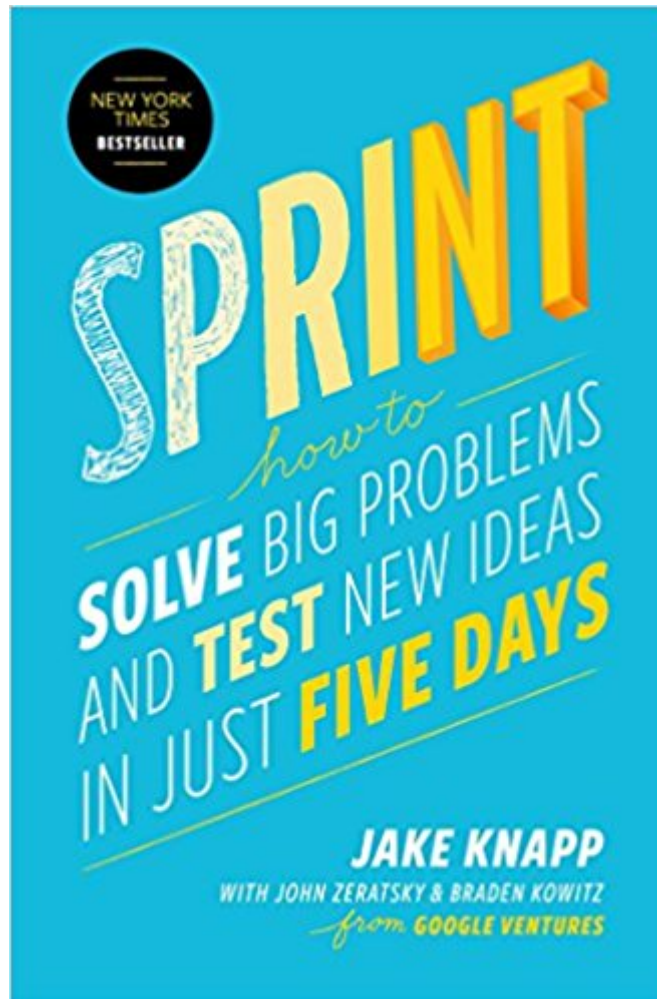


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# Sprint: How To Solve Big Problems And Test New Ideas In Just Five Days



## Synopsis

NEW YORK TIMES BESTSELLER WALL STREET JOURNAL BESTSELLER • Sprint offers a transformative formula for testing ideas that works whether you're at a startup or a large organization. Within five days, you'll move from idea to prototype to decision, saving you and your team countless hours and countless dollars. A must read for entrepreneurs of all stripes.

• Eric Ries, author of The Lean Startup From three partners at Google Ventures, a unique five-day process for solving tough problems, proven at more than a hundred companies. Entrepreneurs and leaders face big questions every day: What's the most important place to focus your effort, and how do you start? What will your idea look like in real life? How many meetings and discussions does it take before you can be sure you have the right solution? Now there's a surefire way to answer these important questions: the sprint. Designer Jake Knapp created the five-day process at Google, where sprints were used on everything from Google Search to Google X. He joined Braden Kowitz and John Zeratsky at Google Ventures, and together they have completed more than a hundred sprints with companies in mobile, e-commerce, healthcare, finance, and more. A practical guide to answering critical business questions, Sprint is a book for teams of any size, from small startups to Fortune 100s, from teachers to nonprofits. It's for anyone with a big opportunity, problem, or idea who needs to get answers today.

## Book Information

Hardcover: 288 pages

Publisher: Simon & Schuster (March 8, 2016)

Language: English

ISBN-10: 150112174X

ISBN-13: 978-1501121746

Product Dimensions: 5.5 x 1 x 8.4 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars • See all reviews (160 customer reviews)

Best Sellers Rank: #2,453 in Books (See Top 100 in Books) #10 in Books > Business & Money > Processes & Infrastructure > Organizational Learning #21 in Books > Business & Money > Skills > Decision Making #22 in Books > Business & Money > Management & Leadership > Decision-Making & Problem Solving

## Customer Reviews

Jake, John, and Braden have synthesized the most important design-thinking concepts of today into

a book that is worth its weight in gold. Seriously â” lâ™ve translated the ideas and checklists in this book to tens of thousands of dollars already as a design consultant. Itâ™s weird... even after 4 years of studying Art & Design in college and 4 years of working at a big tech company, this book was STILL a revelation to me. It helped me understand and practice design in a whole new way. I was lucky to be mentored by top-tier designers. Now you can be mentored by some of the best designers in the Silicon Valley. Listen in on how they work and think...90% of what you need to know about designing great products is in these 257 glorious pages. The other 10% is just blood, sweat and tears.

If you like placing big bets on untested guesses then this book might not be for you - save your money and buy a Powerball ticket. However, if you'd prefer to launch something new into the world with a bit more knowledge about how customers might respond, then I highly recommend Sprint. There's a lot to like about the book, but I'll start with the tone. It suits the methodology perfectly - it's energetic, it doesn't seem to take itself too seriously, and it is direct. It's a refreshing read and has the effect of making you want to try the process right away. From a format perspective, the book is primarily laid out according to the five days of a sprint which further helps with its applicability. The five main sections of the book cover each of the five days of a sprint with practical tips, lessons, and real world examples embedded throughout. The content will feel familiar to those versed in design thinking...but entirely accessible to those who are not. Much of what is contained in the book will strike you as a very sensible approach; however, in practice you often see the exact opposite applied and groupthink and inaction typically reign. And that's where the book shines. It really gives you a roadmap for applying this process, that once underway and properly facilitated, will feel like it's the method you should use to navigate those really tricky business challenges. Sprint reveals a simple but profoundly powerful approach to making progress and determining next steps without guessing.

The book content is great and the process methods and practice are well defined for any UX professional to pick up and be effective with out of the box. Four stars because the Kindle version is dreadful, don't buy it terrible image formatting of tiny indistinguishable blobs. The Kindle typography is also borderline. Buy paper you will thank me.

This is one of the most useful work books I've ever read. Practical, easy to read, fantastically easy to apply to work projects. Loads of super insightful information and advice! I used this text for a

class I taught at the Stanford d.school and the students really loved it. I highly recommend this book to any team wanting to incorporate fast iterations into work flow/product development.

I worked directly with all three authors at Google, and experienced first hand the nascent Sprint process that Jake was pioneering. I can't recommend the team and the process highly enough. When we look back in ten years at how this decade saw design move from a peripheral role in a technology team to a primary strategic role, this process will be acknowledged as one of the key things that changed how people think about design.

This book is the single most tactical problem-solving book. If you've been wondering what you need to do to get something done and build a solution to a real problem, this book and the sprint method just cuts right to the chase and gives you a set of tools you can actually use. Sprint is an excellent read with a real tangible approach to solving problems. There's so much that has gone into the design sprint method behind this book and so much to learn from the design sprint experience itself - e.g. human behavior, team work, focus, efficiency, success/failure, etc. I've been using their design sprint method for years now and I am really excited to see it codified in this book. The best part is that you can use the sprint method for almost any kind of project that's aiming to solve a problem. If the key to getting something done is to just "do it", this book and the sprint demonstrates the how to "do" part.

An excellent resource to offer the world with many problems to solve. This tool rich approach to getting customer reaction is valuable in the message it communicates, "Let's find out what real customers think!". In just about every situation, business and nonprofit, there is resistance to that step, mostly out of ignorance. The rule of five "that getting reactions from 5 targeted potential customers is enough to kickstart this process into reality puts this learning in reach of many. The humor is lovely - the testimonials are revealing. The honesty about guarding against falling in love with your own idea is critical. Within new product development and entrepreneurship there is a legacy of championing your own idea, driving it through, despite the opposition. Sprint could get a team/management through all that. Most start ups fail for one reason, a lack of customers. Sprint gets the customer's point of view into the equation early. The 5 day commitment is a challenge. There are guidelines and advice on work arounds. It likely becomes quite prestigious to be selected for a "Sprint"™. I foresee professional opportunities to become Sprint facilitators!!

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