

# Google Design Sprints

Ideas to tested prototype in 5 days

Your method to inspire innovation and new business models, and solve problems, Google Design Sprints work independently of the purpose, orientation and size of an organisation. They achieve valid results in a short time for start-ups as well as for large organizations.

Test the “if” and the “how” of a challenge, product idea or even a business model very quickly, by focusing on the customer. By delivering tangible and measurable results in the form of concrete solution ideas in the shortest possible time, it integrates early testing of market acceptance with prototypes - before they are launched on the market.

The methodology combines the “best of” design thinking, agile approach and the lean start-up method. It is clearly structured and solution-oriented, and it enables interdisciplinary teams to find answers to critical questions in a short time through rapid idea development and condensation, prototyping and final user testing.

It is a five-step process, each stage can be completed in one day:

- Day 1: Understand - In the beginning is the end
- Day 2: Diverging/Sketching - Idea development & condensation
- Day 3: Decide - Storyboard
- Day 4: Prototype building
- Day 5: Test/Validate

**“The fast, agile approach avoids time-, resource- and cost-intensive steps by shortening the development process, it minimises risk and puts the customer at the centre.”**



## Meike Müller | Senior Enabler & Google Design Sprints and OKR Expert

Meike brings with her over 25 years of entrepreneurship experience. Today she helps companies to innovate, transform, reinvent and crucially - get ideas off the ground and into practice. is an expert in conducting google design sprints,

She is a visionary, serial founder who is passionate about unleashing potential with innovative approaches and transformative technology. → [in](#)

Ready for the next step? Contact us for an informal exchange at [+49 89 44499 0720](tel:+4989444990720) or book us [here](#).