

Design Sprint 2.0

Align teams, prototype quickly,
and validate ideas with real users

The Design Sprint 2.0 is a streamlined, high-impact approach to rapidly validate ideas in just four days. Created by AJ&Smart as a modified version of Google Ventures' original five-day sprint, it condenses key phases into a compact format without losing effectiveness. In one week, teams align on goals, brainstorm solutions, build a realistic prototype, and gather feedback from real users. Ideal for teams seeking fast, actionable insights, Design Sprint 2.0 turns ideas into validated solutions, supporting confident, data-driven decisions.

Primary gains:

- **Faster innovation:** Achieve validated solutions in four days.
- **Focused alignment:** Keeps teams and stakeholders aligned on clear goals.
- **Real user feedback:** Early testing minimizes development risks.

Day 1 defines goals and ideas, Day 2 narrows in on top concepts, Day 3 builds the prototype, and Day 4 validates it with users. The process can be completed in 3-5 full days or split into 6-10 half-day sessions for added flexibility, with an optional iteration sprint if further refinement is needed.

Teams can extend the sprint with an iteration sprint if desired, ensuring that the final output is not only user-centered and but additionally refined.

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Day 1: Map, sketch — define, ideate

This day combines the Monday and Tuesday activities from the original sprint starting with a group interview, note taking via “How Might We” (HMW) questions, establishing the long-term goal, sprint questions, and mapping out the challenge. Then, lightning demos, four (4) part sketching solutions individually, and voting. Clients needed.

Day 2: Decide — convergence, storyboarding

The team reviews all solutions and votes on the best ideas to move forward. The selected idea is then developed into a storyboard, acting as a blueprint for the prototype. Clients needed.

Day 3: Demo prototype

Instead of creating a complex or coded version, the team builds a demo prototype with design tools. The aim is to create something that feels real enough to elicit honest feedback from users, but not be complete or have every bit of functionality.

Day 4: Test & validation with real users, create report

On the last day, the prototype is tested with real users, usually five, as this number often provides enough insights to detect most issues and validate (or invalidate) the concept. And the report is created.

Closing (3-5 min)

Celebrate 🎉

Iteration Sprint

Day 6: Review, sketch (again)

This day follows on from the original sprint, reviewing tester feedback, sailboat, construction of three (3) new sprint questions, lightning demos (if needed), four (4) part sketching, and voting. Can update the storyboard but not necessary.

Day 7-8: Demo prototype

Day 9: Test & validation with real users, create report

Closing (3-5 min)

Celebrate 🎉