



# Design Sprints Planner

Everything you'll require to get ready for your Design Sprint.



**Golden**  
Marzipan

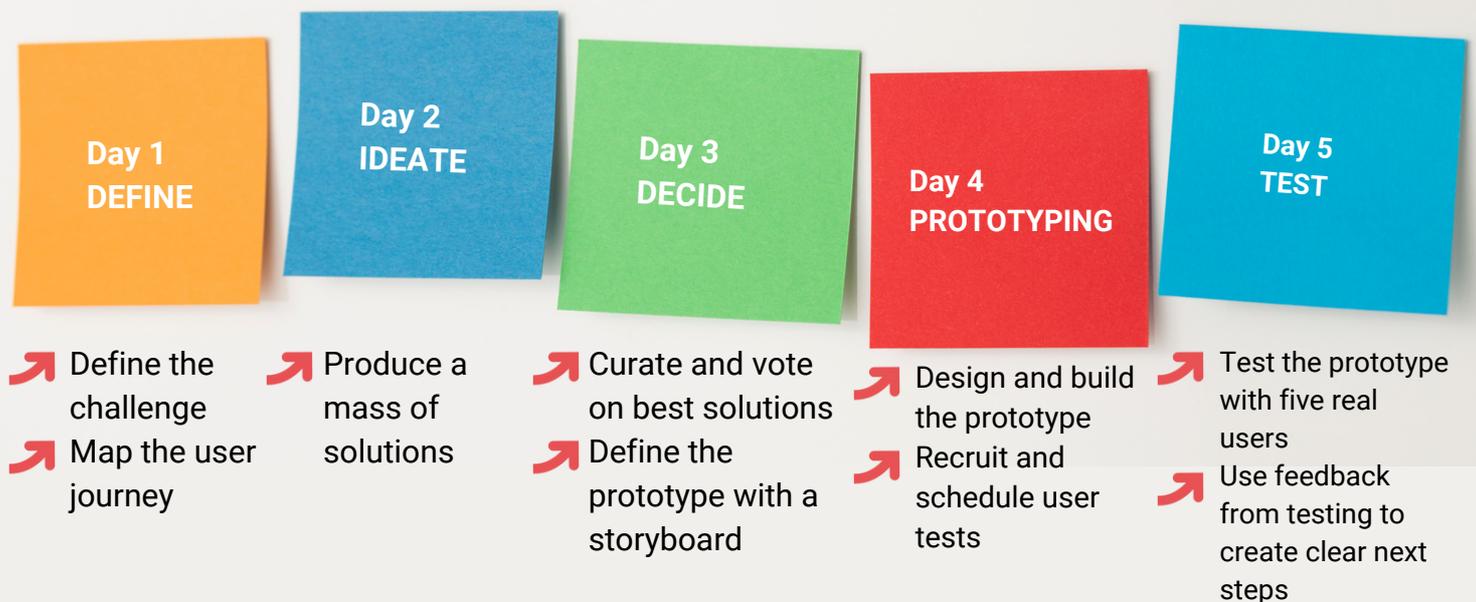
# Step 1: Understand the basics

Design Thinking can reduce design and delivery time by 75%, often reducing an eight-month project to three or four months.

## What exactly is a Design Sprint?

It is a 5-day process developed by Google Ventures in which stakeholders align around a specific problem as well as rapidly prototyping and test potential solutions.

### Typical workshop



## When do I run a Design Sprint?

- When you are prioritising business opportunities
- If you are exploring product solution
- If you want to test divergent solutions

### Design sprints are a good investment for five reasons:

1. Complete a month's worth of work in a week
2. Gather user feedback before it's too late
3. Improve team visibility and alignment
4. Increase project speed and momentum
5. Encourage an innovative culture

# Step 2: Get planning

## The right people

To ensure full participation, limit the number of Design Sprint attendees to seven. Make certain that your participants bring a variety of perspectives and expertise.

## The right space

The location of your Sprint is critical. Is there enough whiteboard space and space to hang ideas on the walls? Is there enough space for everyone and areas for small groups? Is the working environment pleasant and free of distractions?

## The right supplies

The tools are more crucial than you might think. To make your Sprint run smoothly, you'll need some specific supplies.



What	Why
Timers	Keep the team on track
Whiteboards or Post-it easel pad	For capturing your ideas, user insights, and opportunity areas
Dot stickers	Used to vote on ideas and in the heat mapping exercise
Plain paper (a nice big stack!)	You'll use good ole white paper to sketch out your storyboards
Whiteboard markers and felt tip pens (make sure you have enough for everyone)	Your ideas will be easier for the whole group to see if they are not written in fine-tip pen or (worse) pencil!
3x5 inch yellow sticky notes (at least 2-3 pads per person)	Perfect size for capturing ideas and simple to move around and regroup as needed
The Sprint Book	Because any Sprint planner should read it (and, ideally, participants too)!

# Step 3: Planning Questionnaire

Answer the following questions to prepare for your Sprint. Share your responses with your team so that everyone knows what to expect. Set up a kick-off meeting the week before to answer any questions and set expectations. This should be used on every Sprint!

## General

1. Why are you doing this Sprint? (Eg: *Boost conversion? Reach new customers? Solve a customer problem?*)
2. What existing research or data will be used to power the Sprint?
3. How do you determine success?
4. When do you intend to put the Sprint results into action?

## People

1. Who is your Decider? (*the true decision-maker - the project "CEO" or even the actual CEO*)
2. Who is your Facilitator?
3. Who is on your Sprint Team? (*seven people or less. Cover most key roles and aspects of business*)
4. Can your Sprint Team clear their schedules for the Sprint? (*they need to!*)
5. Who leads user interviews? (*they can be part of the core team or an extra helper*)
6. Who are your Experts? (*you'll interview 2-4 experts, from the core team or outside, on Monday*)

## Space & Logistics

1. Where will you host your Sprint?
2. Where will you conduct the user interviews?
3. Who is going to order supplies, snacks, and lunch?

## Bonus Points

1. Are you conducting a daily readout to additional team members?
2. If so, who is invited?
3. When is your kick-off?
4. When is your review? (*ideally, it's the week following*)





We lead Design Sprints for a variety of organisations and train new facilitators on virtual and in-person facilitation techniques. So we understand how stressful it can be to plan your first Sprint. With this in mind, we hope this guide has given you enough confidence to set aside your fears and lean in. These are the tips, tools, and supplies that we use when organising Sprints.

### **Need help? Consider hiring a Sprint Facilitator**

Get a new, unbiased, and objective viewpoint. Instead of keeping the team on track, you will have more time to focus on being an expert and participant. We can assist you in developing the appropriate agenda participants and workshop materials, as well as bring relevant experience and skills that can be adapted to your challenges.

# About Golden Marzipan

At Golden Marzipan, we're a little different. We are a professional change consultancy whose mission is to assist small and medium Housing Associations to establish sustainable innovative cultures that swiftly achieve efficiencies and enhanced performance. Our personalised artisan approach, along with our extensive sector knowledge, has already made an impact on our clients.

"They're not a management consultancy, they are a critical friend business."

Fiona Astor  
Transformation Director



## How we work

### Critical friend

Our clients see us as critical friends. We create a safe space for clients to explore options and develop their own capacity for transformation without fear of being judged or failing. Neil Blanchard, CEO of Southdown described it as "they make you feel not stupid".

### Part of your team

We are seen and feel like part of the team rather than an external consultant. "They care about us as an organisation and our success." Clients highlighted that our approach was very inclusive and engaging.

## Get in touch

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Learn more about  
Rapid Process Change

Visit our Digital Social Housing  
Resource Library

## Confidence builders

Firstly, our clients see us as capacity builders. They feel that Golden Marzipan has helped develop skills within the organisation and strengthened teams, giving them more confidence to tackle other issues, creating a lasting legacy in the organisation, rather than a 'fix and done' approach. Fiona Astor, Transformation Director at Magenta Housing, said that we "challenged conventional thinking, encouraged creativity, leading us to design a process which had tangible financial outputs." Clients also tell us from a personal perspective – of feeling more confident or empowered from what they've learned and the fact that they do feel they have a trusted source to turn to.

## Tailored response

Our clients tell us that our approach feels tailored and not 'one-size-fits-all'. This appreciation for our clients' uniqueness is what set Golden Marzipan apart from other providers.

# Take the next step

### WANT TO DO IT YOURSELF?

Read the step-by-step book guide by Jake Knapp.



### DON'T HAVE THE TIME AND NEED EXPERT FACILITATION?

Get expert advice from our group of master Sprint facilitators.

### REQUEST A FREE CONSULTATION

Email [peter@goldenmarzipan.co.uk](mailto:peter@goldenmarzipan.co.uk)

## Help us make this guide even better

We want to hear from you. If you have any suggestions to improve this resource, please email [peter@goldenmarzipan.co.uk](mailto:peter@goldenmarzipan.co.uk). Thank you!