
Dos and don'ts when picking

**THE DESIGN
SPRINT
CHALLENGE**



Although design sprints are an incredible framework for transformation and team collaboration, they are **not a silver bullet** and should be applied in the **right context**.



Don't tackle the
everyday business
challenge



Sprint on a
complex business
challenge

Don't sprint when
there are already
known/ familiar
solutions



Use the sprint
when the solutions
are **unknown**





Don't sprint when
there's a low
impact on the
business



Do sprint when
there's medium/
high impact on the
business

Don't go for the
low risk investment



Look for the **high**
risk investment



But, most importantly ...

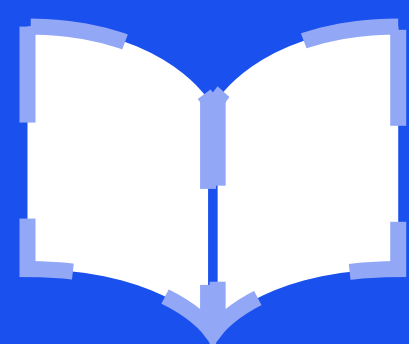
Don't sprint when
you can't
articulate the
problem



Sprint only when
you have a **well
defined** problem
statement



Unlock the power of design sprints by **choosing the right problem first.**



Check out 👁️👁️ our Problem Framing courses!