



# Symbio Design Sprint



Design Sprint is a framework, originally developed by Google, which allows people to focus on a single task for five days. The goal of the each Sprint is to achieve concrete results on how the idea would look in real-life, and then test your hypothesis with live users and proper prototypes.

## Symbio Design Sprint Method - Accelerated Experimentation

Industries around the world are realizing the key to true revenue and company growth is the ability to change and innovate. As such, it makes sense that the faster you innovate, the quicker you produce, and the quicker you can get out ahead of the competition.

Symbio's Design Sprint method, developed from Google

Design Sprint best practices, allow us to collaborate with clients, developers and key professionals to build and test ideas in a fraction of the time. By creating shortcuts for design and innovation our clients save both time and money. By integrating developers as part of the concept creation, we can create concrete prototypes and real-time estimates for actual product or service development

## Rapid Development = Better Decision-Making

Rapid concept development requires strict focus and a keen sense of keeping core goals in sight at all times. By following Symbio's Design Sprint, clients can gain a clear understanding of what and how to create an innovative solution.

### Pre-design work:

1. Clarify the business goal, including user needs and technology capabilities
2. Choose a challenge
3. Resource a team and execute to solve
4. Set deadlines and schedules for user tests during the end of the design cycle

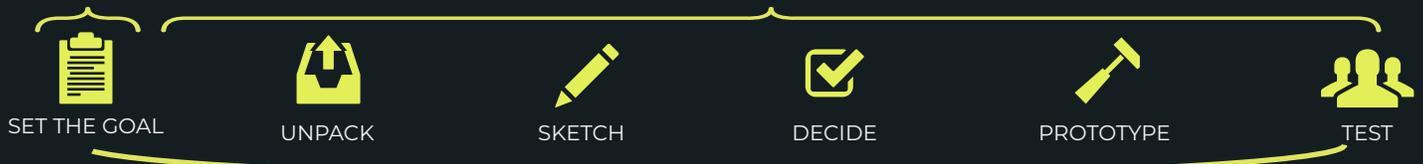
If the sprint is a continuation from previous cycle, review prototypes / lessons and adjust as needed!

### Five day Sprint:

- Day 1 - The Sprint team downloads on everything known about the challenge
- Day 2 - Team members sketch lots of ideas (don't play it safe!). Teams tend to choose the first idea available, but push to think critically before committing
- Day 3 - Review all options and choose 1-3 for prototyping. Incorporate into the decision the project criteria, raised restrictions and combine ideas where possible
- Day 4 - Discover the potential, test ideas and viability through rapid prototyping
- Day 5 - Put your idea to live test with potential users and validate solution

Pre-design work

One week design cycle



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## Symbio Design Sprint



### | Symbio Design Sprint Method - Accelerated Experimentation

Before you start the Design Sprint, you need to decide the team, which can contribute most to the set goal. In order to find unconventional ideas that can turn into unique innovations, we have identified some roles that should take part in the Design Sprint. The selected team needs to be able to commit to the sprint for the entire five days.



#### **Decider (Client organization)**

Person, who is the decision maker in your company, or is given the power to make decisions about the topic. Examples: CEO, founder, product manager, business owner



#### **Finance expert (Client organization)**

Person, who can explain the revenue generators and costs. Examples: CFO, controller, business development manager



#### **Marketing expert (Client organization)**

Person, who can craft the company message. Examples: CMO, Marketing manager, PR, Community manager



#### **Designer / Client expert (Client organization or Symbio)**

Specialist, who understands client desires and usability. Examples: UX designer, researcher, customer support



#### **Tech / logistic expert (Symbio)**

Specialist, who makes estimates on real product / service architecture and helps the team to understand, what solutions are technically feasible. Examples: CTO, software engineer



#### **Facilitator (Symbio)**

Facilitator needs to be a person outside of the organization / department, who does not have any personal preferences on the given ideas. His role is to make sure the process runs smoothly, but not to intervene.

### | Design Sprints - Innovation Drives Value

Design Sprint works in variety of industries, different size companies and problems. We have experience in building rapid concepts ranging from Banking, Media, Wearables, Industrial and Automotive. Benefits of Design Sprint include:

- Ability to test ideas quickly with live prototypes
- Saves time and money compared to traditional product/service development
- Gain fidelity for the market demand and your investment before the actual product/service development
- Sprints can schedule in different times – more time for internal discussion
- Method that developers and designers enjoy

We look forward to discussing Symbio's capabilities and working with you and your team to deliver outstanding products for your customers.

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