Enterprise Design Sprint

Typical Sprint Activities per Stack Aspect

Stack aspects	Sprint topics	Exploratory activities	Generative activities
Big Picture			
Identity	Brand identity and culture	Stakeholder interviews, image survey data	Design a brand persona, behavioural design
Architecture	Enterprise capabilties and value chain	Explore As-Is architecture, make a baseline map	Design a To-Be architecture map
Experience	Customer and employee experience	Explore current pain points and opportunities	Design a To-Be experience map
Anatomy			
Actors	Stakeholder ecosystem relations	Map actors, relations and value streams	Map out new actors and relationships
Touchpoints	Coherent customer journeys	Map journeys, channels and identify touchpoints	Design future customer/employee/actor journeys
Services	Service offerings and portfolio	Map the current service lines and key services	Design a set of services, map their dependencies
Content	Content strategy and governance	Map and assess relevant content items	Formulate a content strategy and design key items
Frames			
Business	Business model and product portfolio	Map the current products and business models	Design business models, value propositions, KPIs
People	Understanding and addressing human needs	Gain research insights and develop personas	Design for opportunities identified from insights
Function	System design and functional requirements	Understand purpose and functional needs	Design a target functional decomposition
Structure	Domain representation and structural performance	Make a domain model and identify key elements	Develop a target structure / domain model
Design Space			
Communication	Communication strategy, media and message	Understand the audience and identify channels	Design communication media and messages
Information	Information Architecture, access and decisions	Explore classification systems and mental models	Design classification systems for navigation / data
Interaction	Interactions and interactive products and systems	Evaluate user interactions for key tasks	Design interactions and dialogues
Operation	Operational business processes and rules	Map and assess processes and their performance	Design processes and workflows
Organization	Team structure, roles and responsibilities	Map out the team organization and collaboration	Design team structures, roles and incentives
Technology	Technical components and their interplay	Explore available technology assets / opportunities	Design technology component architecture
Rendering			
Signs	Visual, textual and user interface design	Evaluate visual messages and user interfaces	Create mockups and storyboards
Things	Physical and digital products	Evaluate product usability and overall quality	Create physical/digital prototypes
Places	Wayfinding, topology and ambiance	Evaluate the design of relevant places	Create maps and models

Enterprise Design Sprint

The 4 Flavours and typical Sprint agenda items

	① Engage	② Discover	③ Define	④ Experiment	⑤ Validate	⑥ Implement	⑦ Deliver
Engagement	Stakeholder interviews	Insight exhibition	Team challenges	Crazy 8 design studio	Validation questions	Blueprinting	Results exhibition
	Common challenges	Inspiration talks	How might we...?	Lo-Fi Prototyping	Ritual dissent	Now/Soon/Later map	Intranet community
	Mixed groups	Customer calls	Shared principles	Scenario mapping	Expert feedback	You should talk to...	Participant survey
	Self-study probe	Stakeholder input	Blueprinting	Storyboarding	Decider vote	Feedback session	Stage gates
	Before	**Day 1**		**Day 2**			**After**
Strategy	Stategic challenge	Portfolio review	Positioning	Scenario writing	Projection/simulation	Roadmapping	Staff briefing
	Outcome mapping	Market insights	Objectives/measures	Ecosystem prototype	Leader vote	Storytelling	Strategy sessions
	Ecosystem mapping	As-Is capabilities	Value proposition	Key moments	Customer feedback	Roles and tasks	Strategy audit
	Assigning hats	Customer research	Business model	Reporting	Expert feedback	High level backlog	Key learnings
	Before	**Day 1**	**Day 2**		**Day 3**		**After**
Experimentation	Validation questions	Customer insight	Pitch writing	Prototyping	Test sessions	Blueprinting	Retrospective
	Customer Top Tasks	Cultural probe	Blueprinting (To-Be)	Storyboarding	Customer feedback	Spec writing	Follow-up study
	Design fiction, trends	Ecosystem map	Cross inspiration	Sketching	Effort vs. value	Feasibility check	Tech prototype
	User insights	Journey map	Storymapping	Success metrics	Leader vote	User stories	Business case
	Before	**Day 1**	**Day 2**	**Day 3**		**Day 4**	**After**
Realization	Roadmapping	User/customer insight	Spec wrtiting	Hi-Fi Prototyping	Test script writing	Spec writing	Results workshop
	Topics and teams	Data analysis	How might we...?	Hackathon	Expert feedback	Backlog/user stories	Follow-up study
	Feasibility studies	Blueprinting (As-Is)	Blueprinting (To-Be)	Alignment sessions	Customer/user feedb.	Business case	KPI tracking
	Portfolio review	Capability mapping	Expert input	Multiple models	Projection/simulation	Portfolio planning	Regular check-ins
	Before	**Day 1**	**Day 2**	**Day 3**	**Day 4**	(optional: Day 5)	**After**