

Design Sprint Methodology

A real case study in the Hospitality Industry



We are a Hospitality Education Network . We empower our students to develop their technical skills & theoretical knowledge through our renowned campuses across the world. We provide internationally recognized certifications for student accomplishments.

AGENDA

- What is a Design Sprint?
- How does it work? Framework to support divergent and convergent thinking
- Set the Stage
- 6 Critical Roles for any Design Sprint Team
- Let's Go for it!

Head of design (CDO) at Innex.
Researcher of innovation and collective intelligence and
guest professor in the master MBDesign at UPC School
(Universitat Politècnica de Catalunya)



innex
Exponential Innovation



What is a Design Sprint?

A design sprint is a framework for answering critical business questions through design, prototyping, and testing ideas with users.

A BRIEF HISTORY OF THE DESIGN SPRINT

Jake Knapp

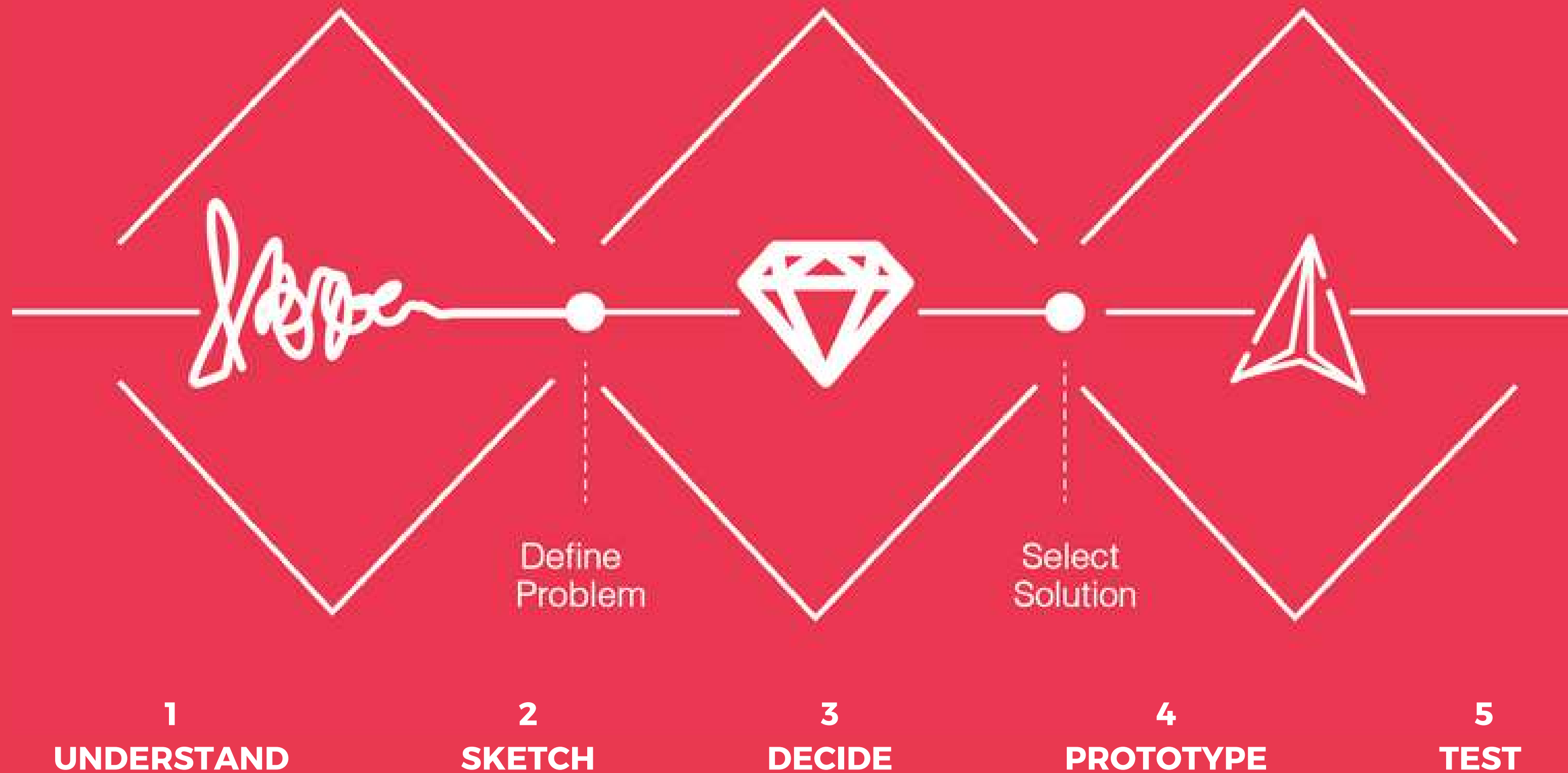


"The book"



How does it work?

FRAMEWORK TO SUPPORT DIVERGENT AND CONVERGENT THINKING





WHO IS IT FOR?

In short, Design Sprint process is for everyone, including those of you in the hospitality sector. It's a versatile tool that can be used in almost every industry. It is an excellent way to stop the old defaults and replace them with a smarter, more respectful, and more effective way of solving problems that brings out the best contributions of **everyone on the team**—including the decision-maker—and helps you spend your time on work that really matters.

Set the Stage

1

Choose a big challenge. Use sprints when the stakes are high, when there's not enough time, or when you're just plain stuck.

2

Get a Decider (or two). Without a Decider, decisions won't stick. If your Decider can't join the entire sprint, have them appoint a delegate who can.

3

Recruit a sprint team. Seven people or fewer. Get diverse skills along with the people who work on the project day-to-day

4

Pick a Facilitator. They will manage time, conversations, and the overall sprint process. Look for someone who's confident leading a meeting and synthesizing discussions on the fly. It might be you!

5

Block five days from your calendar. Reserve this time for your sprint

6 Critical Roles for any Design Sprint Team



Decider / Sprint Master

The Decider is the informal leader of the sprint team. Maybe a lead engineer or even a sales executive. It doesn't matter where this person comes from as much as it does that they have real-world experience with the problem you're seeking to resolve.



The Facilitator

This person will also serve as the organizational force needed to keep everything running smoothly during an intense, five-day sprint.



The Customer Expert

This person should have past customer service experience and the skills needed to converse easily with your client base. Bonus points if this person has marketing experience.



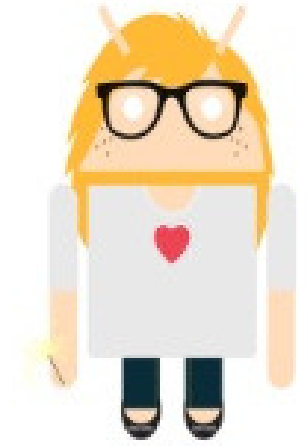
The Design Expert

This person serves several critical roles. In addition to making things look appealing, they are also handy for helping the team visualize an idea, make abstract thoughts a reality, and stay grounded regarding what is possible and what's not.



The Engineer / Tech Logistics Expert

While some teams don't have an engineer among them, there are many good reasons to hire one. To start, engineers are valuable for testing the prototypes you develop.



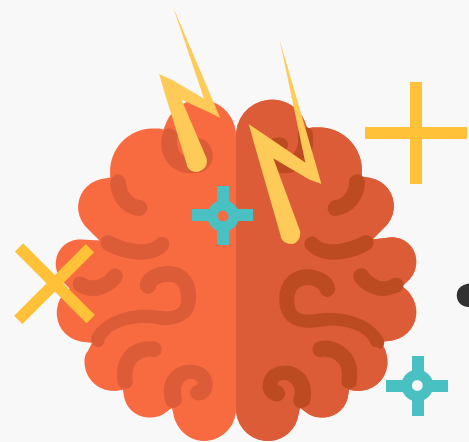
Marketing Expert

Having a great marketing person on your design sprint team is essential. They are the ones that understand the market and how to reach your public. They will help you structure your communication strategy.

let's dive in

DESIGN SPRINT METHODOLOGY

DAY 1



UNDERSTAND

- Who are the users?
- What are their needs?
- What is the context?
- Competitors review
- Formulate strategy

DAY 2



DIVERGE

- Envision
- Develop lots of solutions
- Ideate

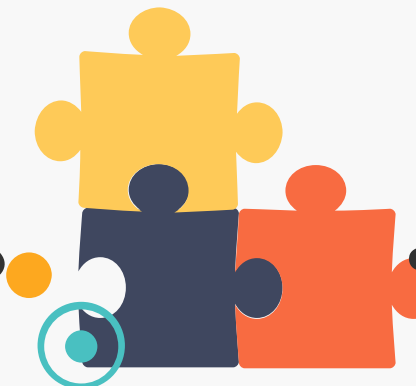
DAY 3



DECIDE

- Choose the best Idea
- Storyboard the idea

DAY 4



PROTOTYPE

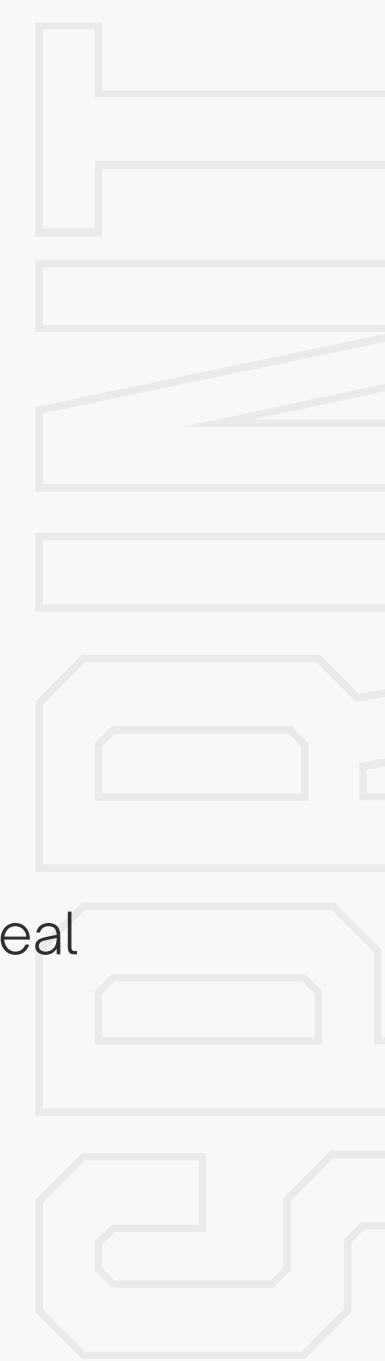
- Build something quick to show the users
- Focus on usability

DAY 5



TEST

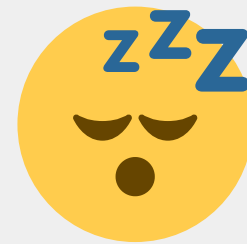
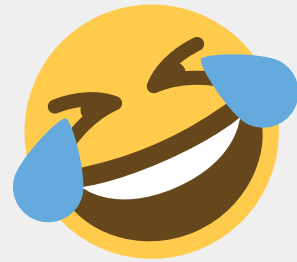
- Show the prototype to real users
- Learn what doesn't work



Day 1

UNDERSTAND

“Why are we doing this project? Where do we want to be in six months, a year or even five years from now?”



01 The challenge. Definition of the challenge and the main goals of the sprint week

02 Empathy mapping. The Empathy map is a visual way to better understand your users and prioritise their needs

03 Customer Journey. The Customer Journey map helps to visualise a customer's end to end experience with your product or service.



Day 2

DIVERGE

Remix and improve with Lightning Demos

Lightning demos encourage your team to research competitors and find examples of existing products that could serve as inspiration for your solution. Each person should give a 3 minute demo of their findings.



Notes. Start with twenty minutes to take notes of the goal, opportunities and inspiration you've collected earlier on. 20 min.



Ideas. Spend another twenty minutes drawing out rough ideas to form your thoughts. 20 min.



Crazy 8s. Take your strongest solution and sketch out eight different variations of it in eight minutes, known as the 'Crazy 8s' exercise. 8 min



Solution sketch. Draw a detailed end to end solution for the problem in the next thirty minutes or more. 30 min.



Day 3

DECIDE

Decide on the best solution to prototype
The process towards reaching consensus on the best solution can be carried out in five steps:



Art museum. Put all the sketches on a wall to create an art gallery. Ideally, the sketches should be anonymous, so the facilitator should assist with hanging them up.



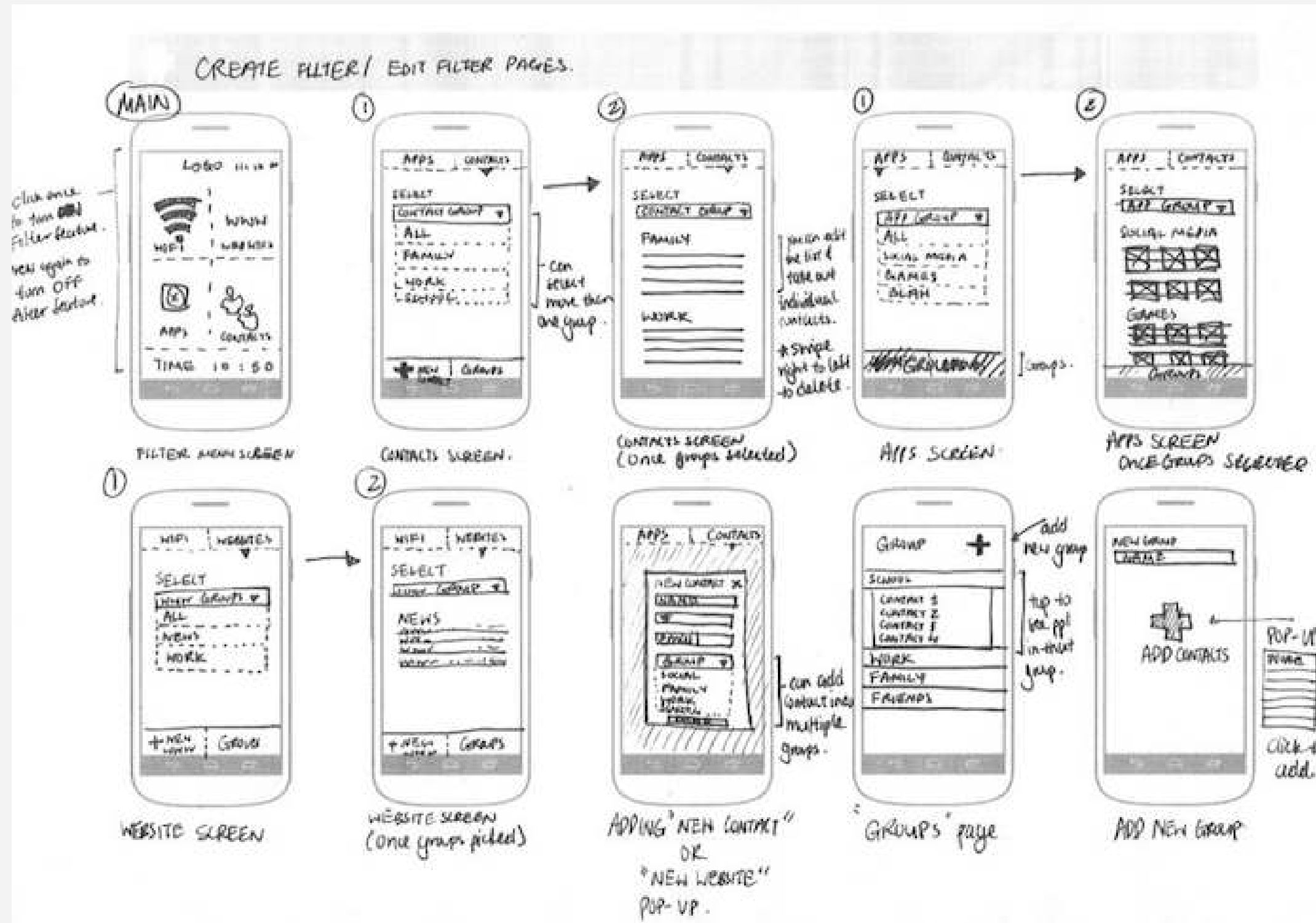
Heat map. Each team member is given three dot stickers to assign to the sketches or parts of the sketches that they find interesting. This is to be done in silence.



Supervote. The decider makes the final call with three votes (three dot stickers).



Create a Storyboard



- 1 On a whiteboard, draw five to seven frames (and up to no more than fifteen) to start the storyboard.



- 2 The first frame should contain the opening scene to provide context and familiarity to your users just before they interact with your product.

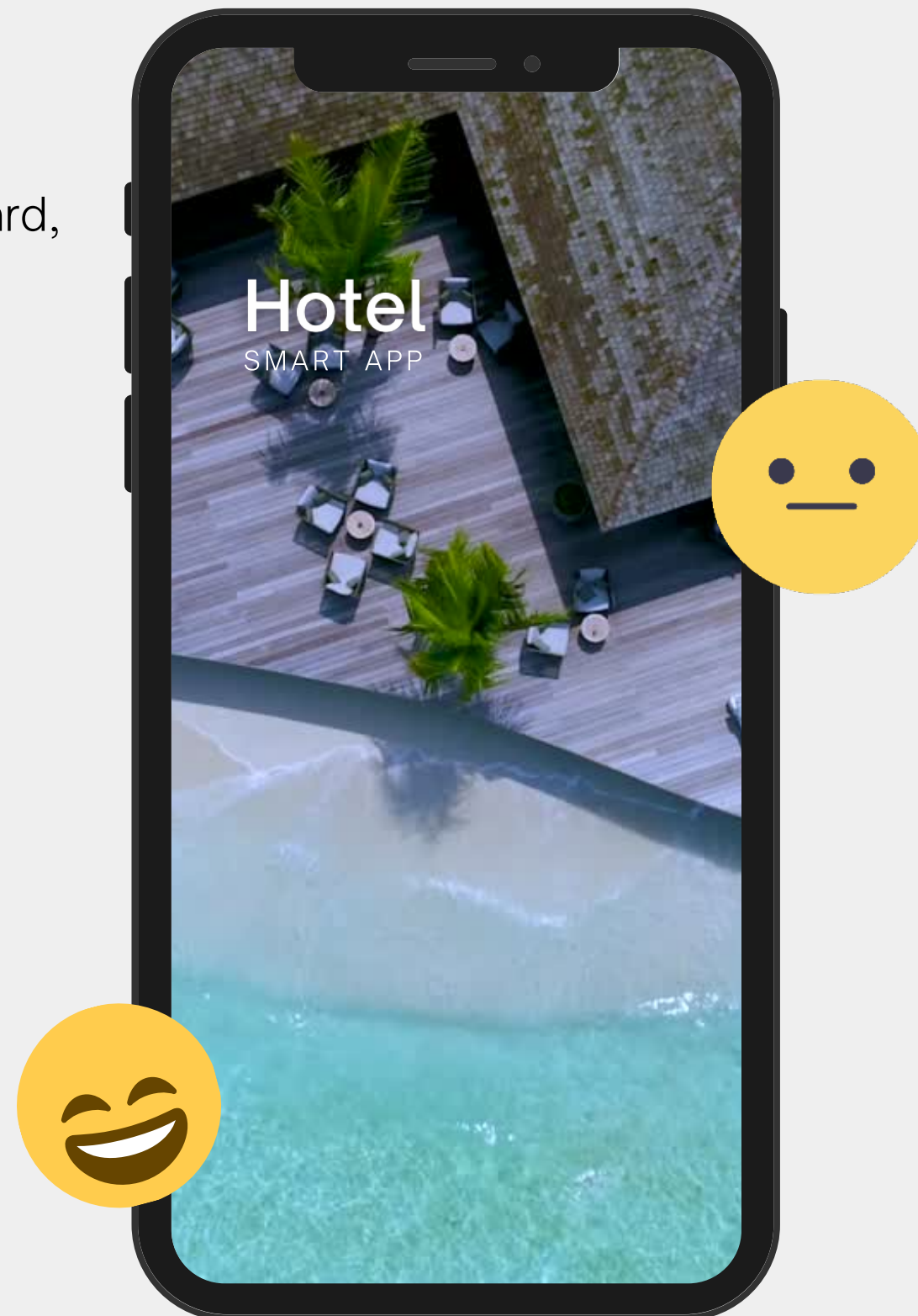


- 3 For example, it could be a simple web search, a store shelf, app store or social media site.

Day 4

PROTOTYPE

Once you've drawn out the storyboard, devote the entire day to building the prototype. **The secret to building a prototype is to fake it.**



- 01 Makers.** Usually at least 2 designers or engineers responsible for creating the individual components of the prototype.
- 02 Stitcher.** Either a designer or engineer should be collecting the components from the Makers and combining them into a seamless fashion.
- 03 Writer.** Usually the product manager should be writing realistic text to ensure that the language makes sense to the user.
- 04 Asset Collector.** They are responsible for scouring the web and image libraries to provide photos, icons or relevant content to assist the Makers.



Day 5

TEST / USER

Learning from feedback

Ideally, you should watch the recordings together as a group. Draw a table on a whiteboard divided up into five columns for the five customers and rows for each area or task of the prototype they addressed.





KEY TAKEAWAYS

The user is king. The entire design sprint process is user-centred. It builds products and services based on a solid understanding of the user's wants and needs and asks for feedback and validation directly from them towards the end of the sprint.

Considers all perspectives. Design Sprints gather all important people in one place. This means that there's less of a bureaucracy and siloed structure in the organisation because the process facilitates cross-team collaboration.

Manages your stakeholder expectations. There is clear visibility and alignment from everyone on Day 1. Getting your stakeholders' buy-in early on and throughout the sprint discussions builds trust and respect between all parties.

It's efficient and effective. A sprint cuts out all inefficiencies and ineffective discussions. No more dreadful back-to-back meetings that take up your entire day leaving you with little time to get anything done. A five day sprint forces you and your team to focus and work towards something realistic by the end of the week.

Learn fast, fail fast. The sprint helps to obtain a clear vision of the goals upfront. It forces you to make critical decisions and solve complex problems fast. This means that you and your team can save months of design, engineering and development costs. The bonus? You'll be able to get your product to market faster because you focussed on the right thing.



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More info



The screenshot shows the website for the Miami Hospitality Academy's MBA in Hospitality Management program. The header includes the academy's logo and navigation links: Miami Hospitality Academy, Program Overview, Why us, Study Plan, and Testimonials. The main banner features an aerial view of a city coastline with the text "MBA in Hospitality Management" and the tagline "Your Passport to the World of Hospitality". A prominent pink button with the text "Start your Journey" is centered on the banner. Below the button, a statistic states "Employment Guaranteed 100% +10,000 successfully placed & counting" with a red arrow icon. The footer displays logos for partner hotels: Hilton, Hilton Garden Inn, The Leading Hotels of the World, Ke, Marriott, Omni Hotels & Resorts, Sheraton, and Starwood Hotels & Resorts.





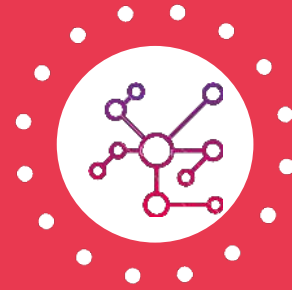
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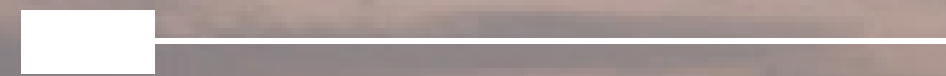
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Contact Information



————— +34 651 30 42 69



————— academy@pihospitalityacademy.com



————— www.pihospitalityacademy.com/