

# DESIGN SPRINT BOOTCAMP

KUWAIT 15<sup>th</sup>-17<sup>th</sup> APRIL 2019



A combination of personal coaching, practical problem-solving techniques and innovation methodologies with the goal of helping participants learn how to run Design Sprints in their own organisations.



The Design Sprint Bootcamp offers a unique opportunity to learn how companies like Google, Uber or Airbnb develop winning products using a practical, repeatable process called the Design Sprint.

Delivered in partnership with



[Sprintvalley.com](https://sprintvalley.com)

# What is a design sprint?

Google Ventures developed the Design Sprint to accelerate the performance of the businesses they invested in. Often considered the 'greatest hits' of innovation methodologies, the Design Sprint helps teams move from problem to a solution they can test with real customers, in just 5 days.

The Design Sprint Bootcamp will guide you through the five stages of the Design Sprint across 3 fast-paced days. Working within a small team you'll tackle a real-world business challenge and get hands on experience of each of the key activities of the Sprint. Throughout, our experienced facilitators will be on hand to help guide, inspire and support your thinking and learning.

## PROGRAMME OBJECTIVES

The Design Sprint Bootcamp is a hands-on, learn-by-doing experience. There will be minimal theory and maximum application to help you build confidence and competence as quickly as possible. Our goal is to equip you with the experience and confidence to run your own Design Sprints in your own organisations. Across the 3 days you'll work on a real business challenge and get to apply the core tools of the Design Sprint like Problem Mapping, rapid ideation techniques, crowdsourcing solutions, storyboarding, prototyping basics and how to conduct user interviews.

## BENEFITS

Across the 3 days you'll learn the following:

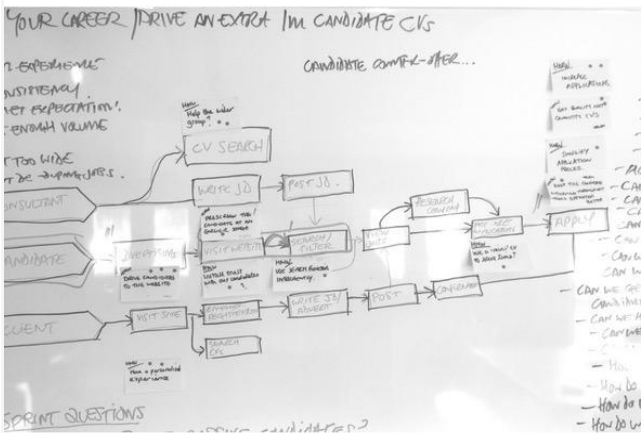
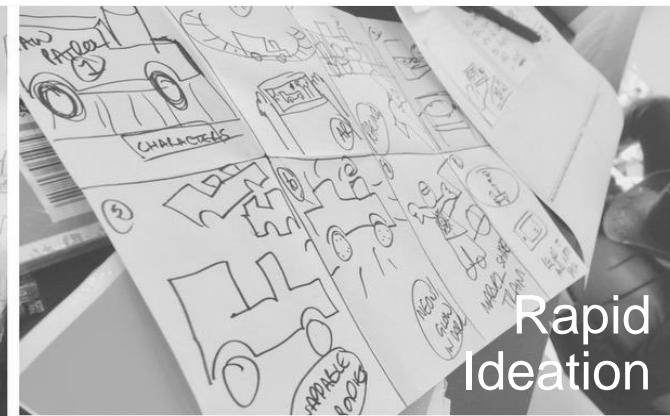
- The psychology of problem-solving and how it affects team performance
- Which types of challenges are best suited to a design sprint process
- How to facilitate key activities throughout the sprint
- How to get buy-in from internal teams
- How to prepare for the Sprint and what happens next



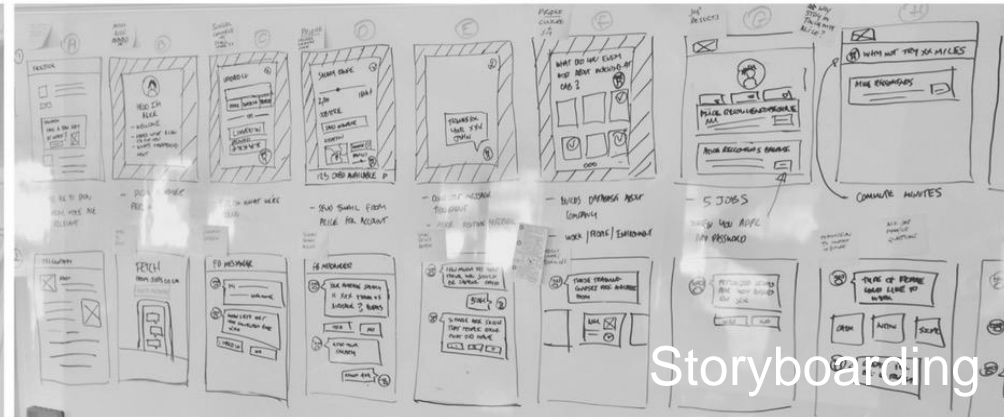
## WHO SHOULD ATTEND

The Design Sprint Bootcamp is especially suited for participants who want to establish faster, more effective, customer-centric problem-solving processes within their teams. This could be a product manager, business owner, Innovation Manager, Strategy Lead or Customer Experience Professional









## Day 1

### Explore & Ideate

10:00	Welcome & Sprint Introduction How to prepare for a Sprint Design challenge introduction Break (15 mins)
11:30	Assumption storming Problem mapping Expert interviews
13:00	Lunch (30 mins)
13:30	Research & lightening demos Rapid idea generation Break (15 mins)
15:00	Peer Interviews Developing a solution canvas Group reflection & consolidation
16:30	Finish

## Day 2

### Storyboard & Prototype

10:00	Art Gallery Solution voting Remix or Rumble Break (15 mins)
11:30	Simple storyboarding Storyboard iteration
13:00	Lunch (30 mins)
13:30	Divide & Conquer Prototyping mindset & techniques Break (15 mins)
15:00	Prototyping solutions Group reflection & consolidation
16:30	Finish

## Day 3

### Validate & Reflect

10:00	A guide to user interviews Practice user interviews How to standardise insights Break (15 mins)
11:30	Live user interviews Interview observation
13:00	Lunch (30 mins)
13:30	Exploring user Insights Bootcamp reflections Q&A
15:00	Post-sprint planning advice Introducing Sprint toolbox Wrap-up
16:30	Finish





A boutique consultancy helping organisations use psychology to build better products and services. We work with organisations like Virgin Atlantic, McDonalds, ARM, Gordon Ramsay and Scottish Power to develop new products and service concepts in collaboration with their customers.

#### DATE / TIME OF PROGRAMME

15-17 APRIL 2019

#### LOCATION

Kuwait

#### REGISTRATION

Online through <http://oe.kfas.org.kw>

#### CONTACT INFO

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