

# Design Sprint in a time of Covid-19

Developing responsive, agile recreation opportunities for our communities



DATE: 15 April 2020

## WHY A DESIGN SPRINT?

When Level Four Lockdown suddenly came upon us, many programmes and facilities in our sector were immediately required to shut down. However, that doesn't mean we stopped caring for our communities.

A question for many of us was – how to respond quickly and appropriately so as to continue to provide high quality recreation opportunities for our communities.

Enter the *Design Sprint*.

This short slide deck outlines a very simplified *Design Sprint* process we used in a workshop with Recreation Aotearoa members and which we invite you to adapt for your own situation.

**Note:** We are not recommending this as an alternative to a carefully constructed community development or co-design processes with your communities, customers and clients. We simply offer you an adapted process used in business that you may find useful under Covid-19.





## ADAPTED *DESIGN SPRINT* AGENDA

1. What is a *Design Sprint*?
2. Step one: Decide on your community
3. Step two: Envisage the future
4. Step three: Identify the barriers
5. Step four: Find the experts
6. Step five: Sketch ideas
7. Step six: Prototype and test ideas
8. Step seven: Come together and learn
9. Share what you learnt!

Each participant will need a pen and an A4 sheet of paper.

*We ran this via video-conferencing and participants also called each other for assigned pair work.*

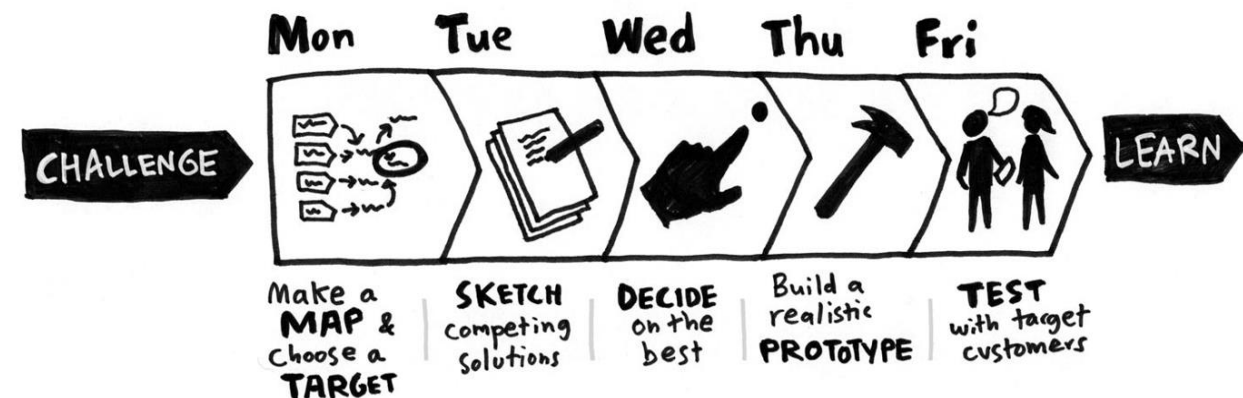


# WHAT IS A DESIGN SPRINT?

A *Design Sprint* is actually a five-day product development process that brings a team together for to collaborate, design and prototype a new company product without the expense of having to develop it.

[Here](#) is a on-line summary of the process.

Check out the following slides for a seven step process to help you with your own adapted *Design Sprint*.



## STEP ONE: CHOOSE YOUR COMMUNITY

- Decide together on your target audience
- Be as specific as possible
- What do we already know about this group?
- What else do we need to know?

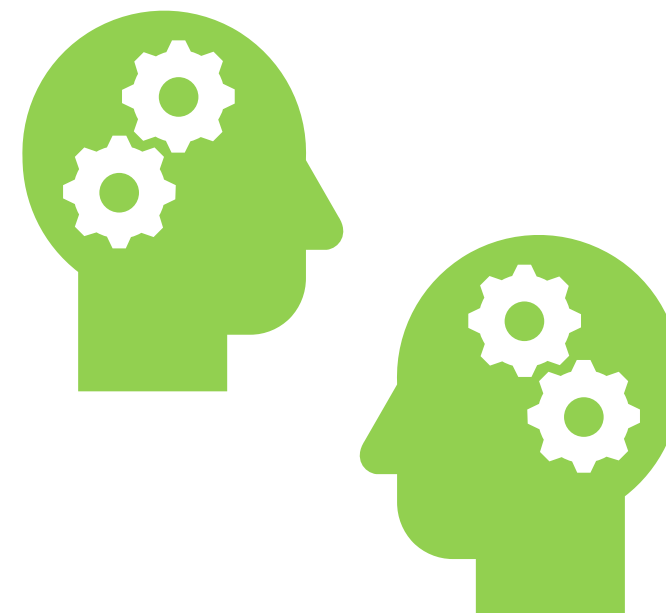


## STEP TWO: FUTURE VISION

Group brainstorm - what is the future we want for this group?

Remember the rules of brainstorming which include:

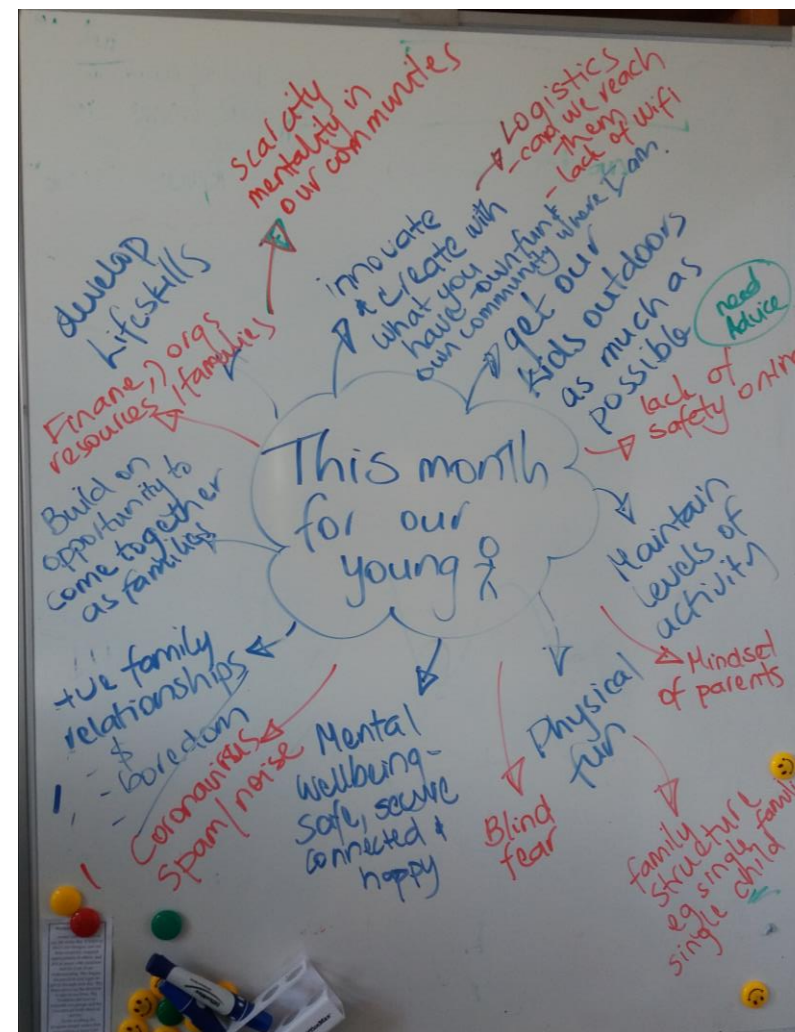
- Defer judgement. You never know where a good idea is going to come from. ...
- Encourage wild ideas. Wild ideas can often give rise to creative leaps. ...
- Build on the ideas of others. ...
- Stay focused on the topic. ...
- One conversation at a time. ...
- Be visual. ...
- Go for quantity



## STEP THREE: WHAT ARE THE BARRIERS?

Continue the group brainstorm: What are some of the barriers that could get in the way of this future?

**Note:** In the workshop notes (attached) blue was the future, red were the barriers





## STEP FOUR: FIND THE EXPERTS



### Group brainstorm

Who are the experts that could help us come up with solutions. Who could we ask: “How might we....?”

**Note:** Think about experts both from your audience (e.g. young children themselves) and those with technical skills (e.g. marketing) who could assist the design.





## STEP FOUR: DEVELOP IDEAS

### Individually:

- Create lightening sketches
- Each person fold up their page into 8 squares
- Draw 8 different solutions for your target group in 8 minutes

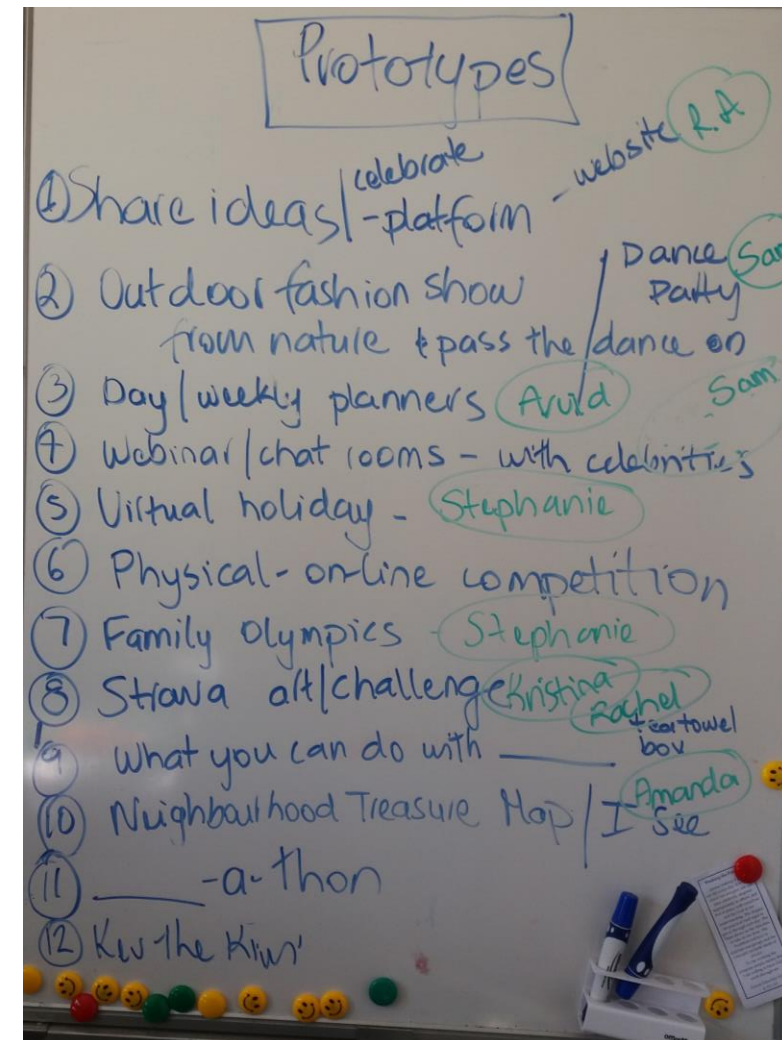
### In pairs:

- Share your ideas
- Compile or choose three of the best from the 16 ideas.

**Note:** if this is an online meeting (which ours have been) then you can use Zoom breakout rooms or just get people to call each other while you leave the video on and mute the audio.

### Back to the whole group:

- Pairs share back their best ideas
- Group agrees on our prototypes and who will test them



## STEP FIVE: PROTOTYPE YOUR IDEAS

During the following week, we will work on our assigned prototypes by:

- Asking our experts: “How might we....?”
- Trial our prototype on at least five people using the simplest, lowest effort possible e.g. create one exercise video and send it to five participants, mock up a few pages of a website and ask five participants to review it
- Watch and listen carefully. Record and theme their responses.



We all come back together a week later and:

- Share our experiences
- What did we learn?
- Decide how to move forward on our projects





# COVID-19 Response - *He waka eke noa*



Please feel free to use any part of this process for developing your own prototypes. Please also share your projects, what you've learnt and any fire us any suggestions you have. We're all learning – fast – so let's make sure we learn from each other.

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