SPRINT!
How to tackle big problems in a week

Presenters: Tamra Dagon, Chris Diorio, Jess Jones, Tom Jordan, Phyllis Treige
What is a design sprint?

A design sprint is a framework that increases the chances of solving the right problem in the right way.
Value of a design sprint
SPRINT: 90 SECOND INTRO
What’s it like?

- Exhilarating
- Effective
- Efficient
- Exciting
- Exhausting

Credit: Fresh Tilled Soil
Two case studies

- First year experience
- Interoperability
CASE STUDY
First year experience
I'm going to Madison!
- Confirm admission: yes!
- Enrollment dep.

You've been decided: Student Ctr
- (admission email)
- NetID
- Activate @ ID's!!

Campus id != Wiscard
- Transition from personal email to campus email

Map

Accept direct admit offer:
- Y/N
- Deposit $ #

Success:
- (now what?)

Placement testing opens Feb. 1
- SOAR res. opens late April
- Postcard to site with checklist & links to other checklists
- Placement testing date

SLS 9.2 Fall 2020
- Housing
- Housing portal
- Financial Aid
- First gen
- Internet access

Preferred living arrangements

Admission Jan

Sch./College Orientation
- SIS Checklists
- CFYE
- Grad student portal

SeeThingsChangeNextAddress

First gen
- Int'l
CASE STUDY: First year experience

Inputs

• Interviews with students and campus offices
• Cross-campus team of 25 people, including advisors, academic programs, administration, and technologists
• Dedicated workspace
• “How might we...?” mindset

Outputs

• Demo of more seamless, supported, personalized student onboarding digital experience
• Proof-of-concept data model
• Steering committee of campus representatives to drive the project forward
First year experience vision

Get ready
Your personalized guide to gearing up and getting ready for the start of the school year.
We know, it looks like a lot but we'll help you every step of the way.

Offered admission to University of Wisconsin-Madison
Date: May 3, 2018

Review and update your personal information & interests
Name: Mary Elizabeth Nichols
Preferred name: None
Mailing address: XXX, Jennifer Ln, Madison, WI
Emergency contact information: Required
Academic interests: Business, Education, Math

Accept admission
Recommend: As soon as possible
Deadline: May 1, 2018
Let us know if you're coming to UW-Madison
Pay $100 deposit to secure your spot and unlock more of your experience

Set up your campus email
Deadline: Two weeks after acceptance
Activate your account to start receiving important communications
First year experience - Committee

Steering Committee

• Formed a steering committee of 10 stakeholding offices on campus with high impact on incoming students
• Informed us of policies, best practices, and choke points throughout the process
• Helped us get a better look at the entire incoming student experience
First year experience - Blueprint

Blueprint - What is the student experiencing?

- Mapped out the entire student experience
- Identified gaps and pain points
- Helped narrow down scope of project
First year experience iteration

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CASE STUDY: Interoperability
Interoperability

The ability for information systems to work together across technical and business domains, to employ common principles, and to expose standardized interfaces to enable delivery of IT services across the enterprise.
Interoperability today
CASE STUDY: Interoperability

Inputs

200 user stories, 8 themes
Team of 24 people; technologists (15!), enterprise architecture, user experience, communications, project support,
Dedicated workspace
“How might we...?” mindset

Outputs

Campus partner demo of Week One process, results, and initial vision
High-level architecture diagram
Interoperability vision
CASE STUDY: Interoperability

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Campus partner demo of Week One process, results, and initial vision
High-level architecture diagram
Wireframe prototypes, tested with users
Interoperability personas

**End users**
Individual learners, faculty, and staff

**Technical users**
Developers, system administrators, etc.

**Administrative users**
Schools, colleges, departments, advising, business process owners
Interoperability ideas

What would you like to do?

- Get people access to systems
- Get access to UW data
- Share data
- Add a new system
- View My Dashboard
Benefits *(Why?)*

- User feedback
- Visibility & alignment
- Culture of innovation
- Less risk
- Speed & momentum
- Focus!
- Silo busting
Lessons learned

- Seeing the end-to-end experience is crucial
- Lay a good foundation, otherwise churn
  - Lots and LOTS of planning, logistics, and pre-work
- Pick the right sized problem, e.g. you can’t fix *everything* all at the same time
- Prepare for exhaustion, fatigue, and
- Plan to keep up the momentum afterwards
Should you sprint or not?

- Give us your gnarliest, most wicked challenges
- We’ll pro/con whether or not a design sprint might be a good approach
Wanna try a design sprint?

go.wisc.edu/25q84w
Is there a walking sprint?
You betcha!
Even more tips

- Adopt a “How might we mindset?”
- Understand and map the user journey, end-to-end
- Guerilla usability testing
- Prioritize with silent / zen voting, then discuss
- Co-locate, carve out dedicated time
Questions

Ask us anything! Talk to us afterwards!

Sign up for a (forthcoming) **free weekly clinic** with the Center for Digital Accessibility & User Experience. We can help you get unstuck, understand and design for the needs of users, and bake accessibility in from the beginning.

Email if interested: jessica.jones@wisc.edu
Thank you