

THE DESIGN SPRINT

“Today your studio has more ideas before recess than most committees have in a year. Then you keep only the best one. That's a sprint.”



YOUR ROLE TODAY: SPRINTER

The sprint has one shape: go WIDE, then go DEEP. First you flood the table with ideas — too many, on purpose. Then you converge on one and make it strong. Wide, then deep. Never both at once.

■ WARM-UP — CONSTRAINTS ARE JET FUEL

ROUND 1 — 30 seconds, draw: “a vehicle.”

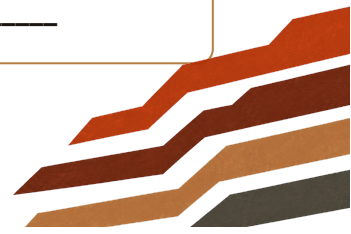
ROUND 2 — 30 seconds, draw: “a one-person vehicle that works in a dust storm, with no driver.”

Which round produced the more interesting vehicle? ☐ Round 1 ☐ Round 2 • So a tight brief makes ideas: ☐ harder and worse ☐ harder and BETTER

YOUR CONSTRAINT, LOADED

Your studio's HMW from the Dossier is today's brief. Copy it here, word for word — you'll test everything against it later:

HOW MIGHT WE



■ CRAZY 8S — THE WIDE PART

- 1 **Fold a blank A4 in half, in half, in half.** Unfold: eight panels. That's the whole kit.
- 2 **Eight ideas in eight minutes — one panel per minute,** teacher on the timer. Every panel = one different answer to your HMW. Ugly drawings only; three-word labels allowed.
- 3 **No talking, no judging, no stopping.** Panel feels stupid? Draw it anyway — panel 6's stupid idea is famous for fixing panel 8.

After the timer — honestly now: the panel I almost didn't draw: #___ · the panel I'm secretly proud of: #___ · panels with an actual label: ___ /8

The eight panels used (tick the truth): ☐ all eight ☐ seven — one beat me ☐ I invented a ninth on the back

■ THE SILENT MUSEUM — DOTS DECIDE

- 1 **All sheets flat on the table. Three minutes of TOTAL silence** — read every panel, every teammate.
- 2 **Each member gets three dots** (pen dots count). Put them on the three IDEAS you rate — any sheet, including your own. Dots go on ideas, never on people.
- 3 **Silence ends. Count the dots.** The heat map shows where your studio's brains agree.

Our top two dotted ideas, three words each: 1. _____ · 2. _____

Dots my own sheet earned: _____ · The dot that surprised me most landed on: _____

An undotted panel that deserves the steal round's shopping aisle: _____

■ STEAL & IMPROVE — THE SANCTIONED CRIME

Great designers steal — then improve. The crime is stealing WITHOUT improving. Take your two dotted ideas and force them together, or steal a beauty from a teammate's panel and push it further. Credit is law: "stolen from ___, improved by ___."

THE MASH-UP — our combined concept in one sentence:

Stolen from: _____ · Improved by adding: _____

Our backup mash-up — loaded in case friendly fire kills the first:

■ THE DRIFT CHECK — ARE YOU STILL ANSWERING YOUR QUESTION?

Studios drift — halfway through a sprint, teams often discover they're answering a cooler question than the one they locked. Check now, out loud:

Read your HMW from page 1. Read your mash-up sentence. Does the concept answer the HMW? ☐

YES, dead-on ☐ mostly — tighten it ☐ no — we drifted (fix the concept, not the question)

The SO-THAT chain — finish it: Our concept does _____ so that _____ so that _____

■ FRIENDLY FIRE — TEST IT AGAINST ANOTHER STUDIO

- 1 Pair up with another studio. Explain your concept in 60 seconds — talk-ladder allowed, notes allowed, mumbling not.
- 2 They fire two hard questions. Hearing judges again? Good — same rules as the Kambaria hearing: hard questions are a gift.
- 3 Swap. Fire two back. Best question wins quiet glory.

The hardest question we got: _____

Our answer — or the fix we're making because we didn't have one:

■ EXIT — BLUEPRINT AND BEYOND

1. THE BLUEPRINT sheet is your studio's final job today — the concept, drawn big, all five labels. It becomes the centre of your Pitch Day poster. Done and handed in: ☐

2. The panel from Crazy 8s that did NOT make it — but deserves a mention on Pitch Day:

TONIGHT — THE ONE-SENTENCE MISSION

Say your pitch's first sentence to someone at home: "We found a problem: _____. We designed _____. If they say "wait, tell me more" — your pitch already works. Next lesson: Pitch Day. Everything assembles.

SKILLS I USED TODAY — TICK WHAT'S TRUE

☐ went wide before going deep · ☐ drew eight answers to one question · ☐ dotted ideas, not people · ☐ stole and improved, with credit · ☐ survived friendly fire and fixed what it found

