



Design Sprint: A Practical Guidebook for Building Great Digital Products

By Richard Banfield, C. Todd Lombardo, Trace Wax

Download now

Read Online 

Design Sprint: A Practical Guidebook for Building Great Digital Products

By Richard Banfield, C. Todd Lombardo, Trace Wax

With more than 500 new apps entering the market every day, what does it take to build a successful digital product? You can greatly reduce your risk of failure with design sprints, a process that enables your team to prototype and test a digital product idea within a week. This practical guide shows you exactly what a design sprint involves and how you can incorporate the process into your organization.

Design sprints not only let you test digital product ideas before you pour too many resources into a project, they also help everyone get on board—whether they're team members, decision makers, or potential users. You'll know within days whether a particular product idea is worth pursuing.

Design sprints enable you to:

- Clarify the problem at hand, and identify the needs of potential users
- Explore solutions through brainstorming and sketching exercises
- Distill your ideas into one or two solutions that you can test
- Prototype your solution and bring it to life
- Test the prototype with people who would use it

 [Download Design Sprint: A Practical Guidebook for Building ...pdf](#)

 [Read Online Design Sprint: A Practical Guidebook for Buildin ...pdf](#)

Design Sprint: A Practical Guidebook for Building Great Digital Products

By Richard Banfield, C. Todd Lombardo, Trace Wax

Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax

With more than 500 new apps entering the market every day, what does it take to build a successful digital product? You can greatly reduce your risk of failure with design sprints, a process that enables your team to prototype and test a digital product idea within a week. This practical guide shows you exactly what a design sprint involves and how you can incorporate the process into your organization.

Design sprints not only let you test digital product ideas before you pour too many resources into a project, they also help everyone get on board—whether they’re team members, decision makers, or potential users. You’ll know within days whether a particular product idea is worth pursuing.

Design sprints enable you to:

- Clarify the problem at hand, and identify the needs of potential users
- Explore solutions through brainstorming and sketching exercises
- Distill your ideas into one or two solutions that you can test
- Prototype your solution and bring it to life
- Test the prototype with people who would use it

Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax **Bibliography**

- Sales Rank: #180259 in Books
- Brand: O Reilly Media
- Published on: 2015-10-18
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .40" w x 8.90" l, .0 pounds
- Binding: Paperback
- 272 pages



[Download Design Sprint: A Practical Guidebook for Building ...pdf](#)



[Read Online Design Sprint: A Practical Guidebook for Buildin ...pdf](#)

Download and Read Free Online Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax

Editorial Review

About the Author

The CEO and Co-Founder of Boston-Based User Experience Agency Fresh Tilled Soil, Richard wears the strategic hat around the office. He's worked his way up the web marketing food chain, starting with online ad sales at MultiChoice, Africa's largest TV and Internet media business. Richard was in the thick of it during the heady dot-com years, founding Acceleration, an international e-marketing business headquartered in London. He has never met a whiteboard he didn't like.

In a world of hyper-specialization, C. Todd stands in the intersections and sees the connections that revolve around us. As an Innovation Architect at Constant Contact's InnoLoft, he facilitates product and service design sprints for a wide range of external startups and internal product teams. C. Todd is also a member of the adjunct faculty at Madrid's prestigious IE Business School where he teaches courses on Creativity, Innovation, Design-Thinking and Communication.

After a career in user experience design and research at companies like Microsoft and Nuance, Trace then became a developer at Pivotal Labs, and is now a Managing Director at thoughtbot. He has facilitated numerous product design sprints, and is an author and maintainer of thoughtbot's design sprint methodology repository. He's brought Lean and Agile methodology to many large companies and small startups, helping teams to focus, prioritize, and become happy and productive.

Users Review

From reader reviews:

Dorothy Tran:

Do you have something that you want such as book? The reserve lovers usually prefer to decide on book like comic, small story and the biggest some may be novel. Now, why not striving Design Sprint: A Practical Guidebook for Building Great Digital Products that give your fun preference will be satisfied by means of reading this book. Reading behavior all over the world can be said as the means for people to know world much better then how they react towards the world. It can't be mentioned constantly that reading addiction only for the geeky man or woman but for all of you who wants to be success person. So , for all of you who want to start studying as your good habit, you are able to pick Design Sprint: A Practical Guidebook for Building Great Digital Products become your personal starter.

Kenneth Kelly:

In this period globalization it is important to someone to find information. The information will make professionals understand the condition of the world. The healthiness of the world makes the information easier to share. You can find a lot of referrals to get information example: internet, newspapers, book, and

soon. You can observe that now, a lot of publisher this print many kinds of book. Often the book that recommended for your requirements is Design Sprint: A Practical Guidebook for Building Great Digital Products this book consist a lot of the information of the condition of this world now. This kind of book was represented just how can the world has grown up. The words styles that writer use for explain it is easy to understand. The actual writer made some exploration when he makes this book. That is why this book ideal all of you.

Pamela Guarino:

Is it you who having spare time after that spend it whole day through watching television programs or just lying on the bed? Do you need something totally new? This Design Sprint: A Practical Guidebook for Building Great Digital Products can be the reply, oh how comes? The new book you know. You are and so out of date, spending your spare time by reading in this brand-new era is common not a geek activity. So what these guides have than the others?

Scott Hagen:

A number of people said that they feel weary when they reading a e-book. They are directly felt the item when they get a half portions of the book. You can choose the particular book Design Sprint: A Practical Guidebook for Building Great Digital Products to make your personal reading is interesting. Your current skill of reading skill is developing when you including reading. Try to choose straightforward book to make you enjoy to read it and mingle the idea about book and looking at especially. It is to be first opinion for you to like to wide open a book and learn it. Beside that the publication Design Sprint: A Practical Guidebook for Building Great Digital Products can to be your new friend when you're truly feel alone and confuse with the information must you're doing of their time.

Download and Read Online Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax #6NMS48UHTPY

Read Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax for online ebook

Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax books to read online.

Online Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax ebook PDF download

Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax Doc

Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax MobiPocket

Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax EPub

6NMS48UHTPY: Design Sprint: A Practical Guidebook for Building Great Digital Products By Richard Banfield, C. Todd Lombardo, Trace Wax