

How do you *know* if a Design Sprint is right for you?

What is the impact if the potential solution fails?

LOW **MEDIUM** HIGH

Projects with very little risk to your organization are better suited to be tested with a different process.

Could failure have an impact on your brand or bottom line? Other points of failure to consider include resource investment and opportunity cost.



Do you already have an idea or solution?

YES **NO**

Either answer is a winner!
Design Sprints work great for new ideas, current solutions, emerging problems, and new opportunities.



Into what stage of proof does the idea fall?

DESIRABILITY FEASIBILITY USABILITY

Design Sprints are structured to answer the desirability question fast. If your idea has not yet proven desirability by the market, you should not be spending time or resources on features and functionality.

If you have already proven desirability via user input then a Design Sprint will feel redundant.



What is your familiarity with the opportunity?

UNEXPLORED MARKET **CHANGES IN KNOWN MARKET** DOMAIN EXPERT IN STABLE MARKET

Opportunities that benefit the most from Design Sprints are those either offering something new to the market or working to enhance value in a changing market.

If you are an expert in a stable market, you may not need to spend as much time on exploration and validation.

What is the level of confidence that your idea is right?

LOW **MEDIUM** HIGH

Research alone is not enough. Design Sprints ensure that you are getting buy-in from the right stakeholders from the beginning.

If your idea is a "no brainer", a Design Sprint is going produce few new learnings or insights.

What is the level of complexity you need to consider?

LOW **MEDIUM** HIGH

If your opportunity is fairly basic, a Design Sprint is going to feel excessive.

Design Sprints help break down complexity and define what is required for all parties to succeed when there are multiple stakeholders or competing needs.

Yes! A Design Sprint is right for your idea!

Yes! A Design Sprint is right for your opportunity!