IxDEAS

Interaction Design Ideas

The Design Sprint

Introduction

What is a Design Sprint

A design sprint is a collaborative and focussed 15 Day module designed to bring all stakeholders across the table to define, ideate & create a better product.

DAY 1	DAY 2	DAY 3-4	DAY 5-6	Day 7-8	Day 8-15
Define the Journey & goals	The How May We's (HMWs)	Brainstorm & Ideation	Design & Prototyping	User Testing & Validation	Visual Design & Delivery

Who is it suited for?

From a startup to a multinational, a Design sprint can work for any team of individuals who want an hands-on approach in the progression of an idea to a design.

For those who are just getting started with an idea or looking to go-to-market quickly, the design sprint helps hasten the process in an all-inclusive approach.
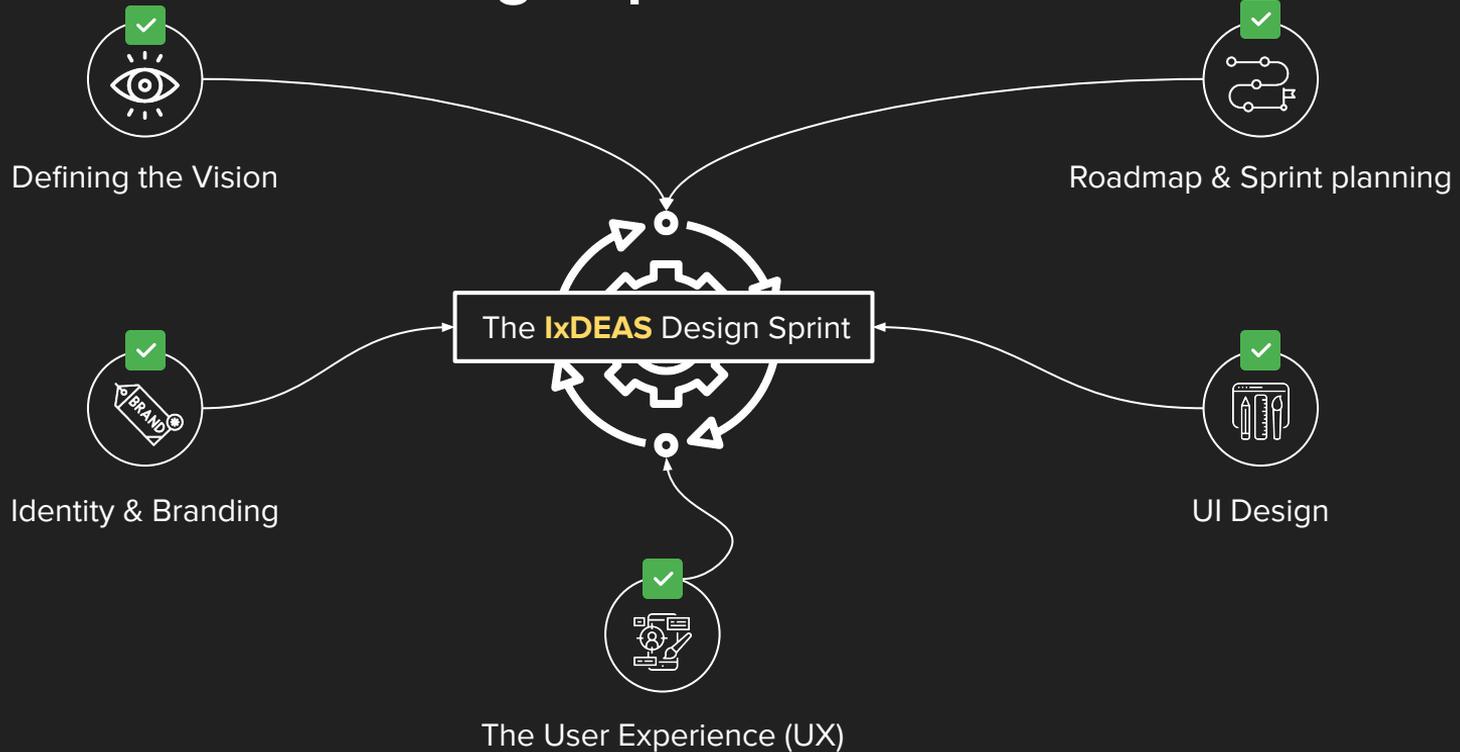
Looking for new features or to revamp your product? This process could bring your collective combined knowledge together to create an informed and data driven design.
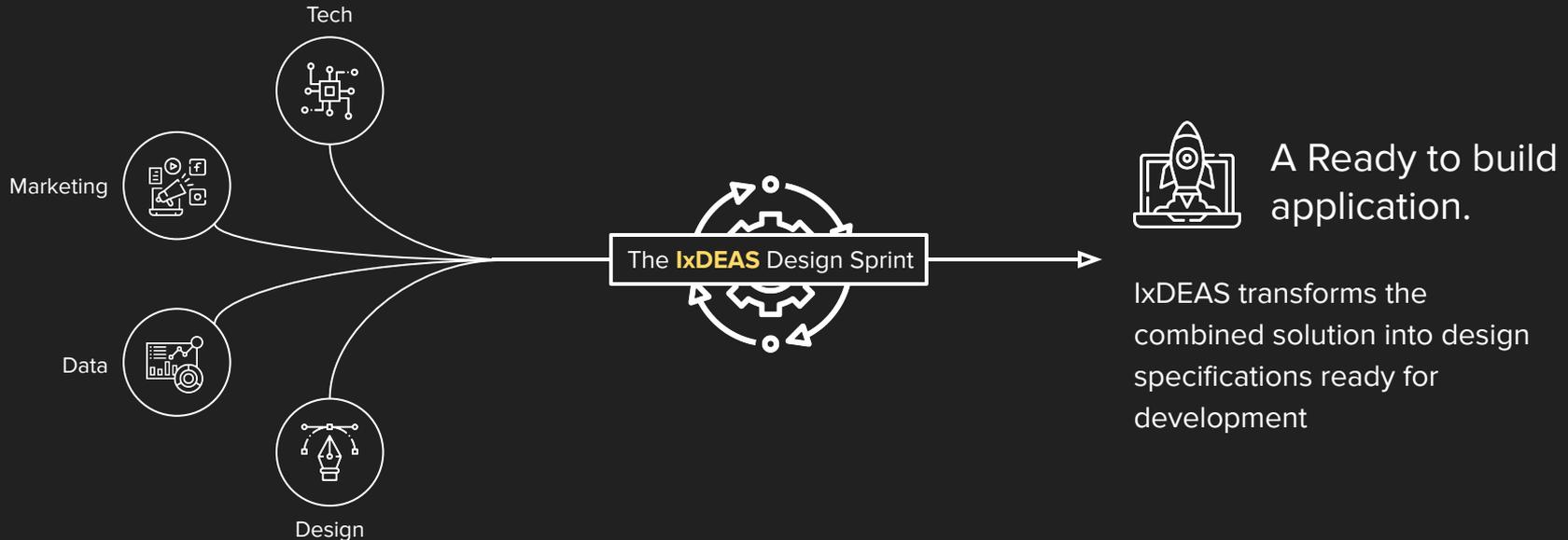
Does your team have an idea that needs to be turned into reality? Validate your idea using all your team members' knowledge and present prototypes and designs that are ready to be deployed.

What all does a Design Sprint Include?

Defining the Vision

Roadmap & Sprint planning

The **IxDEAS** Design Sprint

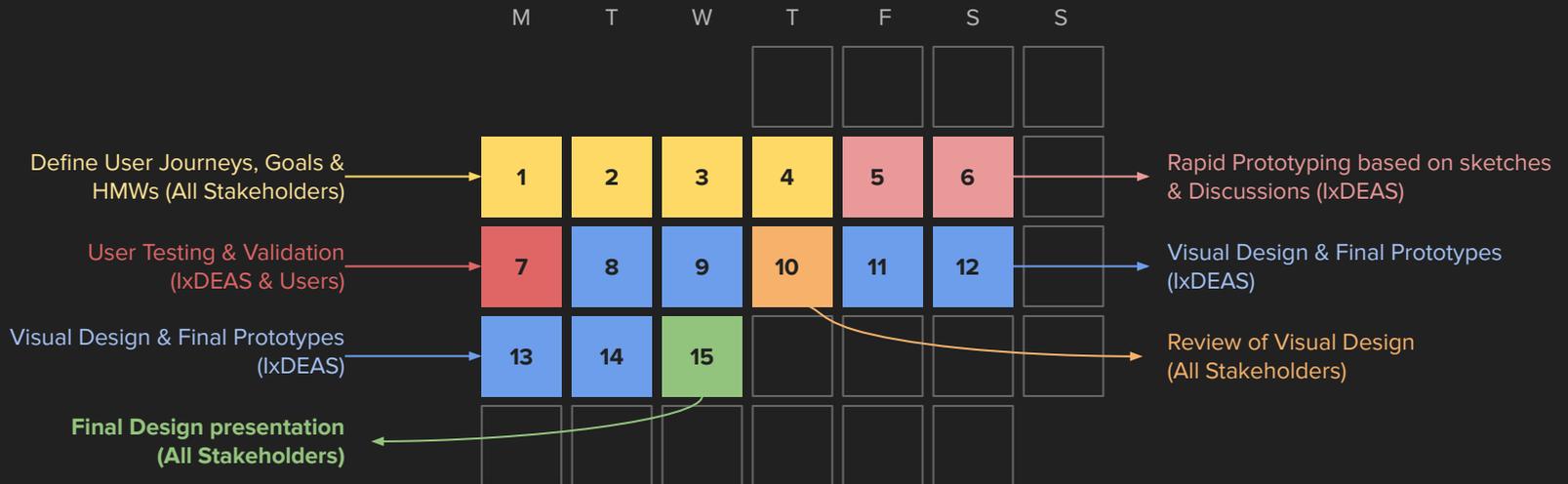Identity & Branding

UI Design

The User Experience (UX)

How do you gain?

A unanimous approach leading to an inclusive design that involves all stakeholders. A focussed approach that saves time in your go-to-market strategy.

Tech

Marketing

Data

Design

The **IxDEAS** Design Sprint

A Ready to build application.

IxDEAS transforms the combined solution into design specifications ready for development

How Long does it take?

Aimed to finish on the 15th day, this design sprint requires a minimum of 4 days with all stakeholders.

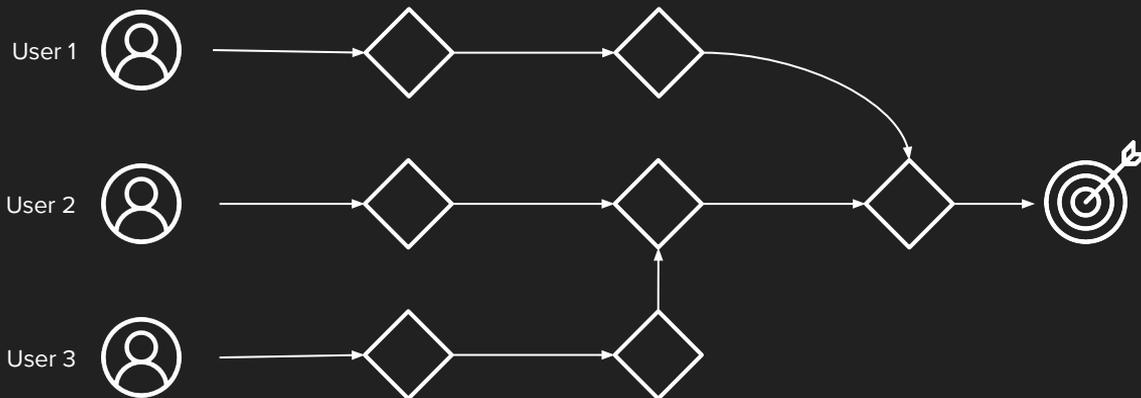| M	T	W	T	F	S	S
1 Define User Journeys, Goals & HMWs (All Stakeholders)	**2**	**3**	**4**	**5** Rapid Prototyping based on sketches & Discussions (IxDEAS)	**6**	
7 User Testing & Validation (IxDEAS & Users)	**8**	**9**	**10** Review of Visual Design (All Stakeholders)	**11** Visual Design & Final Prototypes (IxDEAS)	**12**	
13 Visual Design & Final Prototypes (IxDEAS)	**14**	**15** Final Design presentation (All Stakeholders)				

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The Design Sprint
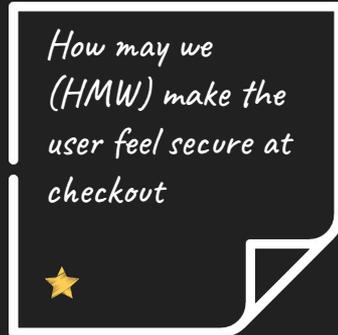
Schedule & Breakdown

Day 1:
User Journeys & Goal Setting

Using the Vision put forth by the stakeholders, we start defining the different user types their goal (common or multiple) and the shortest route/ journey.
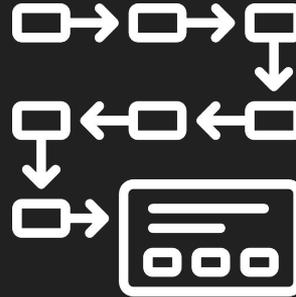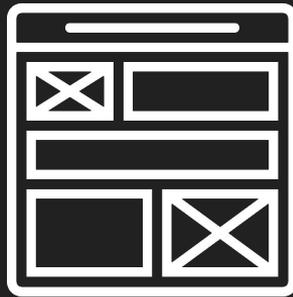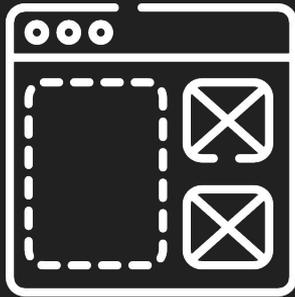
Day 2:
The How May/Might We (HMW) Questions

Listing down the 'How May/Might We' (HMW) is a known activity to help rephrase known challenges into questions. HMWs are non-solution oriented and portray a specific challenge with a positive outcome. The team then collectively votes to agree and arrive at the set of challenges that need to be tackled.

How may we (HMW) make the user feel secure at checkout

⭐

How may we (HMW) ensure clear comm. of delivery time/date

⭐⭐⭐

How might we (HMW) promote a subscription at purchase?
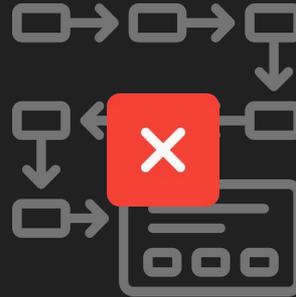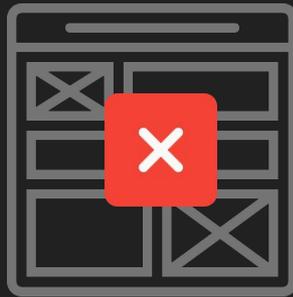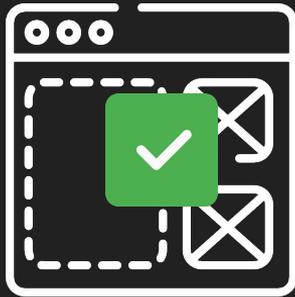
⭐⭐

Day 3 & 4:
Brainstorm & Ideate

Today is all about solutions. Using HMWs from Day 2 as a starting point, templates and tools provided help put pen to paper and form solutions in the form of sketches. With minimal detailing this fast-paced exercises focuses on creating multiple solutions.
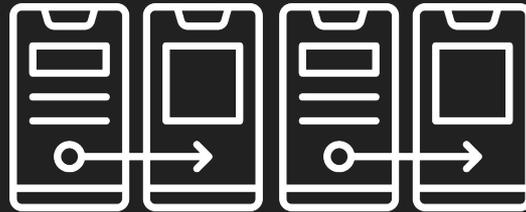
Day 3 & 4: (Contd)
Brainstorm & Ideate

As a group we collectively present, discuss, iterate and agree on solutions that help users achieve the target/goal. As stakeholders we agree on functionality, practicality, needs and the ability to execute.

Day 5 - 6
Prototyping

The IxDEAS team collates the solutions selected, and creates high-fidelity interactive prototypes that are real enough to validate. This includes mapping out the flow for each solution restricting the prototype to only show the steps we want to test.

Day 7
Testing & Validation

Selecting a set of on-site and remote users we test the interactive prototypes. During these sessions we look for patterns, ability to navigate, and interactions at decision points. Successfully validated ideas move ahead, while feedback on others are addressed and decided upon.

Day 8 - 15
Visual Design

IxDEAS and it's designers work on existing Brand Guidelines or develop a unique visual style to apply on the validated low-fidelity prototypes. Typography, Colors, Iconography and Imagery are some of the elements used to create the final designs in very realistic interactive prototypes. A library of assets is provided for easy integration into code.

IxDEAS creates Visual Designs for key screens/workflows

All Stakeholders review and share feedback

Keeping feedback in mind, IxDEAS completes the design of All workflows/screens

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About IxDEAS

About Us

Narayan Gopalan

With over 15 years of experience, working for companies such as Adobe, The Brand Union and Human Factors International, Narayan has established himself as an independent consultant specializing in Interaction Design. He has assisted numerous startups and large corporates globally in the creation of new digital services and products.

Gautam Rao

Gautam is an instinct-driven, user-focused designer, with over 20 years of industry experience. He has been instrumental in designing and building digital products for industries such as IoT, EdTech, Retail Management, and Microfinance. He is a mentor to UX aspirants and also runs a collaborative UX studio called OPENIDEAS.

Our Resources

IxDEAS works with dedicated resources suitable for multiple platforms and requirements - while providing a single-front.

UI Design & Development
HTML/CSS/REACT/PHP/ Angular/Flutter

Identity/Brand Designers
For Identities, branding and real-world applications

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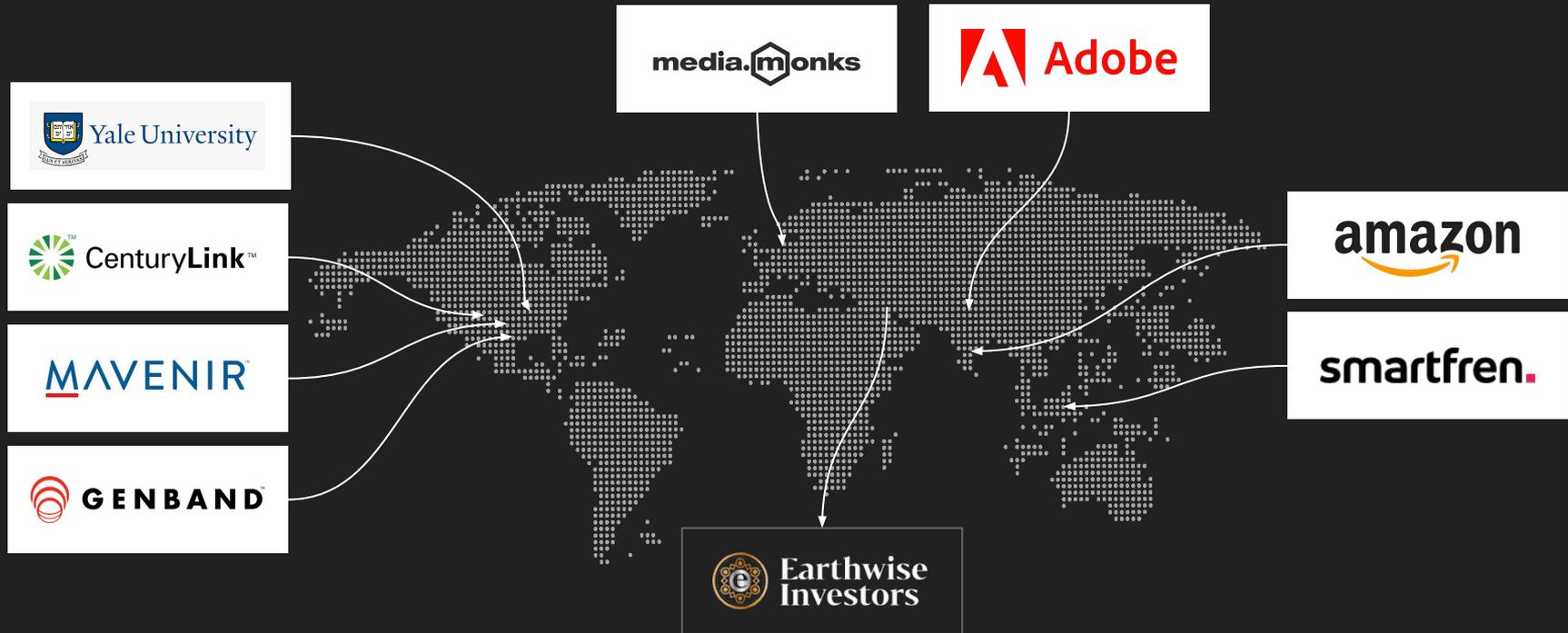**Animators**
CSS Animations, Javascript/ LOTTIE player

Illustrators
Custom Icons, Illustrations, Custom typography

Clients we have worked with

Selected Clients/Projects worked on individually and professionally

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Get started

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