

Design Sprint

Design Thinking Crash-Course



1. Define

Part A. Empathy

Initial Interview

- From New York
- Used to play soccer
- Has a strong family connection
- Is part of the hip-hop team on campus

Deeper Interview

- Is vice president of the hip-hop team
- Used to be treasurer
- Performs at basketball games and various campus events
- Has been a part of the team for two years



Part B. Needs and Insights

Findings, Facts, Insights

- Ordering uniforms for the team is a challenge
- Finding adequate space to practice and rehearse is hard
- Scheduling practice around 26 members' schedules can be difficult

Part C. Define Problem

- Finding an adequate practice location is a problem for the hip-hop team because they have 26 members and there is limited space/time for them to practice

Part D. HMW Statement

- How Might We: find a more compatible space that works at a time for everyone.



2. Ideate

Part A. Lightning Demos

Relevant Examples

- Washington University in St. Louis
 - During COVID there weren't enough appropriate spaces for the dance teams to practice
 - Used windows as 'mirrors' because they were so desperate
 - They practiced in the basement at night because that was the only time they could
 - It was a balancing act with all of the different teams needing to practice



Part B. Concept Sketches

Create Concept Sketches

- *Notes*
 - Either practice in one of the two smaller, older studios (which have capacity and are cramped)
 - Work around dance team's and other team's/club's schedules in order to practice in the bigger, newer studio which fits everyone
 - There was miscommunication with the scheduler liaison when trying to book the bigger studio via email



3. Decide

Part A. Present Concept Sketches

Ideas

- Split the team between the two older studios having a leader for each one
 - Rotate the members so everyone gets the same exposure ad experience
- Find a better time to work in the newer studio
- Transform the older studios into one larger one
 - Would require construction from the school
- Have a face-to-face meeting with the scheduling liaison rather than all by email
- Create a paper calendar with possible dates/times for practices booked for the whole semester

Part B. Capture Feedback

Responses

- Splitting the team would lose the team-building and unity that comes when practicing together
 - Formations with other members would get tricky
- Most ideal solution; scheduling is already hard enough with 26 members
- Definitely will keep the communication with the scheduler open and strong



Part C. Reflect + Iterate

Create New/Refined Ideas

- Focus more on reserving the bigger practice room and working around those schedules



4. Prototype

Create a Solution

- Set a set time for practice that a majority of members can attend. Keep that same time for the whole semester.



5. Test

Present Prototype and Get Feedback

Presented Prototype

- Reserve a set time for practice when the bigger studio is available.
Example: every Wednesday from 7-9
 - Is easy to reserve for the whole semester
 - Whoever can make it will make it
 - Academics still come first
 - A couple may have to be canceled/rescheduled here and there
 - Still have the smaller ones as backup if needed

▪ What Worked?

- There is enough space for the whole team to practice when they need to

▪ What could be improved?

- Eliminating any miscommunication when reserving the room

▪ Questions?

- None

▪ Ideas

- None

