



# Design Sprints

*Innovate, and solve wicked problems  
in just 2 weeks*



# Innovate, and solve wicked problems

Entelect has reinvented Google Venture's Design Sprints for **solving complex problems effectively and innovating in enterprise environments.**

Design Sprints are useful when problems have no one clear solution, and involve many moving parts in terms of people, teams, systems, and business objectives.



# Problems we solve

We help you **tackle an ambitious vision or wicked problem.**

We will create a myriad of solutions through rapid prototyping and testing, define critical requirements and document complexity, create an execution plan, and fulfil the delivery of solutions thereafter.



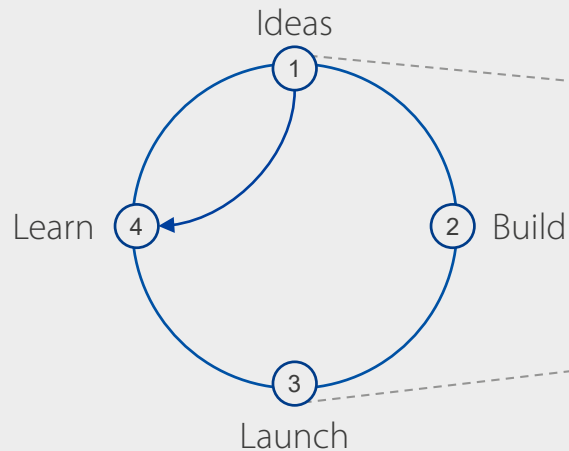
# Design Sprints are effective for

- Enhancing digital customer experiences
- Rethinking business models for a digital world
- Unpacking and understanding existing complex business processes
- Refining team operating models and better managing technology delivery
- Understanding how to leverage data and integrate it into solutions
- Mapping and navigating complex technical ecosystems



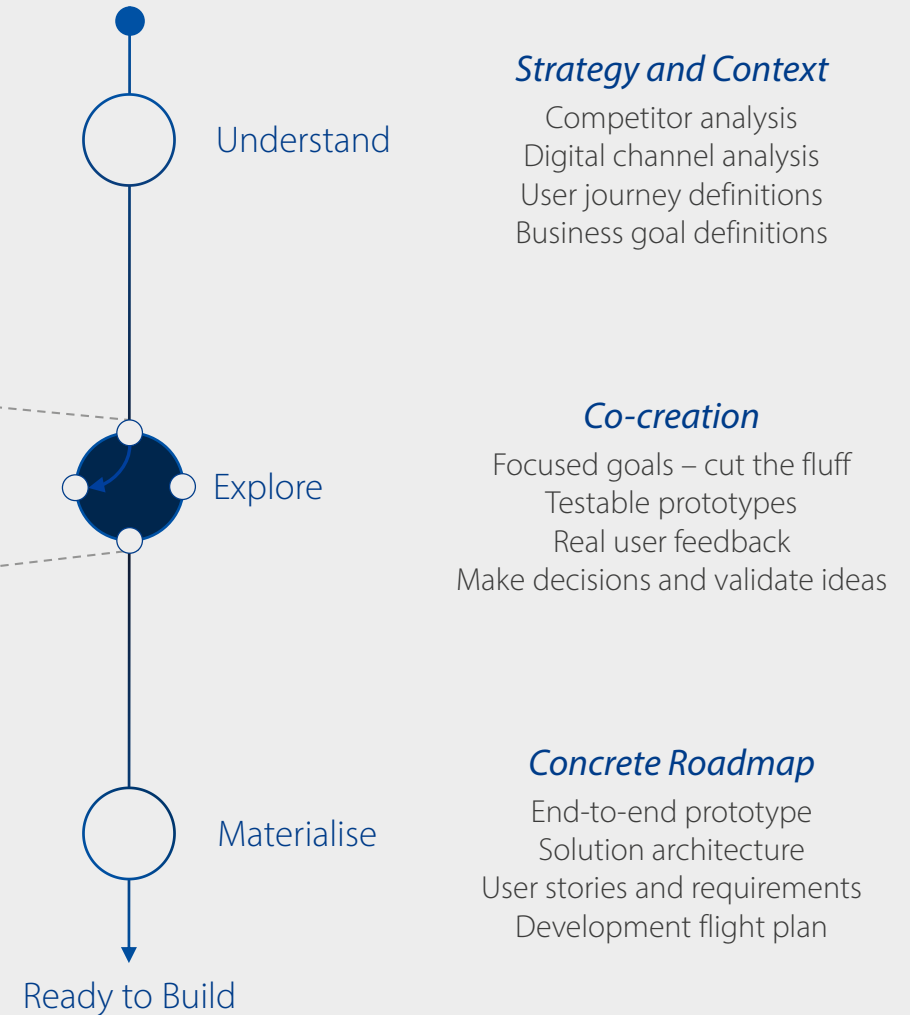
# Design Sprints

Design Sprints use the best of business strategy, customer and employee experience, design thinking, and technology trends to solve *wicked problems* by leveraging a diversity of perspectives and ideas **in just two weeks**.



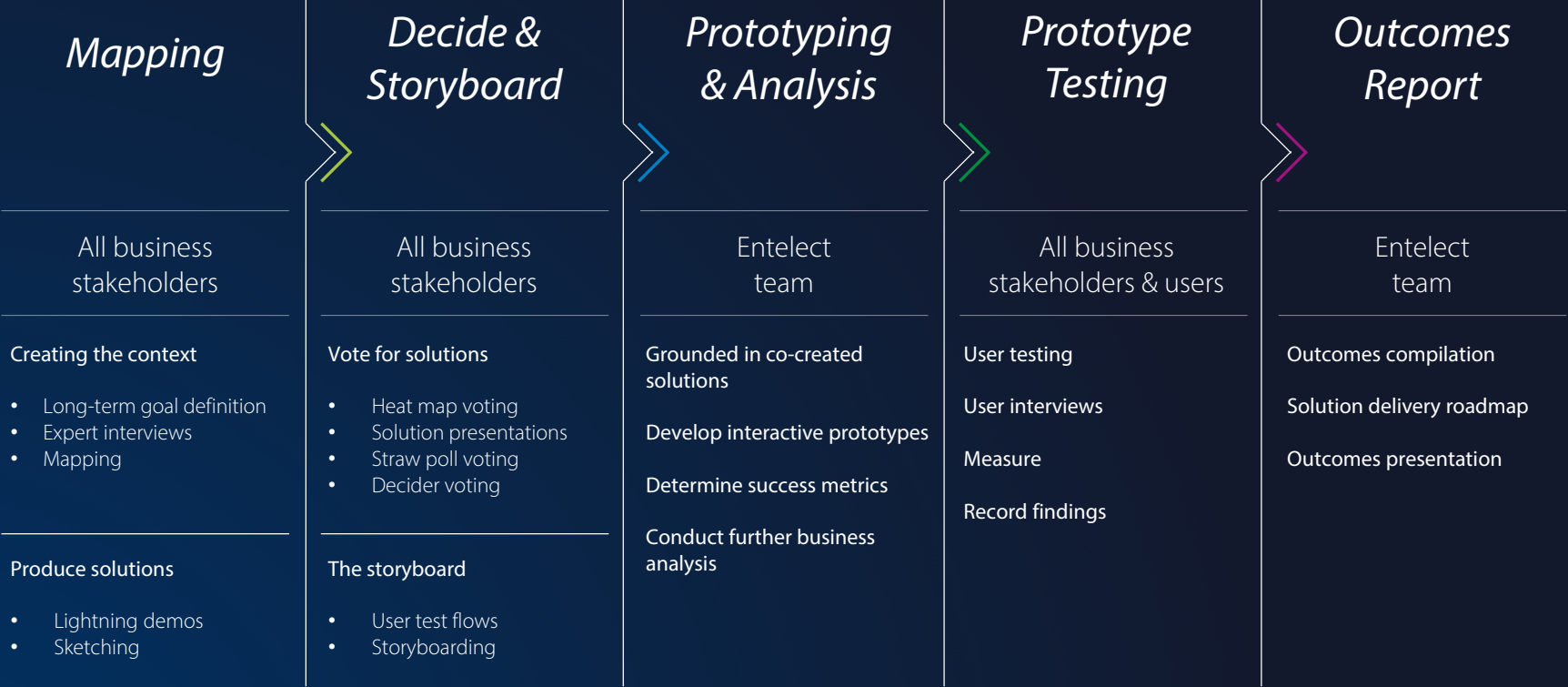
## When to use Design Sprints

- **Innovation:** When you're on a mission to reinvent your business
- **Wicked problems:** Difficult to solve because of incomplete, contradictory or changing requirements



# Design Sprint Process

2 weeks



Entelect’s Design Sprint process consists of several activities with key stakeholders spread across a number of workshops.

We collaboratively create a shared brain of the problem space, generate a diversity of solutions, and prototype and test the solutions to find the best approach towards solving the wicked problem.

Our Design Sprint activities are adapted based on each specific context – taking time constraints, physical constraints, and availability of stakeholders into account.



# How it works



1

## Defining the problem statement

A conversation with decision-makers to create a clear problem statement to rally the design sprint stakeholders and team behind.

2

## Workshops

Three 4-hour workshop with all stakeholders, representatives, and decision makers.

3

## Outcomes presentation

Entelect will refine and present report outcomes back to you.

## Involving the right people

It is imperative to include all people who represent areas of the business that have an impact or will be impacted by the problem that will be tackled during the workshop.

- Product owner / decision-maker
- Subject-matter experts
- End-user representatives
- Technical representatives

Contact us to innovate and solve  
your wicked problems.

→ [solutions@entelect.co.za](mailto:solutions@entelect.co.za)





# Design Sprint Activities



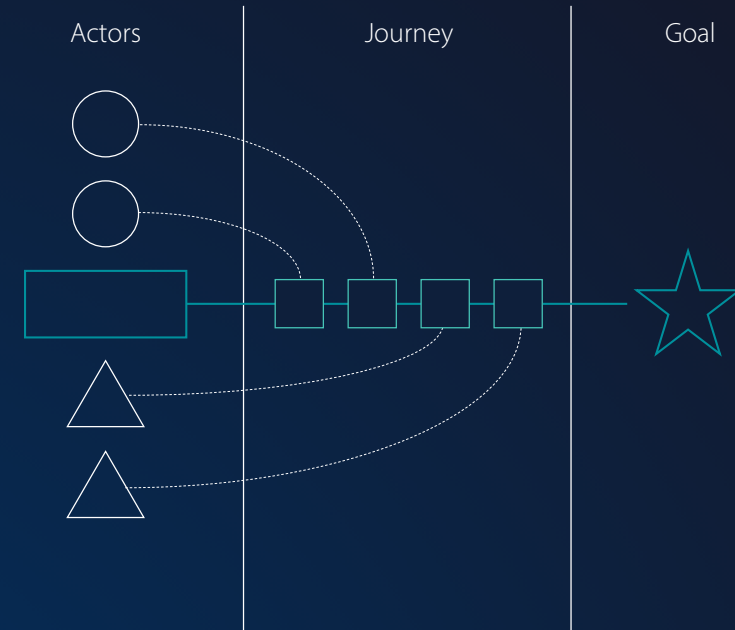


# Mapping

During the first workshop, stakeholders and subject matter experts join a mapping session where we **explore the problem statement** from the perspectives of business stakeholders, users, and competitors, while keeping technology in mind.

We gather all existing knowledge on the business, the customer and the problem, and use our mapping method to **create a shared brain and identify the critical challenges** to solve for.

The goal for this initial workshop is to **create a well-defined strategy** which will serve as a guideline for the rest of our collaborative workshops.





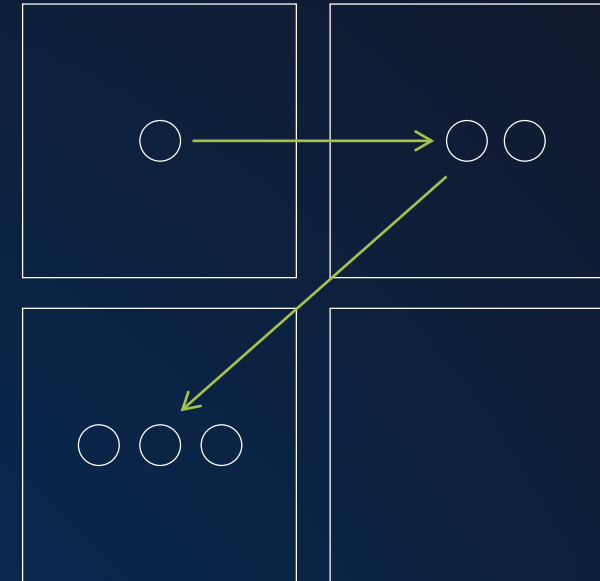
# Decide & Storyboard

The second workshop is where the team will make important decisions that will influence the solutions that will be prototyped, how success of the solution is measured, and highlighting areas that require further analysis.

**Using voting methods and involving key decision-makers,** we choose which problems to tackle, what to prototype, and how we can best solve for the problem statement.

Hereafter, we storyboard different aspects of the solution, involving all stakeholders. During these sessions, the goal is to **describe the user journey** involving all stakeholders.

Storyboarding is meant to **create a wireframe of the concept**, and decide what should be prototyped and tested.

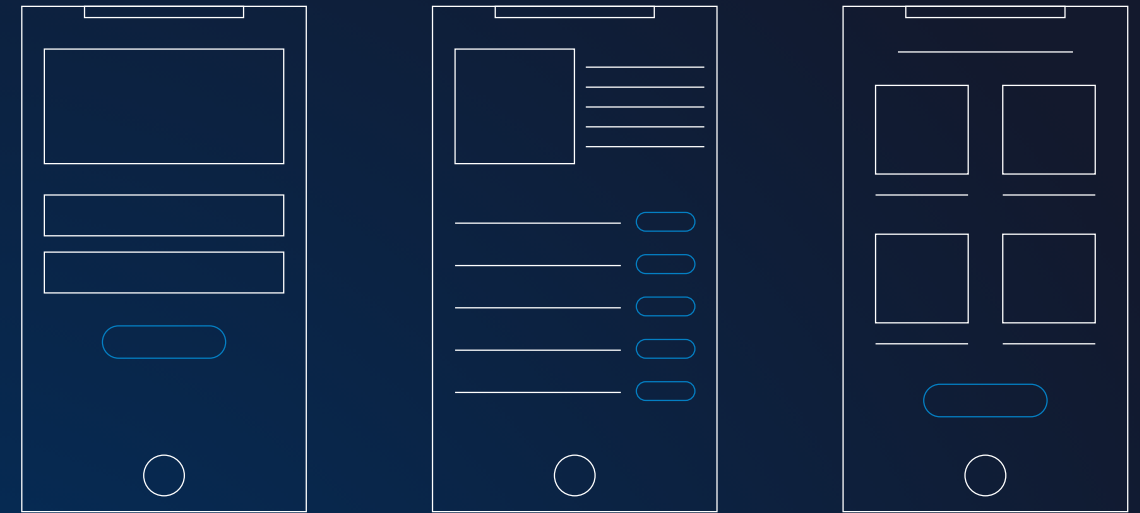


# Prototyping & Analysis

The prototype phase is where all ideas from previous workshops will be consolidated to **create a concept that's tangible and testable**.

Using the sketches and wireframes created in the previous workshops, the Entelect team will **develop high-fidelity interactive prototypes** and determine suitable metrics for testing.

During this phase, business, functional and technical analyses are conducted with the relevant stakeholders and business areas to **uncover complexity and risk**, ensure functional completeness and technical feasibility.



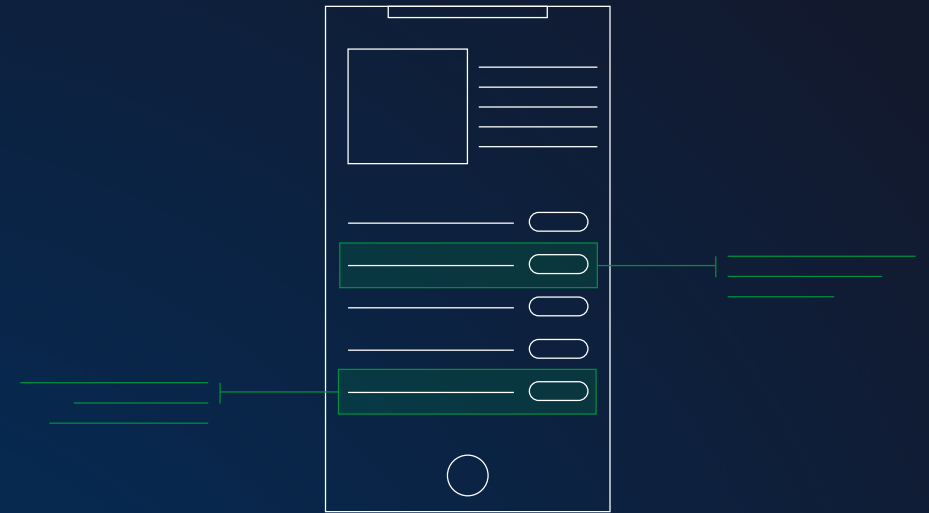
# Prototype Testing

During the testing workshop, we present the prototypes to our target users, and challenge them to complete objectives, while measuring the success of the solution using quantitative and qualitative methods.

Receiving this early feedback **reduces uncertainty and ensures the right solution is built**, saving time and development cost.

Following this, refinements are made to the prototypes based on feedback gathered during the testing sessions.

Blue-sky ideas and concepts can also be explored and used as inspiration for the future ambitions of the solution.

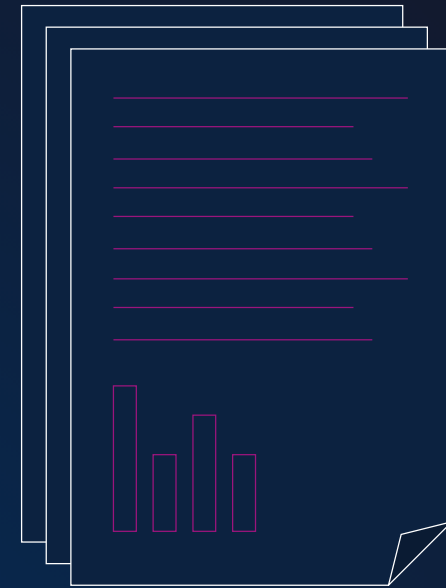


# Outcomes Report

Upon completion of the Design Sprint, **a comprehensive report is compiled comprising of all artefacts** used and created.

Typically, the outcomes include:

- An overview of all workshop results
- Refined interactive prototypes
- Concepts for future ambitions
- Technical solution architecture
- Business process mapping
- Scope definitions for the solution
- Development roadmap and estimations
- Alignment between all stakeholders





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