LOGICALBOND

Design Sprint Playbook

Design Sprint

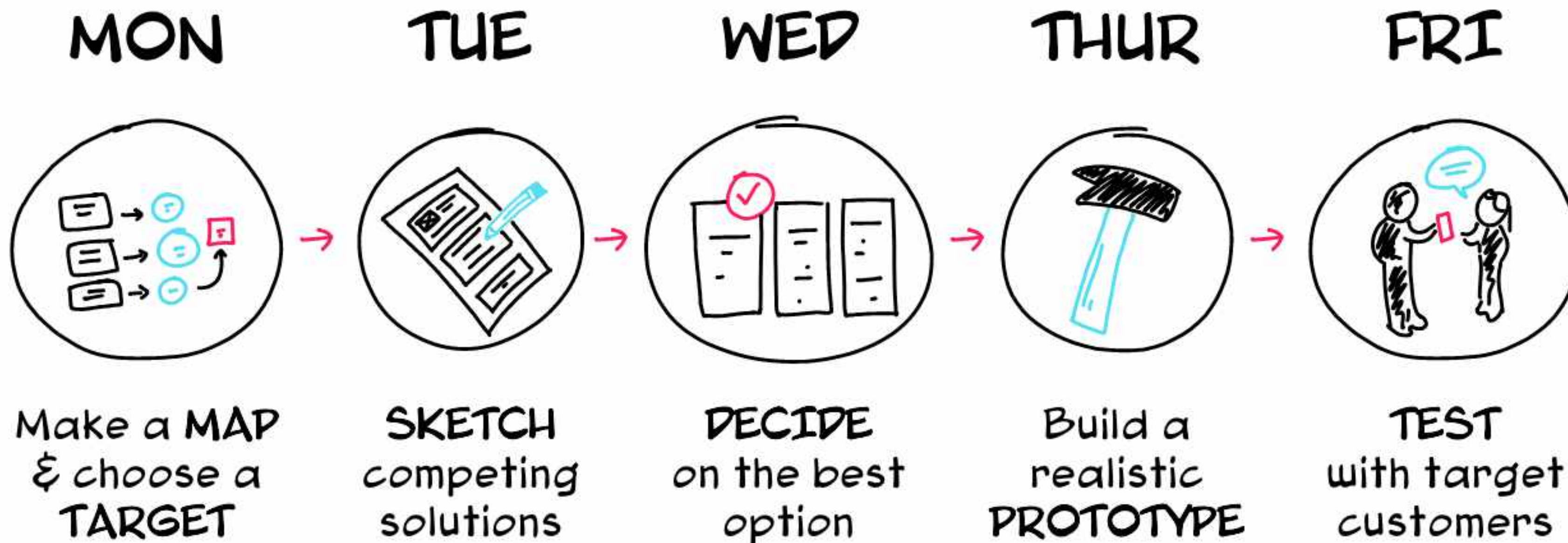## Save time to have better products

Join the top 18 %, because %72 of all new products and services have fails.

A Design Sprint at Logicalbond is a 5-day process for rapidly solving big challenges, creating new products, or improving existing ones.
It compresses potentially months of work into a few days.

What is Design Sprint

A 5-day design framework for validating ideas and **solving big challenges**.

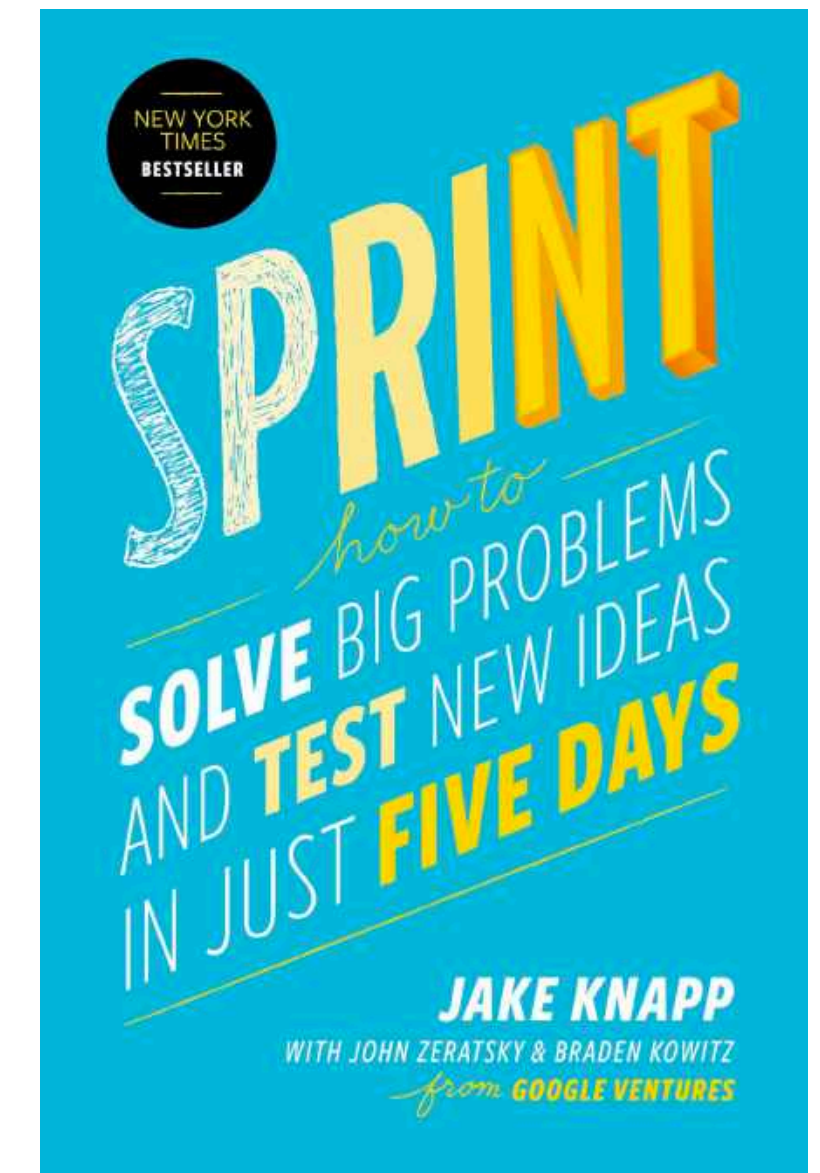| MON	TUE	WED	THUR	FRI
Make a MAP & choose a TARGET	SKETCH competing solutions	DECIDE on the best option	Build a realistic PROTOTYPE	TEST with target customers

What does it involve?

▸ **1 big challenge** or **critical problem** that needs solving

▸ **1 team** of 7-10 people with diverse skills and areas of expertise, working together for 5 days to come up with a solution (prototype) to the above mentioned challenge, while guided by a Sprint Master (facilitator)

▸ **5 users** to test the prototype in the last day of the sprint.

Why use a Design Sprint?

It's no longer enough to have a "**good quality product**", you need to have the right product. Design Sprints are the fastest way to find out if a product is worth developing, if a feature is worth the effort, or if your value proposition is really valid. **Don't invest months of time, invest a week.**

The Design Sprint is an innovative methodology developed
by Jake Knapp and **the UX specialists of Google Ventures**.
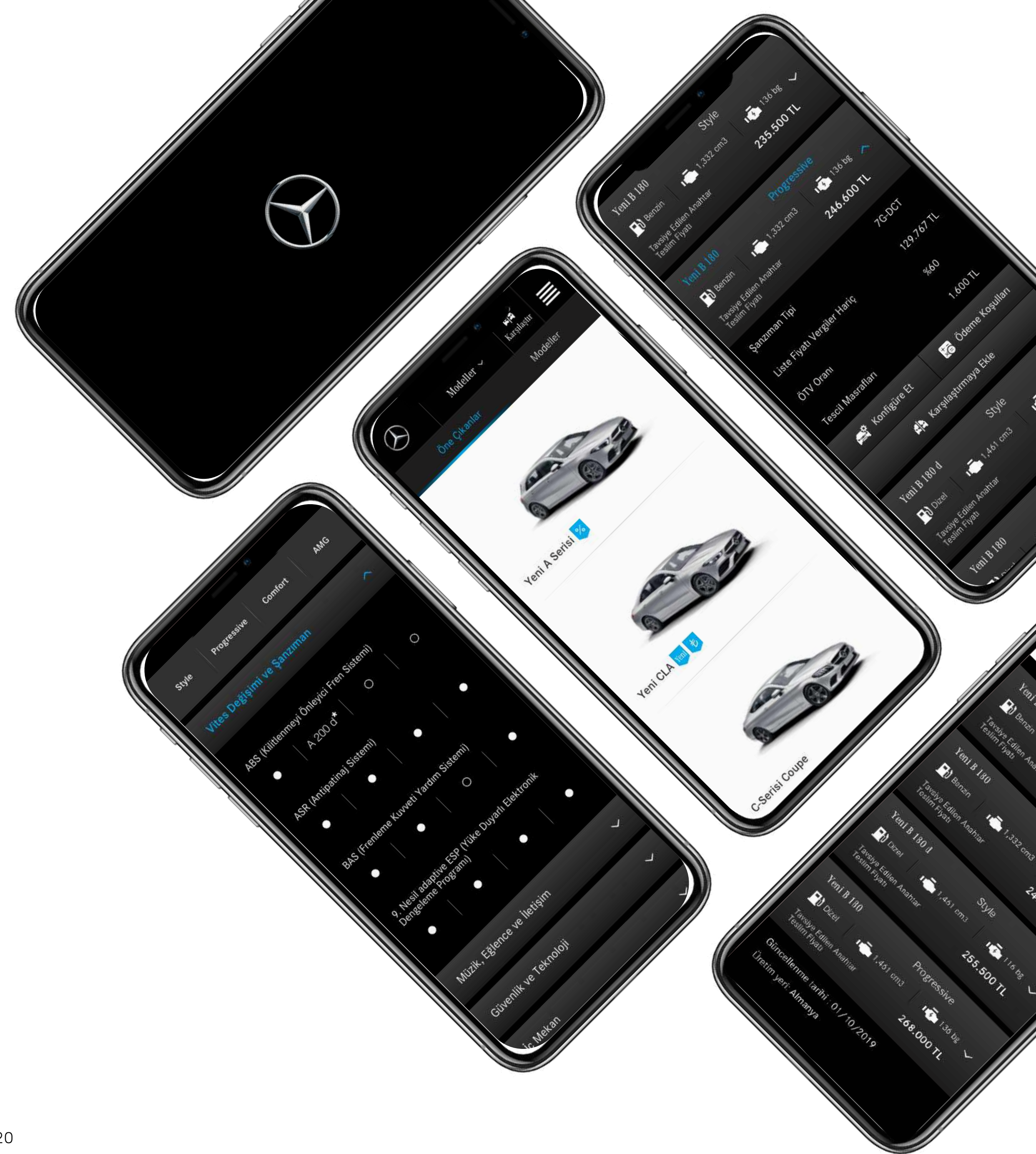
When to run a Design Sprint?

Design Sprints can be applied in a multitude of use cases,
to:

✓ Assess the viability of new businesses

✓ Jumpstart a project, product or service

✓ Ideate a specific area of a product

✓ Discover the right priorities and features
for a product

✓ Create an MVP Roadmap

✓ Engage new audiences

✓ Define marketing and growth strategies

What is the exact outcome?

The outcome of every Design Sprint Week is a **high-fidelity interactive prototype**, tested by real users, and with clear insights on where to go next.

What happens after Design Sprint?

- Tangible **representation of your product**

- **Real user insights** to guide your next steps

- **Iterate and polish** the idea

- Bringing it very close to **production-ready**

- Using the prototype to **sell the idea further and develop** the concept.
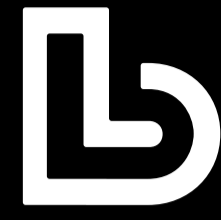
Why Logicalbond

" .... There was an approach where we spoke the same language, **fast, encouraging, clear, understandable, guiding to think and find answers**. I would recommend them because they are a young and expert team.... "

Timur Erbil
Product Development Manager

lineadecor®

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TECHNOLOGY SOLUTIONS

Your company deserves that edge!

Do not hesitate the ask your questions and book your schedule!

E-mail

info@logicalbond.com

Phone

+90 (216) 807 0580

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