Designing Valuable Products with Design Sprint

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Abstract. The shift of creating valuable products, from only aesthetically pleasing, usable, or loveable products, has required adjustment of skills to create value as well as a mindset change. Instead of spending weeks and months to design a product, a rapid validation process takes place to explore how a product should be transformed into a valuable one. This course will teach the participants several key Design Sprint techniques in a nutshell (80 minutes). Google Ventures initially introduced Design Sprint to tackle critical business problems and come up with viable solutions within five days. Open to anyone who is involved in product and service design, the course aims to teach Design Sprint key techniques to create meaningful insights and hands-on experience for the participants. At the conclusion of the course, the participants are expected to envision how the lessons learned from the course can be applied in either academia or industry.

Keywords: product, design, sprint, designsprint, designthinking, business, teamwork, agile, ux, process

1 Introduction

Many organizations are getting better in designing aesthetically pleasing, usable, or loveable products. At the same time, in many product design processes, great physical forms, appearances and features are still often considered as the main factors that determine the success of a product. Spending a significant amount of resources, i.e. time, financial and human resources to design a product does not always create value to stakeholders, i.e. investors, companies, organizations or intended users. Thus, there has been a shift in paradigm to design valuable products with minimum resources.

In Human-Computer Interaction (HCI), user satisfaction can be increased by improving usability and accessibility of the product. Through User Experience (UX), user motivation and interaction are closely examined during a design process to plan for a successful adoption and acquisition.

To make this process more systematic, Google Ventures (GV) have created a framework to tackle the issues of designing value in the product using Design Sprint

technique (Knapp, Zeratsky and Kowitz, 2016). This technique has been applied internally for Google products, as well as extensively across the world to design and develop many award-winning products. The agility and effectiveness of Design Sprint has allowed for innovations that transform many companies and organizations.

2 Google Design Sprint

Design Sprint has been considered as an effective framework to validate ideas through rapid prototyping and user testing, and contains five stages: Understand, Diverge, Decide, Prototype, and Validate.

(a) **Step 1 - Understand:** Participants evaluate the problem they are trying to solve, the personas they are designing for, and the form factor they are going to use.
(b) **Step 2 - Diverge:** Participants are encouraged to let go of all their presumptions and engage in different activities to generate as many ideas as they can, regardless of how feasible or far-fetched they are.
(c) **Step 3 - Decide:** Through different activities, participants decide which ideas to pursue further.
(d) **Step 4 - Prototype:** Participants rapidly sketch, design and prototype their ideas, concentrating on User Interface (UI) flow.
(e) **Step 5 - Validate:** Participants put their product in front of users, test and are encouraged to show and tell when possible.

3 The Course

At INTERACT 2017, we deliver the introductory course on Designing Valuable Products with Design Sprint to showcase how UX professionals apply Design Sprint techniques to design and develop valuable products and services. During the course, we will introduce the 5-day techniques in a nutshell to give insights for the participants to experience the Design Sprint.

The course participants will be guided to develop solutions for a problem using step-by-step Design Sprint techniques. The participants will engage in a group of 4-5 people in various hands-on activities. The maximum number of participants who can take part in this course is 40 people, preferably a good mixed of academia and industries. There is no specific requirement for potential participants to participate in this 80-minute hands-on activity. Anyone who are involved in the design and development of products or services, decision makers, business people, developers, researchers are encouraged to participate in this course.

By the end of the course, it is expected that the participants get meaningful insight about Design Sprint techniques and to be able to envision how the Design Sprint techniques can be applied to their own contexts at either academia or industries.

4 The Instructors

4.1 Dr Eunice Sari

Eunice is the CEO and Co-Founder of UX Indonesia, the first and premier UX Consulting, Training and Research company based in Indonesia. She is a leading UX/CX and ICT in Education Expert with more than 15+ years of experience working in both academia and industries. She has pioneered a number of forward-thinking and innovative projects, such as user experience for digital products and services, mobile learning, Internet of Things (IoT), service design and online community in order to effect changes in life and improve the bottom line of business in various vertical industries in USA, Europe, Australia and Asia.

She co-founded and chaired the Indonesia ACM SIGCHI Chapter (Association Computing Machinery Special Interest Group on Computer-Human Interaction a.k.a CHI UX Indonesia), and later the Association of Digital Interaction Indonesia – Perkumpulan Interaksi Digital Indonesia (PIDI). She is also the co-founder of ACM SIGCHI Southeast Asia community, the South East Asia Liaison for ACM SIGCHI Asia Development Committee, the Expert Member of the International Federation for Information Processing (IFIP) TC 13 – Human Computer Interaction (HCI) for Indonesia, and the Western Australia Representative for the Human Factors Ergonomic Association Computer Human Interaction Special Interest Group (HFESA CHISIG). With her roles, she facilitates the collaboration between academia and industry in the fields of Education, Technology, HCI and UX.

At Google, Eunice is the first female Google Expert in UX/UI from Indonesia who has helped hundreds of international startups from Indonesia, USA, Australia, Ireland, Brazil, India and Southeast Asian countries through Google Launchpad and Accelerator Programs to improve a range of complex product and service portfolios, evaluate them with users, as well as facilitating design and business workshops with key stakeholders. In addition to that, she is also a Google Certified Design Sprint Instructor who has run a number of public and private design sprint activities with startups and established organizations in many countries.

With her seasoned international experience from industry and academic, Eunice is passionately interested to help international business clients design experience strategy and roadmap that exceed customer expectations.

4.2 Josh (Adi Tedjasaputra, M.Sc)

Josh is the Director and Co-Founder of UX Indonesia, who has been working in both academia and industries for more than 15 years. Josh has a passion for the design, development, and use of Information and Communication Technology (ICT) for a better life. He has helped many companies, educational and non-profit organisations in Europe and Asia Pacific to achieve their business goals and make the best investment in ICT.

With his engineering and computer science background, he has introduced forward-thinking and innovative projects that improve the bottom line of businesses in different vertical industries through Human-centred design, computing and engineering.

Josh is currently leading the Indonesia ACM SIGCHI Chapter in Indonesia and running annual international HCI and UX conference mainly for Southeast Asian practitioners and academics in the region. At Google, Josh has been a global mentor for international startups in addition to his contribution to the development startup ecosystem in Indonesia. Josh has also been running a number of public and private Design Sprint activities

His current interests include the Internet of Things, Human-centred Computing, Computational Thinking, e-Learning, Moodle, WordPress and Agile and Lean UX.

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