



User-centric Problem Analysis

FRANCIS BEHNEN

Today

1. Why this workshop
 2. The challenge
 3. Design Sprint
 4. Debrief
-

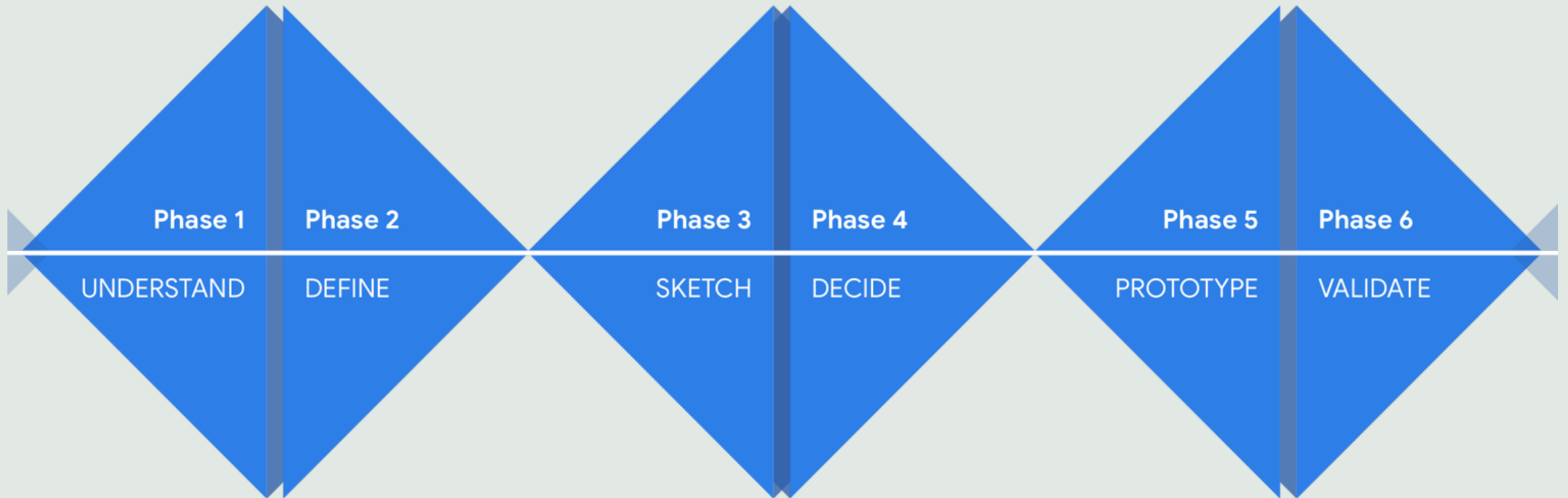
The background features a complex pattern of overlapping, semi-transparent blue lines that create a grid-like structure. A single, solid orange rectangle is positioned in the upper-left quadrant, slightly offset from the grid. The overall aesthetic is clean and modern.

Why this
workshop

Paper tower challenge

- 10 minutes

Design Sprint



Design Sprint Methods

1 Understand

2 Define

3 Sketch

4 Decide

5 Prototype

6 Test

Phase

UNDERSTAN

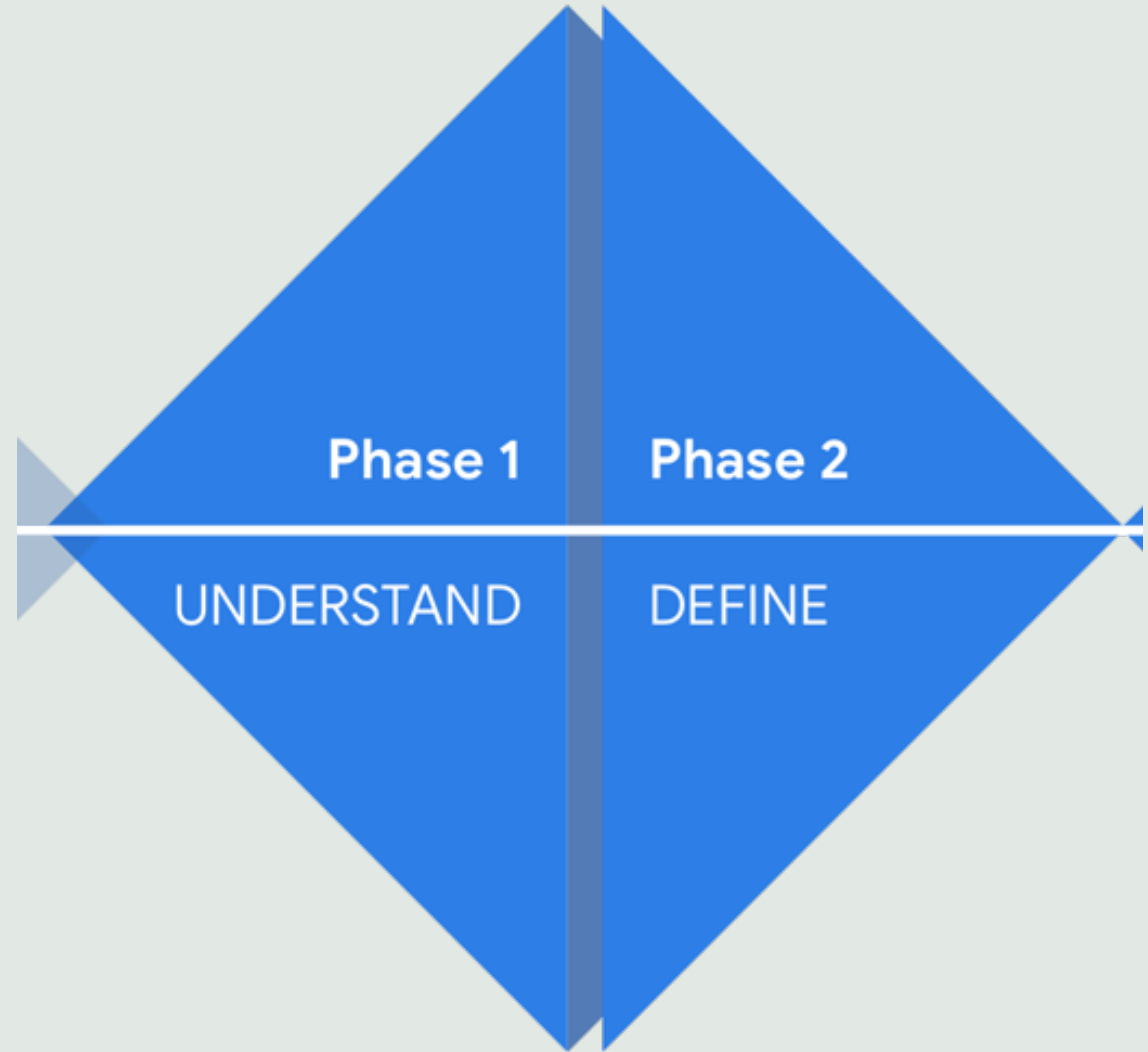
Phase 6

VALIDATE

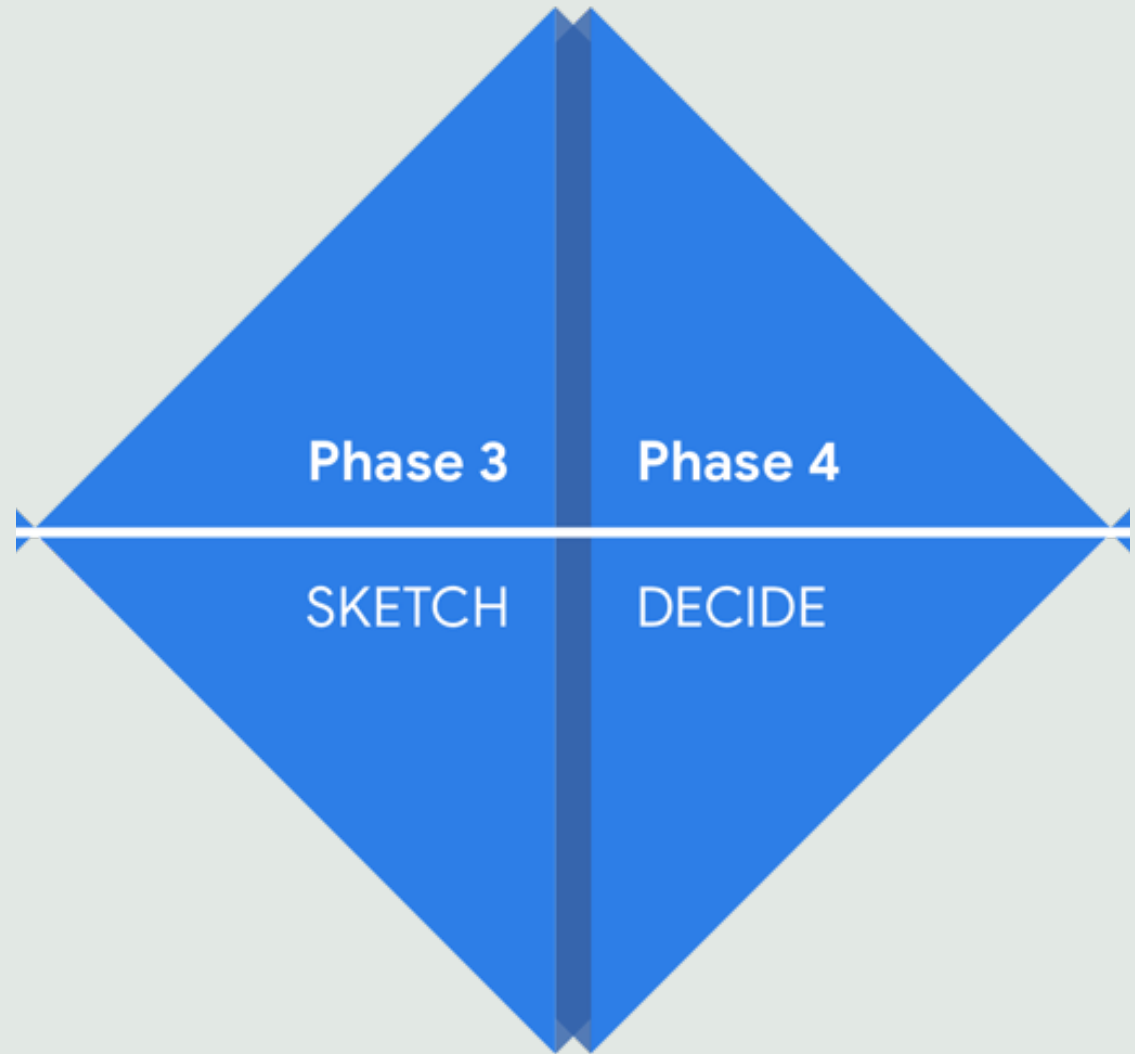
go to designsprintkit.withgoogle.com for method inspiration

Google, <https://designsprintkit.withgoogle.com/methodology/overview>

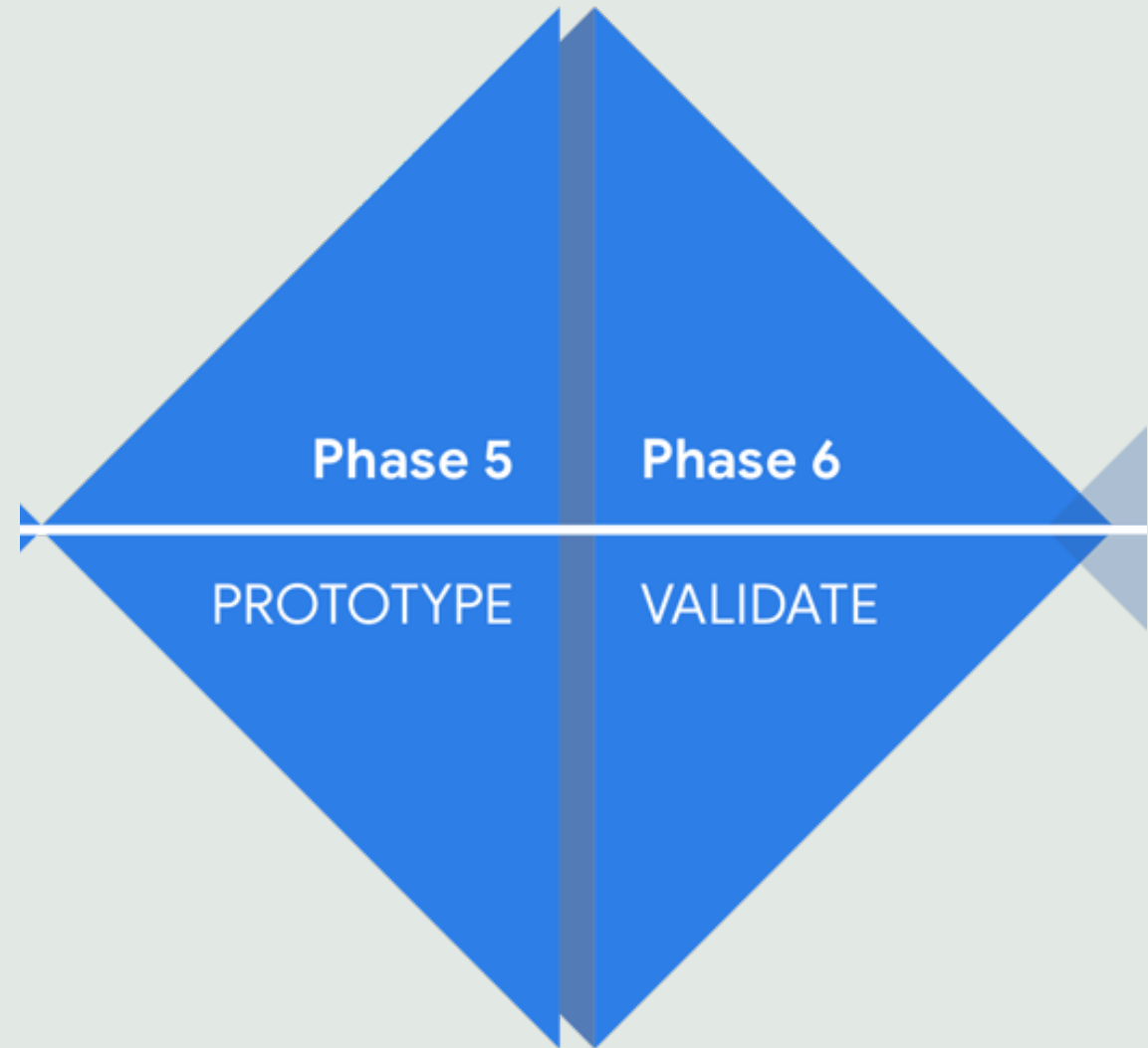
Design Sprint



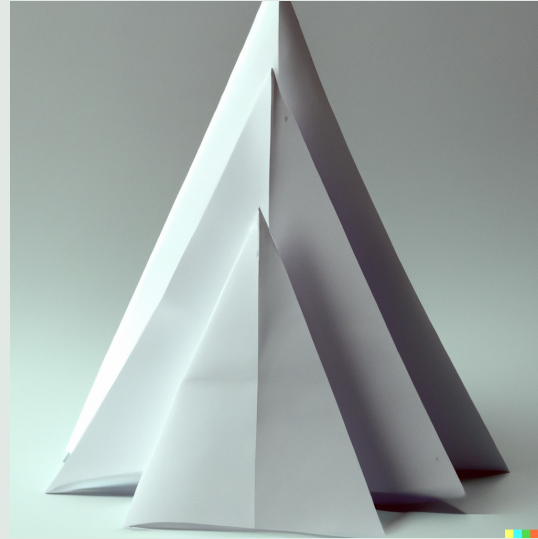
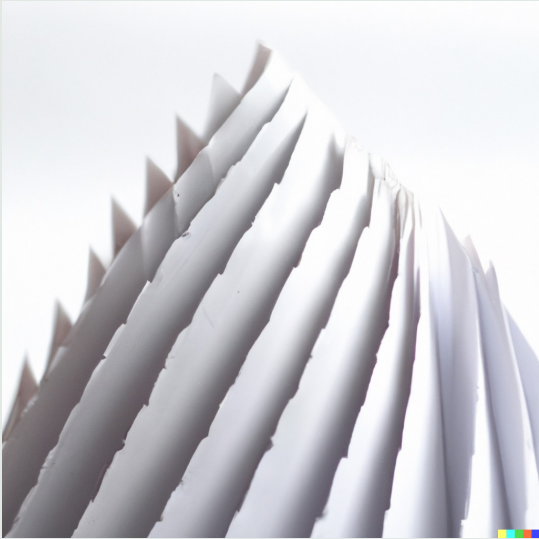
Design Sprint



Design Sprint



Paper tower challenge



"Paper tower" by DALL-E

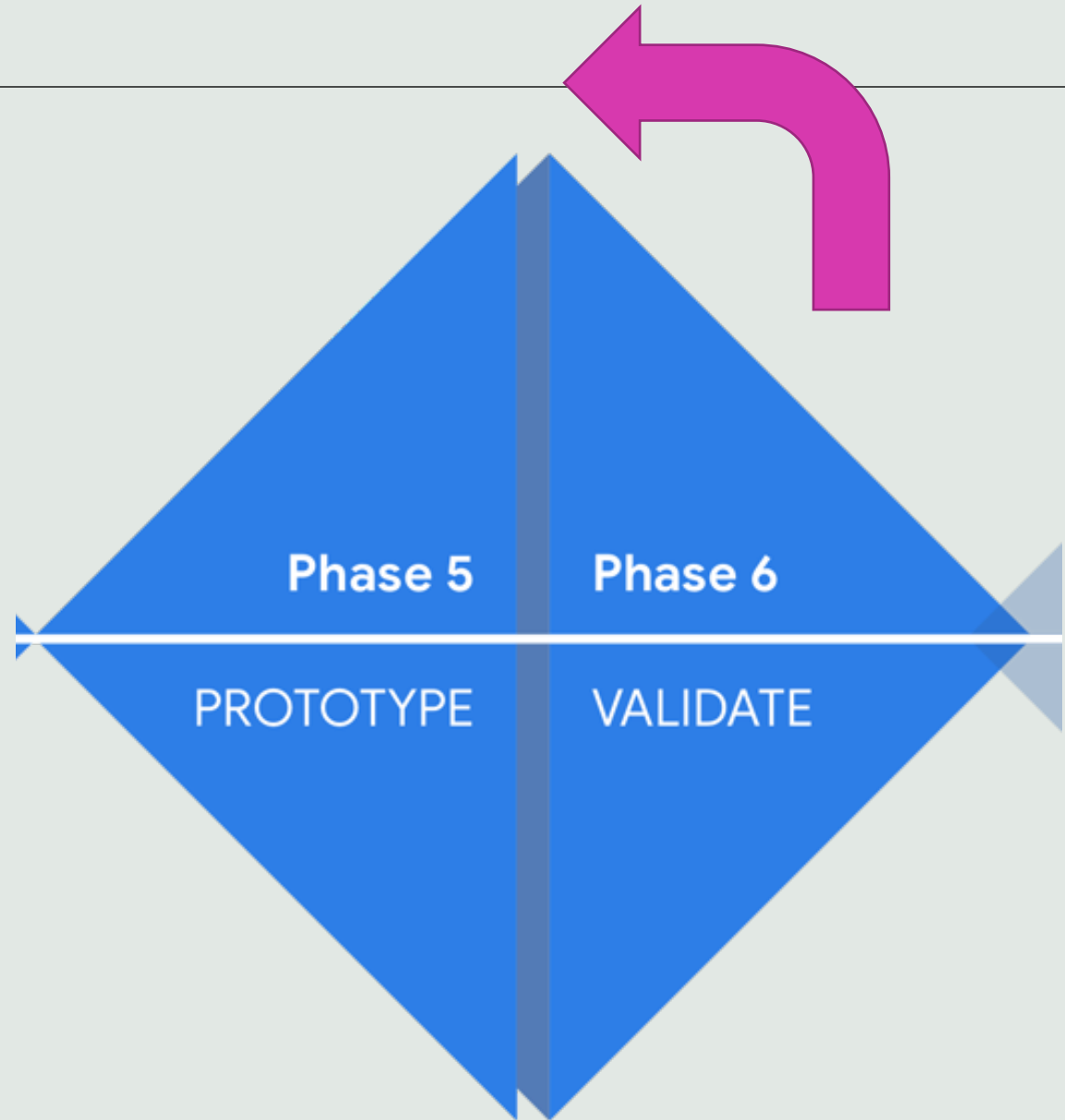
Ready?

Paper tower challenge

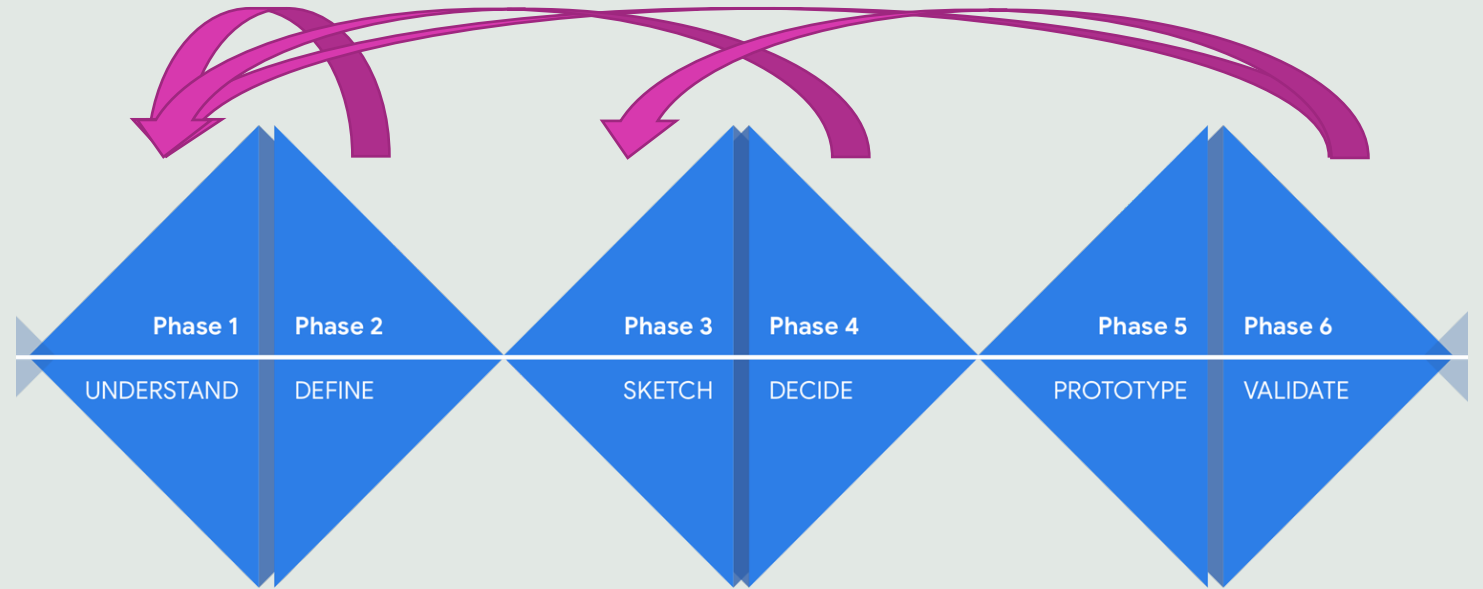


123RF: https://www.123rf.com/photo_12727896_time-is-up-concept-clock-closeup-isolated-on-white-background-with-red-and-black-words.html

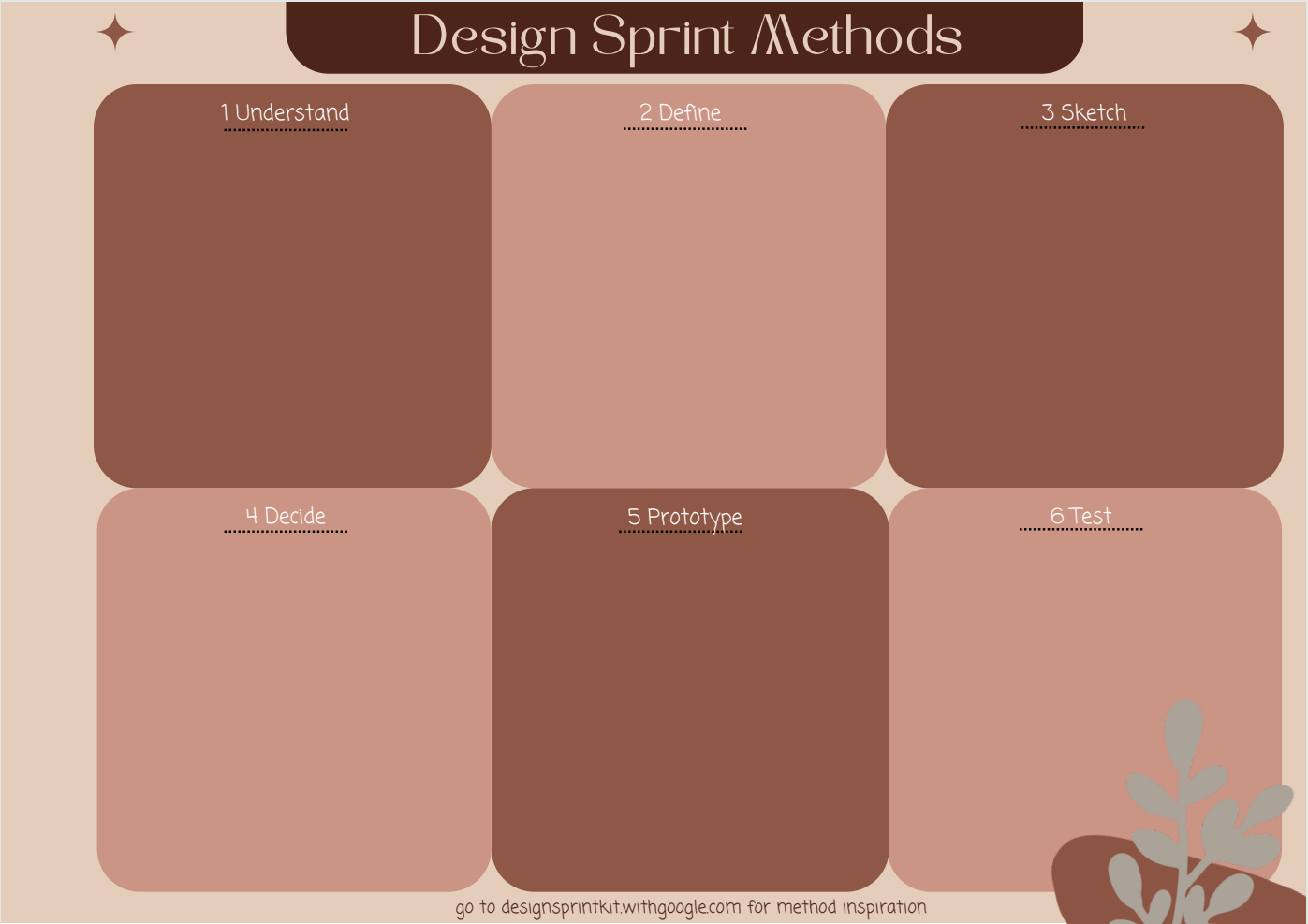
Design Sprint



Design Sprint



Gather more methods and...



Plan your Design Sprint

[designsprintkit.withgoogle.com/
methodology/overview](https://designsprintkit.withgoogle.com/methodology/overview)

