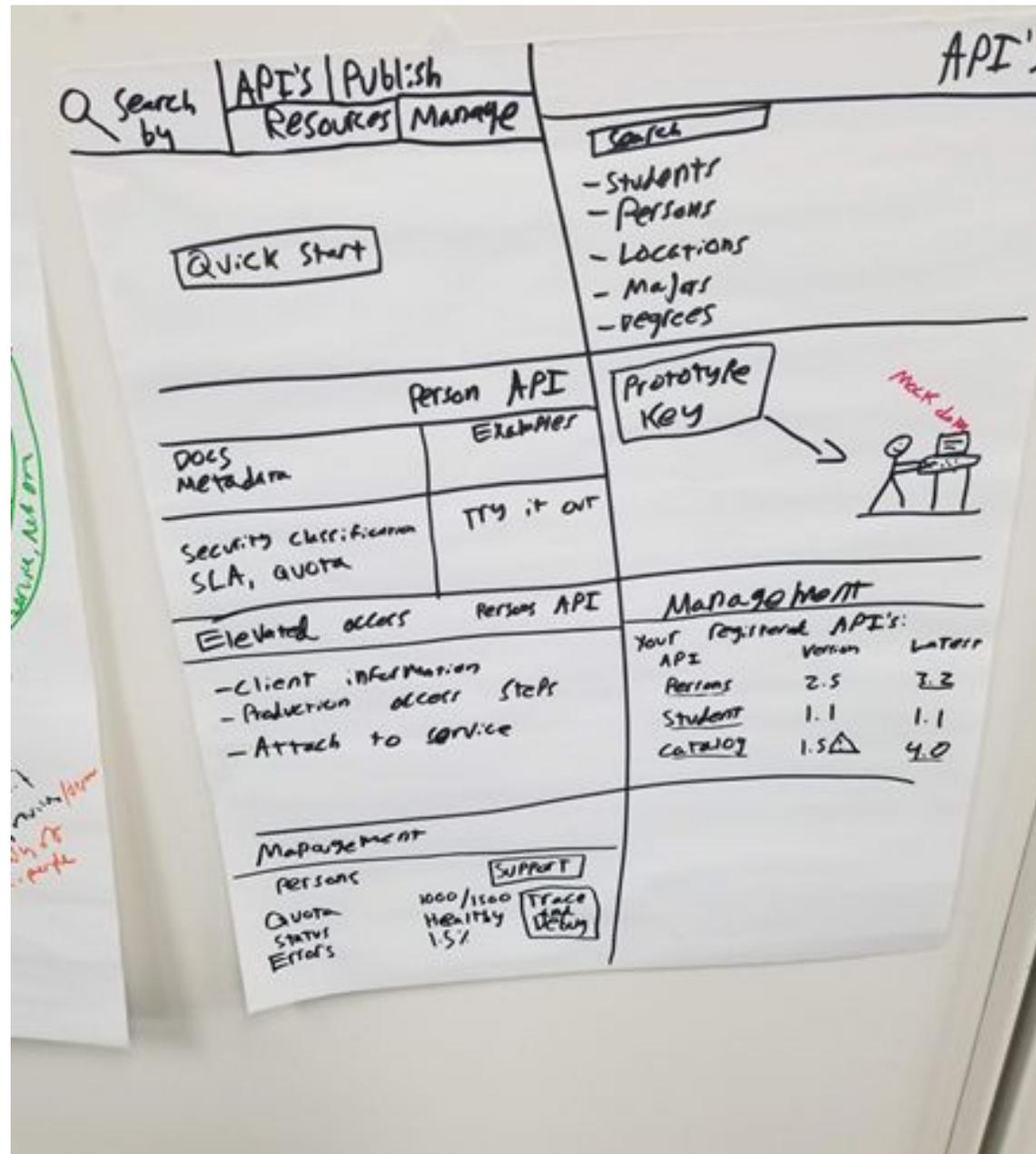


Photo credit: Pat Hare

# Design sprint steps

Step four (Thursday) is...

PROTOTYPE

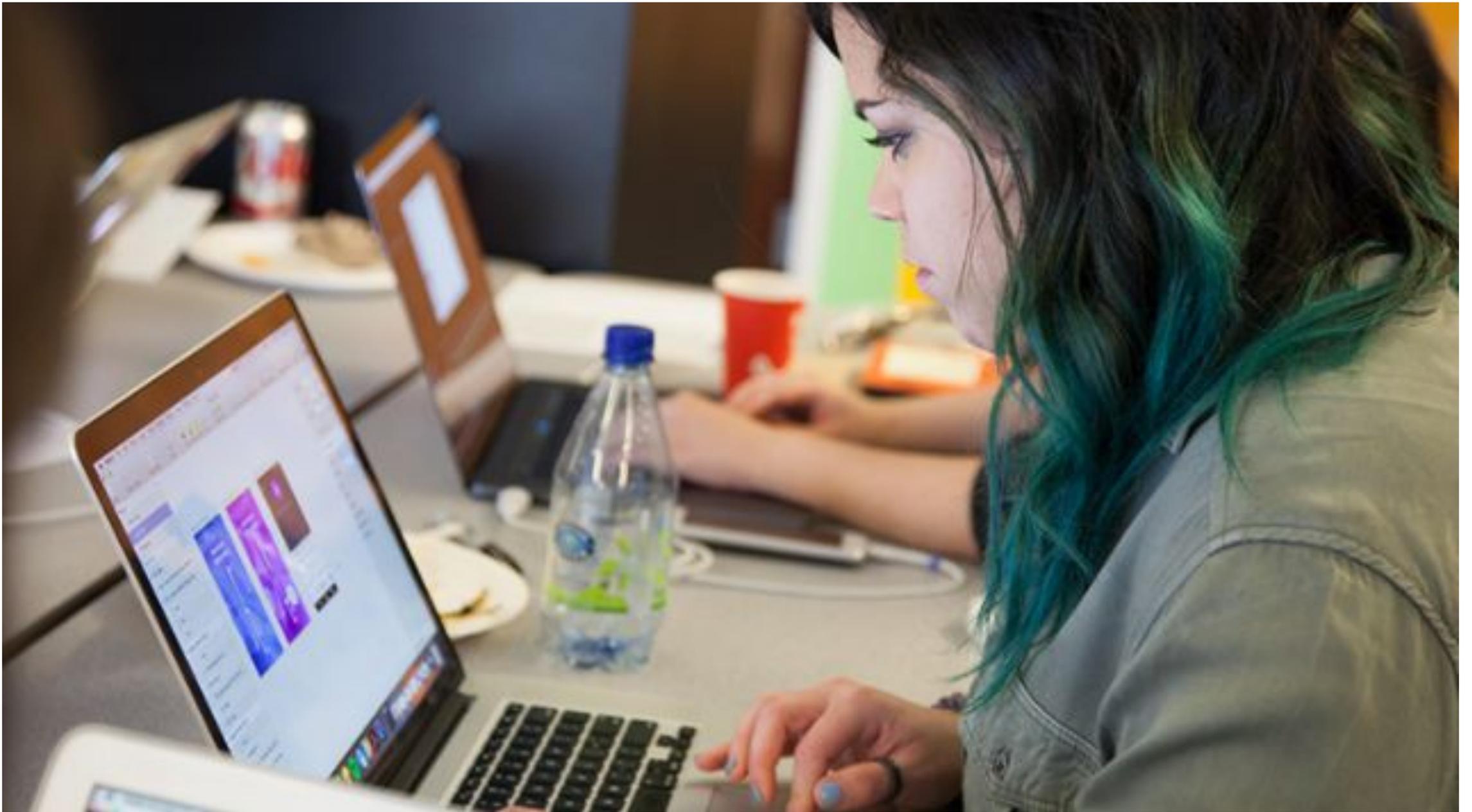


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# Design sprint steps

Step five (Friday) is...

**TEST**

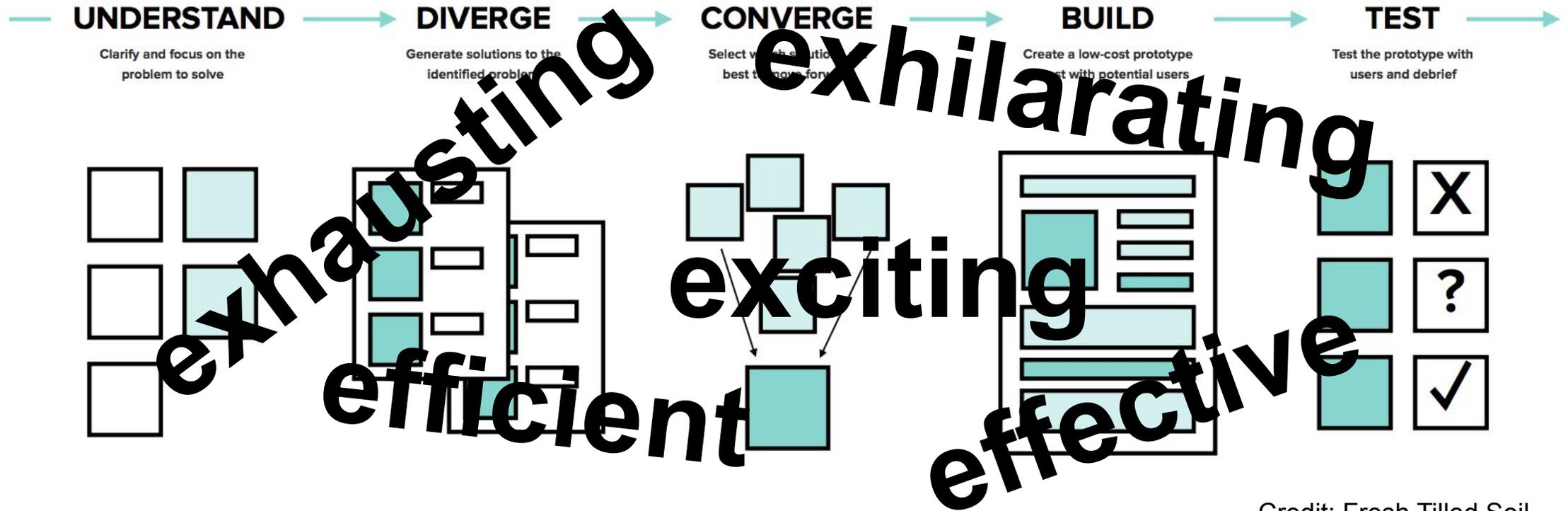


Photo credit: Google Design Sprint Kit  
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Photo credit: Tamra Dagon

# What's it like?



Credit: Fresh Tilled Soil

# Lessons learned

- Seeing the end-to-end experience is crucial
- Lay a good foundation, otherwise churn
  - Lots and LOTS of planning, logistics, and pre-work
- Pick the right sized problem, e.g. you can't fix *everything* all at the same time
- Prepare for exhaustion, fatigue, and even resistance
- Plan to keep up the momentum afterwards
- Team composition is important, constructive mindset
- Necessitates full-time focus, minimize interruptions

# Benefits (*Why?*)

Better understand users

Visibility & alignment

Culture of innovation

Less risk

Speed & momentum

Focus!

Silo busting

# PRACTICE

## Problem framing + “How might we...?”

Two design thinking techniques

# Problem framing



# Problem framing

*A problem well stated is mostly solved.*

*And....stating a problem well is really hard.*

# Problem framing - 4 W's

**Who** is experiencing the problem? How do we know that they are experiencing it?

**What** is the nature of the problem? What signs point to there being a problem?

**Why** is the problem worth solving? What's the impact on the people experiencing the problem? What happens if we don't solve it?

**Where (and when)** is the problem occurring? In what circumstances does it / not occur?

# Today's problem statement

Students, faculty, and staff at UW-Madison can suffer serious and compounding consequences when their accounts are hacked and they've reused passwords.

The university is committed to mitigating this individual and institutional risk by providing a no-cost password manager (LastPass) to the campus community. The tool, however, has not been adopted widely (only 2,000 of 75,000 licenses).

**“How might we...?”**

# What's a “How might we...” question?

- **Open frame of mind**, a way to see possibilities
- “**How might we...?**” (HMW for short) questions help us move from a problem statement to generating new ideas
- **HMW questions** allow for a range of ideas--not too specific and not too broad

# Let's take an example...

Sample problem statement:

*"I've lost my ability to spontaneously collaborate with my colleagues."*

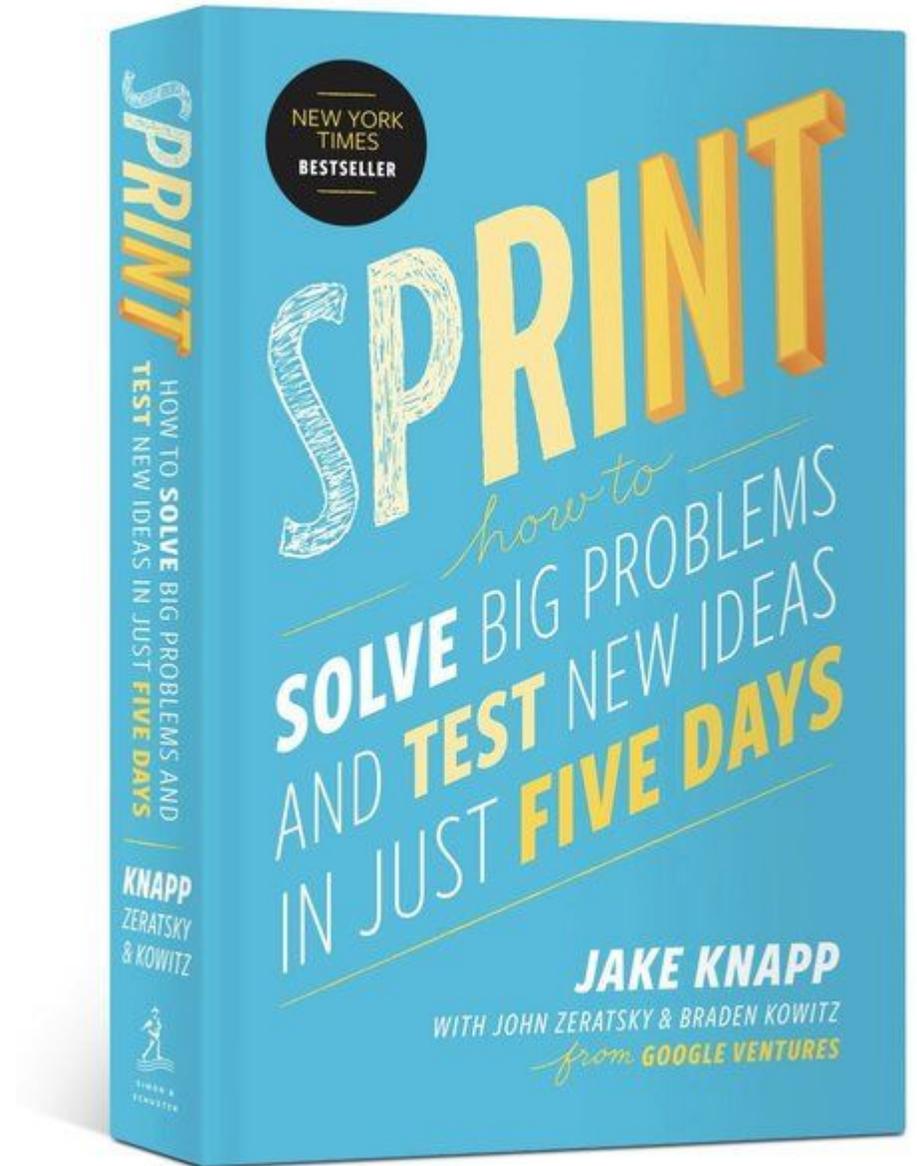
- HMW be more spontaneous? << TOO BROAD
- HMW create a new app for spontaneous connections? << TOO NARROW
- HMW create moments of spontaneity during the work day? << JUST RIGHT

# Now, let's try it together

- Navigate to Mural, a web-based whiteboard collaboration tool
- - Link posted in chat and provided in an email
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# Wanna learn more about design sprints?

[go.wisc.edu/25q84w](https://go.wisc.edu/25q84w)



# Even more tips

- Adopt a “[How might we mindset?](#)”
- Understand and map the [user journey](#), end-to-end
- [Guerilla usability testing](#)
- Prioritize with [silent / zen voting](#), then discuss
- Co-locate, carve out dedicated time

**Thank you**

