The background features a dark, monochromatic illustration of a lunar base. In the center, a rocket is positioned vertically, with a glowing orb or satellite dish-like structure above it. The orb has a spiral pattern and a bright light emanating from its base. The rocket is labeled 'UNITED STATES SPACE FORCE'. In the foreground, there are various pieces of lunar equipment, including a rover and several antennas. The overall scene is set against a dark, starry sky with a large, dimly lit planet or moon in the distance.

# Design Sprints

**gcd.**

**Ambitious  
Software**

A guide to our design sprint services

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## **Ambitious Software**

At GCD we place enormous value on the design process. With over twenty years designing digital products across a huge number of platforms and industries we have seen design consistently deliver success and competitive advantage to all our clients.

# What is a Design Sprint?

A design sprint is a customer-focused, problem-solving framework designed to quickly generate answers to the most vital questions. It's a step-by-step process used to define and test a problem or set of problems and brings together individuals from cross-functional teams to work through a series of time-boxed design exercises through the following five phases:

- 1 UNDERSTAND**  
What problem are we trying to solve, and who for?
- 2 DIVERGE**  
What hypothetical solutions could solve this problem?
- 3 CONVERGE**  
Which of our ideas might work best to test our hypothesis?
- 4 PROTOTYPE**  
What will we need to build to test and validate the idea?
- 5 TEST**  
Who are the best people to test and validate with?

Sprints require dedicated involvement from all the key players in the team. Each department can bring a different perspective. Ideally you should involve people from technical, customer support, marketing and product management.

## **The benefits of a design sprint?**

Many companies, from small startups to large enterprise organisations are adopting the design-sprint framework to rapidly solve problems and test new ideas. They are an excellent way to kick-off larger projects and help the team focus around a single idea or problem. The collaborative nature of a sprint reduces politics as everyone gets a chance to have their opinion heard and in just a few days you can design, prototype and test a solution and get valuable feedback from real users.

## **When to use a design sprint?**

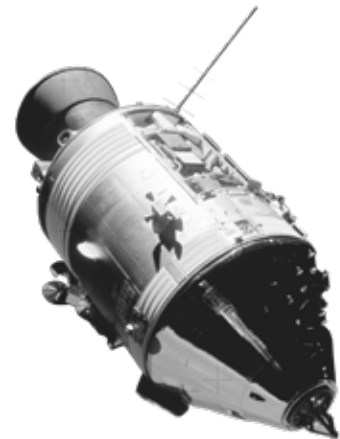
- When testing new and innovative ideas
- When the idea is risky or complex
- When you need to accelerate or kick-start a project
- When you're stuck
- When there isn't an obvious solution to your problem

# Sprint Packages

At GCD we have tailored individual sprint packages depending on the problem your team is trying to solve.

# Explore Sprint

The explore sprint is for smaller, less risky features and ideas. It involves elements from a full design sprint but doesn't delve as deep or involve as many stakeholders.



## **COST**

£2,500

## **DURATION**

1 Week

## **How it works**

### Workshop

- 1 day workshop involving the entire team
- Problem definition and framing
- Expert interviews
- Sketching solutions
- Solution Voting

### Prototype design & build

- Clickable prototype

### User Testing

- 3-5 users

## **What you'll get**

📖 Workshop summary report

🎥 User testing videos

🚀 Clickable prototype

# Innovation Sprint

An innovation design sprint is an in-depth and intensive (but fun) process which steps through the five phases. We start by understanding and framing the problem and move on to quickly generating and diverging upon suitable solutions to prototype and test.



## **COST**

£7,000

## **DURATION**

1-2 Weeks

## **How it works**

### Workshop 1

- 1 day workshop involving the entire team
- Problem definition and framing
- Expert interviews
- Sketching solutions

### Workshop 2

- 1 day workshop involving the entire team
- Voting on solutions
- Storyboarding solutions

### Prototype design & build

- Clickable high-fidelity prototype

### User Testing

- 3-5 users

## **What you'll get**

📖 Workshop summary report

📄 User testing summary report

⚡ High-fidelity clickable prototype

🎥 User testing videos

📅 Next steps and recommendation report

# Product Sprint

Ideally suited for startups or businesses looking to explore new product opportunities. This sprint involves many of the same steps and exercises as the Innovation Sprint but includes outputs such as requirements definition, MVP costs and route to delivery.



## COST

£9,000

## DURATION

2-3 Weeks

## How it works

### Workshop 1

- 1 day workshop involving the entire team
- Review of pre-existing market research and competitors
- Problem definition and framing
- Sketching Solutions

### Workshop 2

- 1 day workshop involving the entire team
- Voting on solutions
- Storyboarding solutions

### Prototype design & build

- Clickable high-fidelity prototype

### User testing

- 3-5 users

### Requirements definition

- Product roadmap
- MVP requirements
- Detailed cost and timeline estimation

## What you'll get

📖 Workshop summary report

📄 User testing summary report

🔦 High-fidelity clickable prototype

🎥 User testing videos

📋 Next steps and recommendation report

🕒 Product requirements specification and cost estimate



# Additional Sprint Services

## FRAMING SESSION

A short framing session to determine whether we need to invest the time and resources in a fully-fledged design sprint and whether we have a problem that is worth solving at all. The workshop involves exercises to help prioritise challenges and problems and align business impact with user goals.

### COST

£1,000

- 1 day problem framing workshop

📖 Workshop Summary Report

📄 Next steps and recommendation report

## PRE-SPRINT RESEARCH

Although the exercises in a sprint help uncover customer pain points and potential solutions, they're not useful for determining if a market exists for those solutions. Fundamental research is necessary to learn real user motivations and market opportunities.

### COST

£1,500

- Customer interviews
- Competitor research
- Customer survey
- Data analysis
- Heuristics/Usability review (for existing products and solutions)
- User testing (for existing products and solutions)

📖 Research summary report



## Next Steps

If you think a GCD Design Sprint could help your team deliver rapid and effective results or you'd like to learn more about what's involved then please get in touch using any of the details below.

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