

week 1–3
research + kickoff

week 4 – 9
validation sprints

week 10
final synthesis

post
present report

**kickoff
synthesis**

**sprint 1
synthesis**

**sprint 2
synthesis**

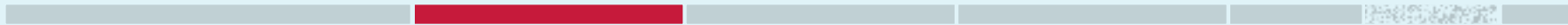
**sprint 3
synthesis**

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Anatomy of a sprint

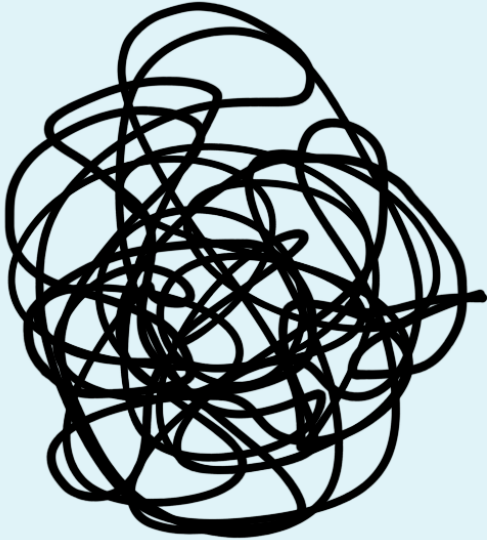


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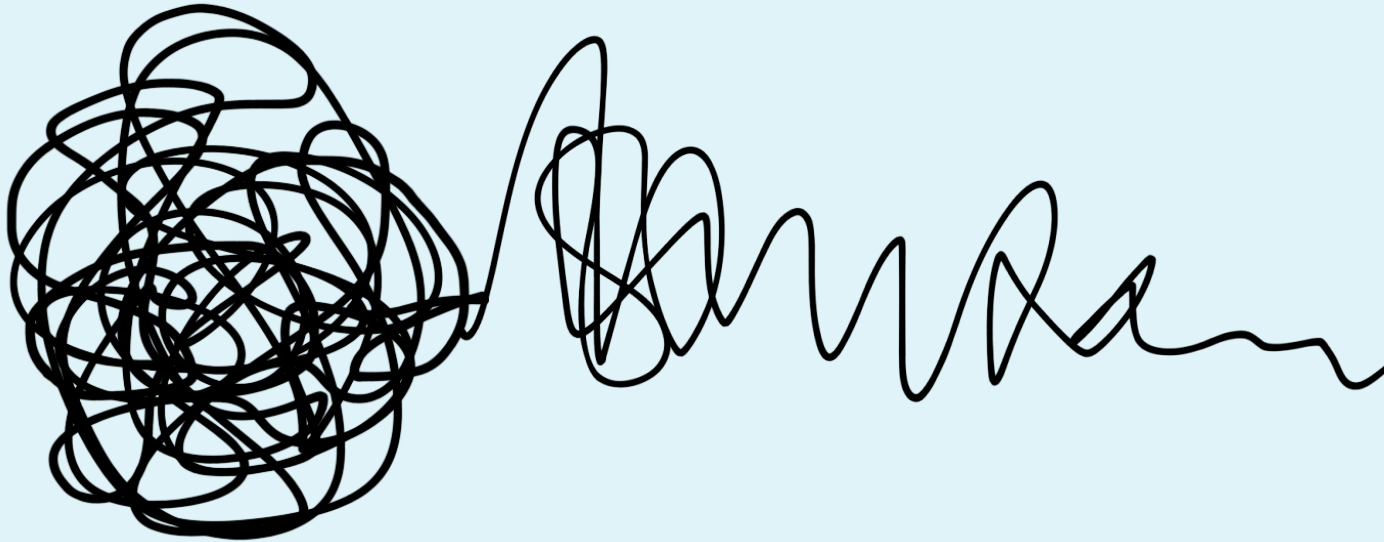
We conduct broad research and customer interviews. This provides the foundation to help us identify high-value solution areas to explore.

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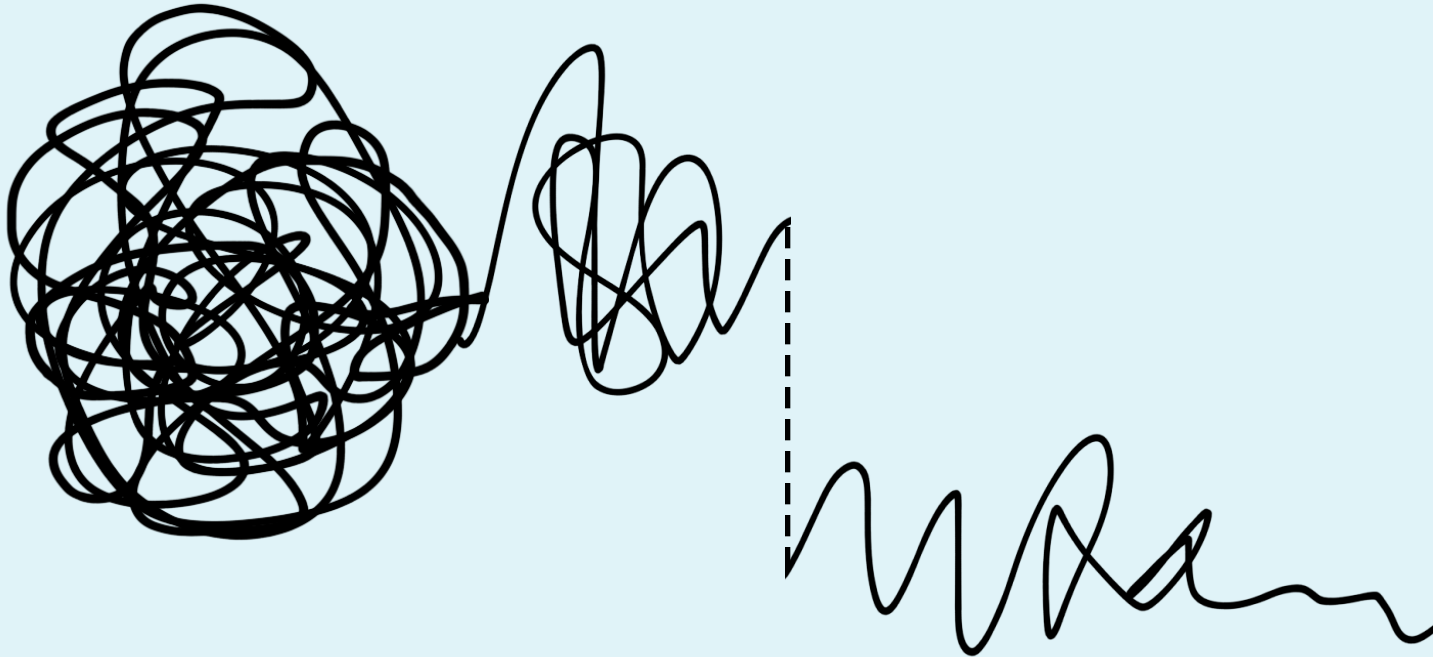
Validation sprints are a risk-mitigation technique. Each sprint is a small experiment that focuses on determining whether a hypothesis about the possible solution is valid or not.

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Validation sprints enable us to pivot sooner when a solution hypothesis does not pan out.