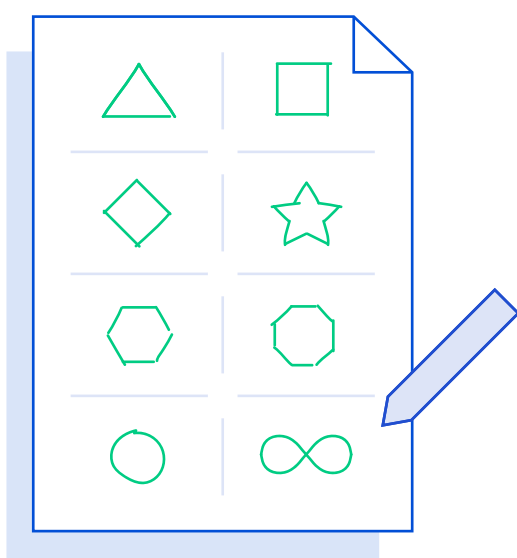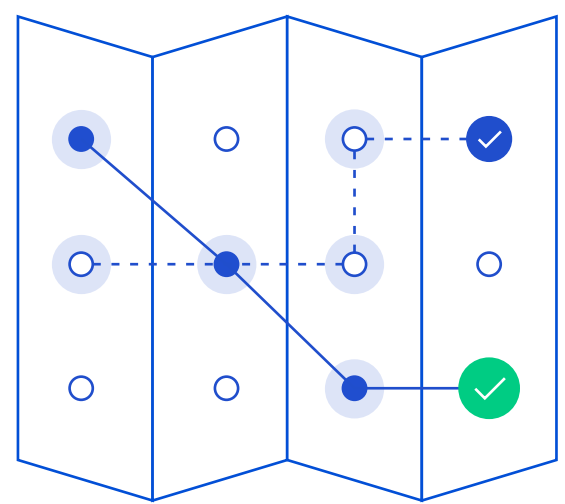# The Design Sprint

Day 1: Understanding the Problem Space

- Allow the sprint team to interview pre-identified key stakeholders/experts about the problem space.
- Draw a customer journey map.
- Create customer personas.
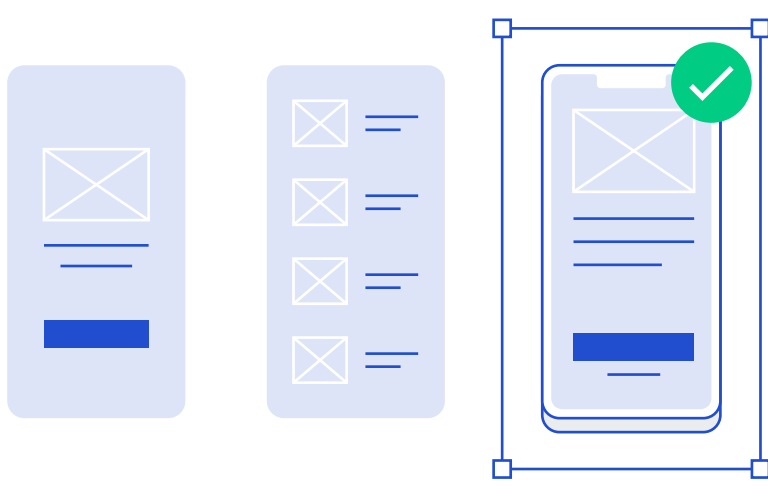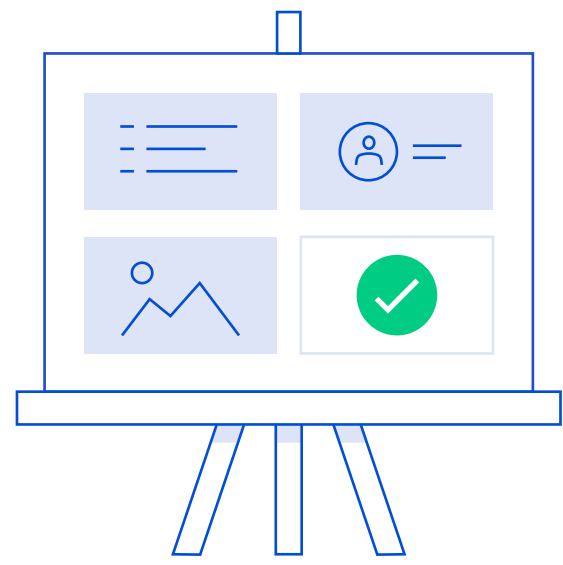- Define long-term goals for the project/product.

Day 2: Ideating and "What's happening in the market?"

- Run a Crazy 8s/solution sketching exercise.
- Conduct competitive analysis.
- Scan and size the market.
- Define customers to test with on Day 5.

Day 3: Storyboarding

- Storyboard the solution as a team.
- Construct the technical architecture (if appropriate).

Day 4: Prototyping and Business Case

- Begin to prototype the solution.
- Complete the business model canvas.

Day 5: User Testing and Playback to Stakeholders

- Test initial ideas with users/customers and capture feedback.
- Share progress with stakeholders/investors (if appropriate).