



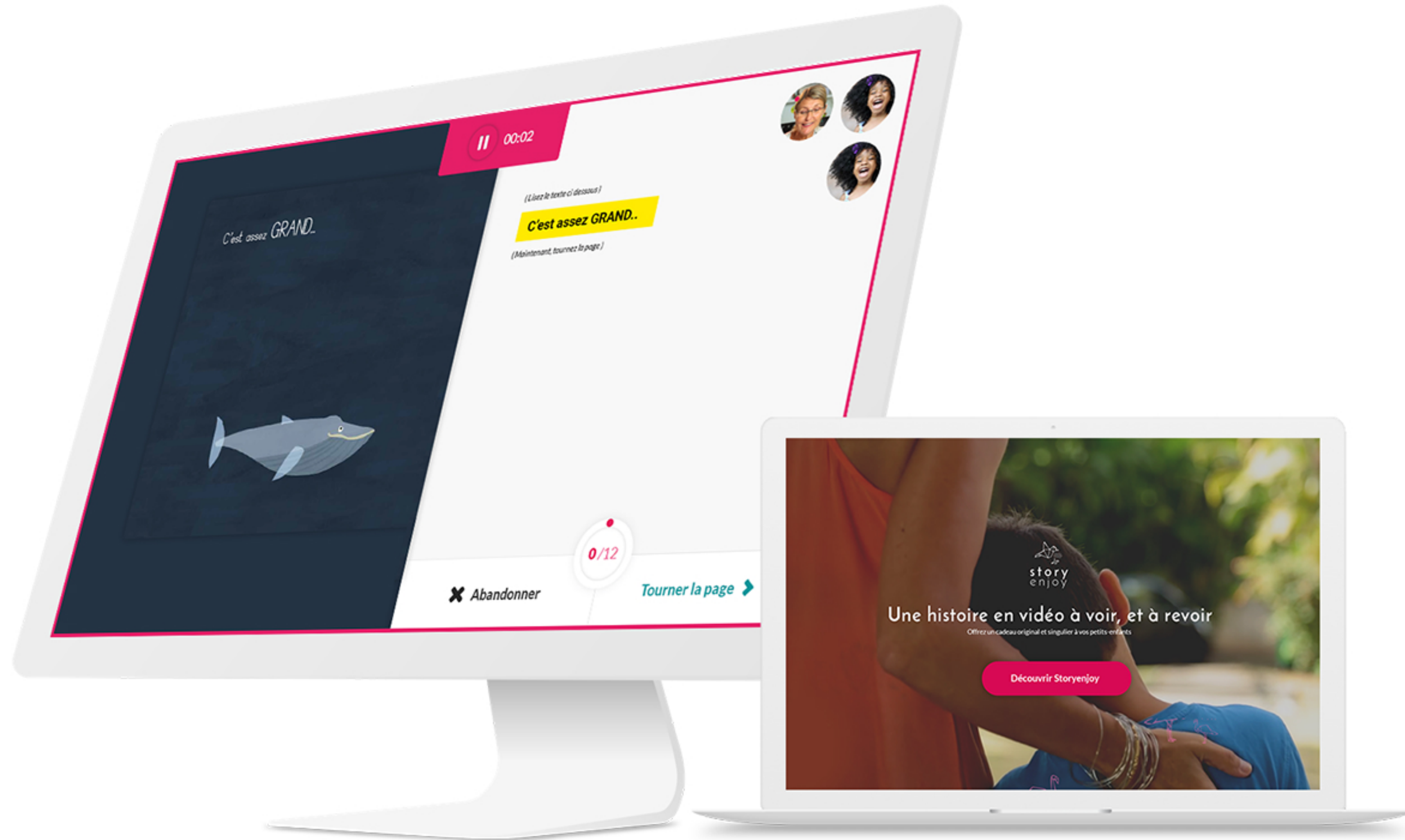
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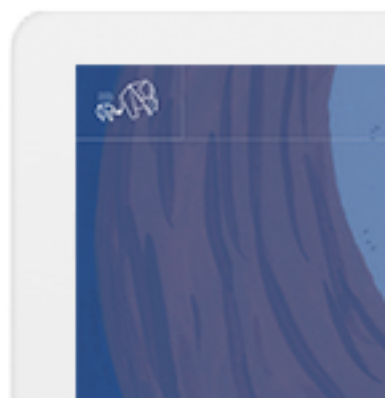
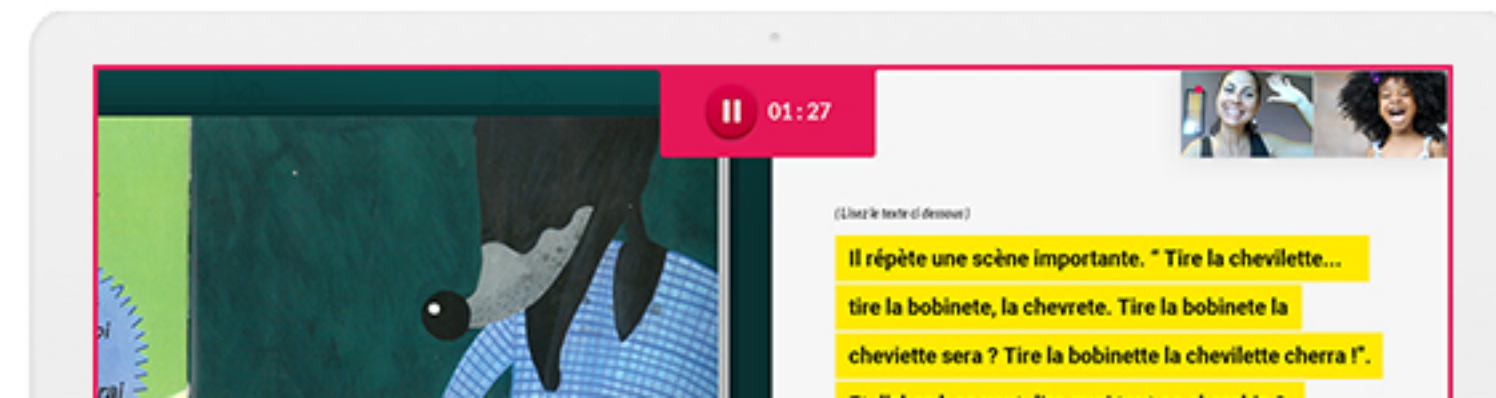
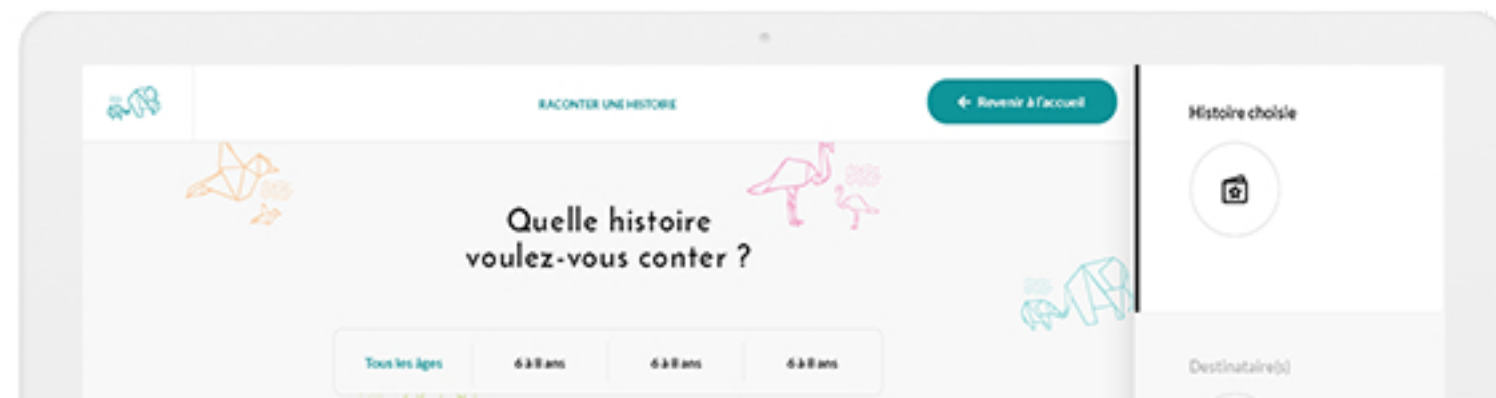
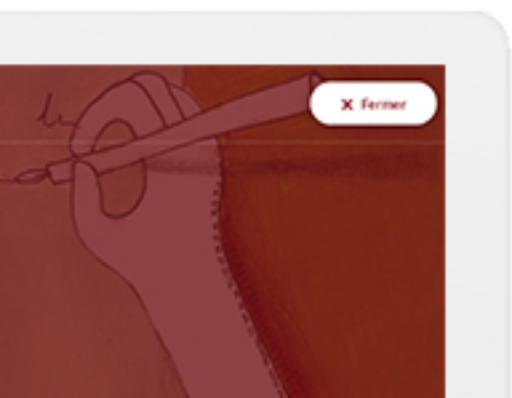
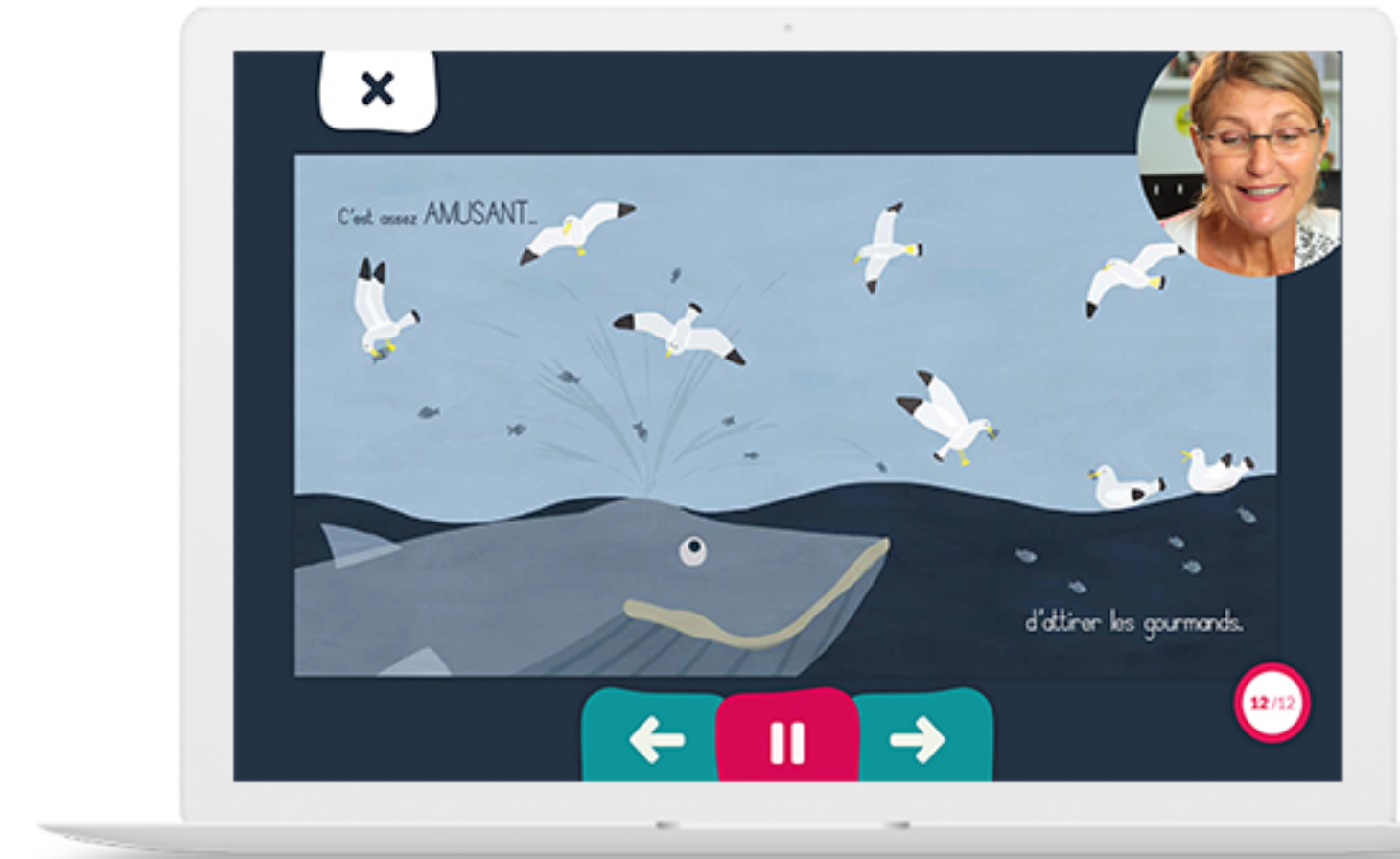
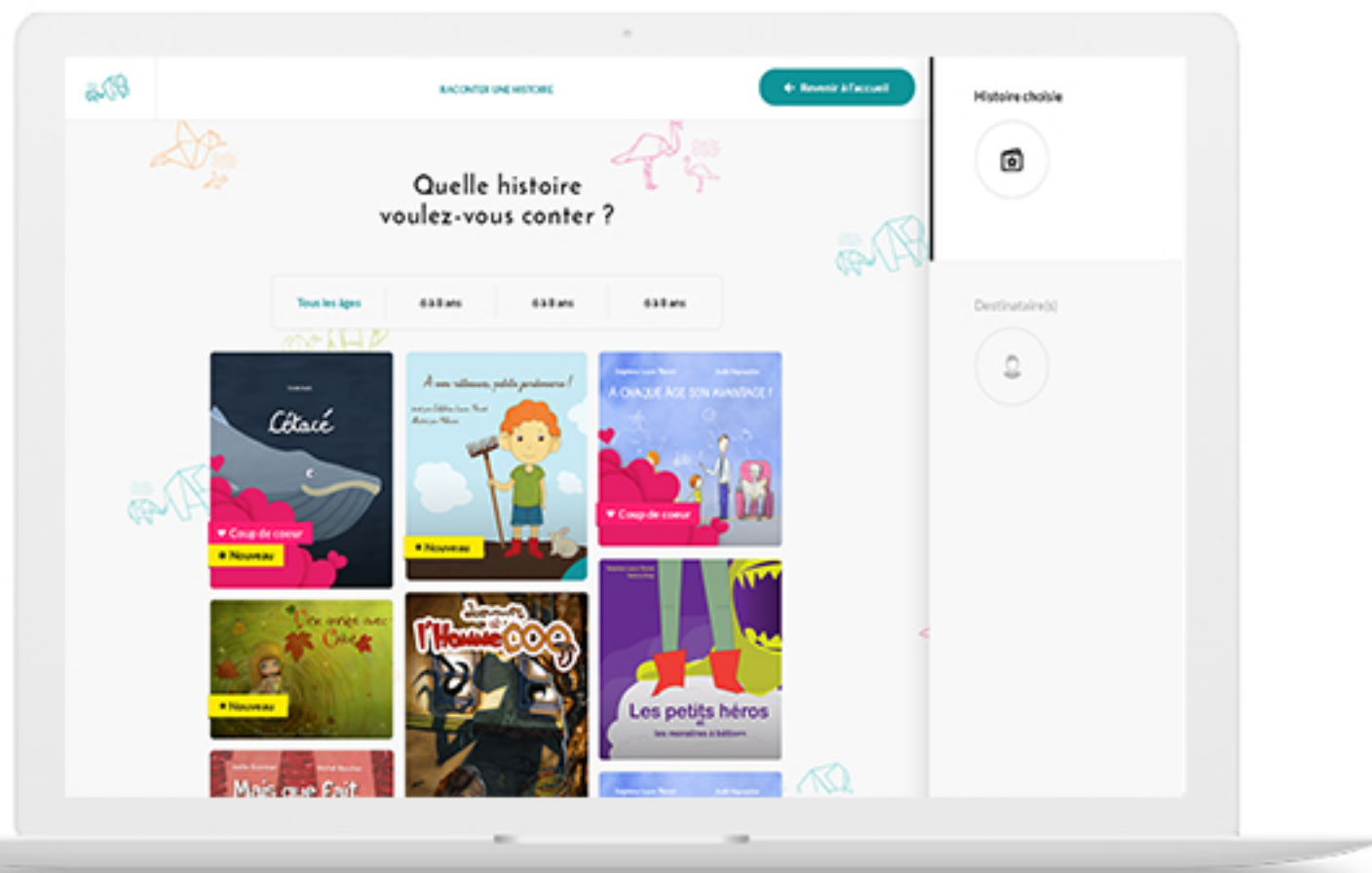
Design story

The background features a repeating pattern of stylized, geometric dinosaur icons in various colors (orange, pink, blue, green). The icons are composed of simple lines and dots, giving them a modern, minimalist appearance. They are scattered across the white background, creating a playful and thematic environment.

Storyenjoy.com

Une histoire à voir, et à revoir







Le design sprint

by Google Venture



UBER

jet

Medium

slack

stripe

Dialpad

Acquired by Walmart, 2016

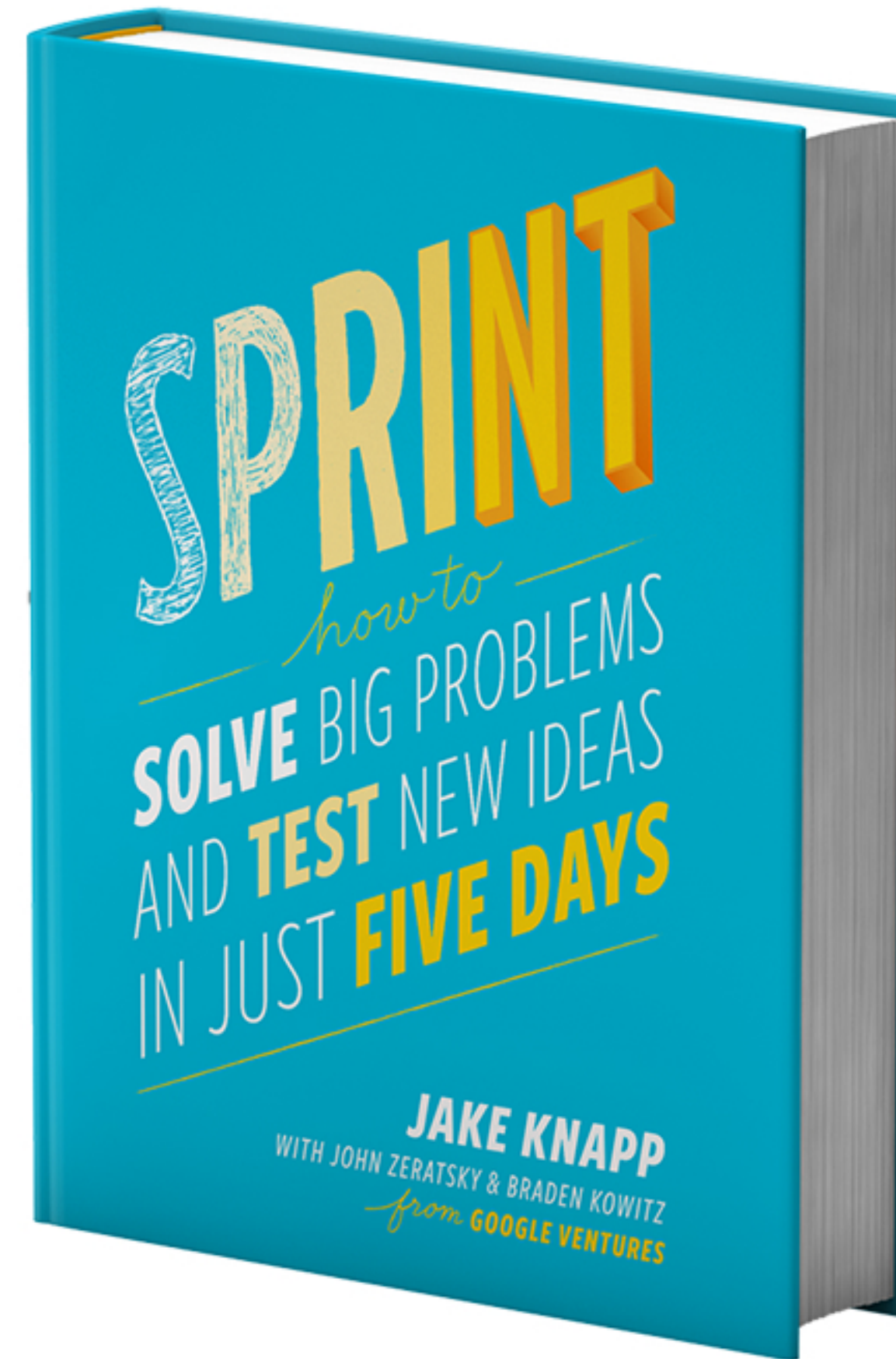


Acquired by Netmarble, 2017

nest

Acquired by Google, 2014

WALKER
AND
COMPANY



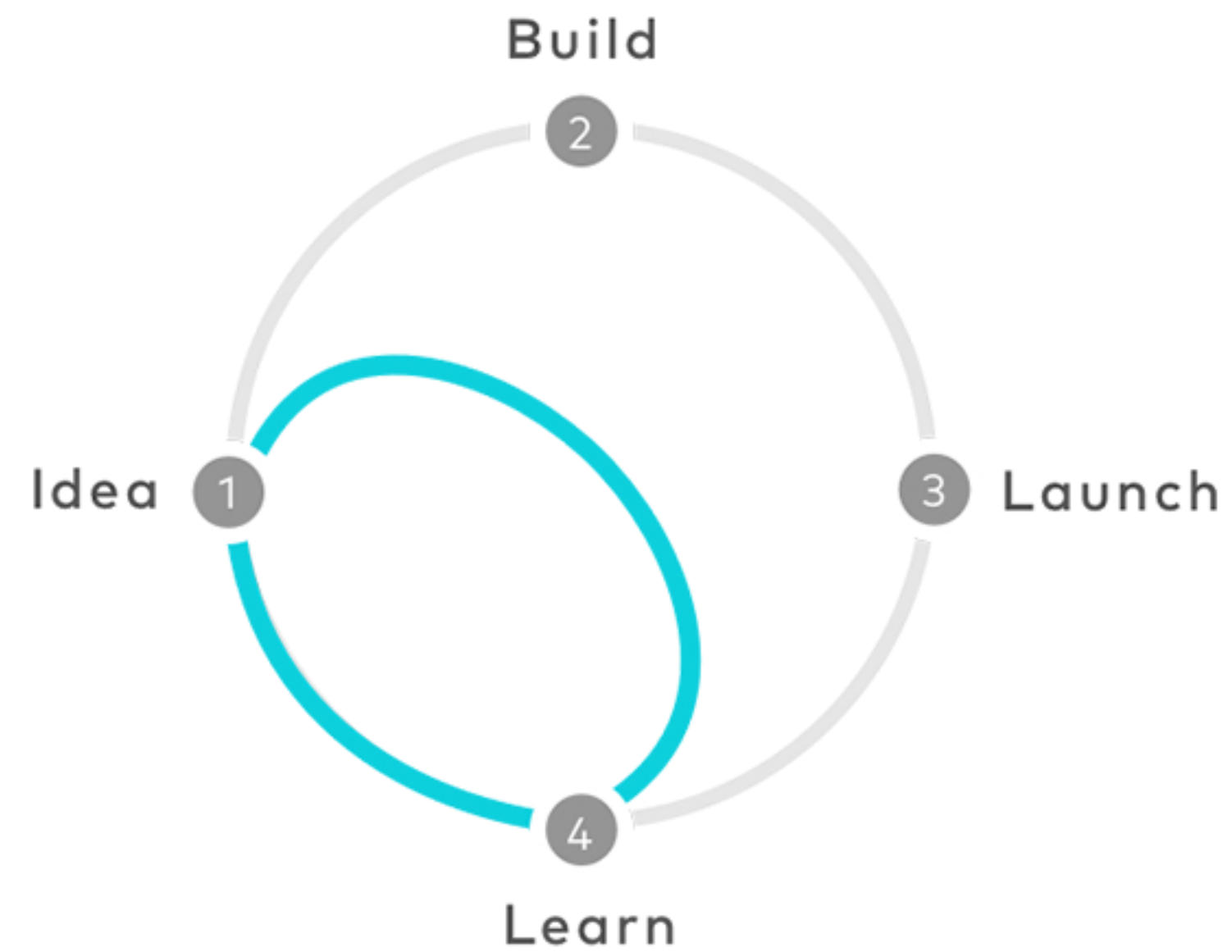
DUO

Core OS

HubSpot

Kobalt

“Résoudre des problèmes et tester de nouvelles idées en 5 jours seulement”



“On estime qu’une modification coûte 100 fois moins cher si elle est réalisée au début du projet, avant que l’on n’ait commencé à coder.”

LUNDI



Comprendre

Les utilisateurs, leurs besoins, le contexte, la problématique.

MARDI



Esquisser

Imaginer les premières solutions, croquer les premières idées, échanger.

MERCREDI



Décider

Choisir la meilleure idée ou celle que l'on souhaite tester.

JEUDI



Prototyper

Construire quelque chose d'imparfait mais de fonctionnel. Se concentrer sur l'utilisabilité et pas sur l'aspect.

VENDREDI



Tester

Montrer le prototype à de réels utilisateurs extérieurs au projet. Analyser ce qui ne fonctionne pas.

War room



Current

5	!	\$	☺
M	1	☺	✓



Test utilisateur





“Optimiser l’expérience utilisateur d’un public **séniors** et **junior** sur une interface **innovante**”



Sticky notes on the wall, including a pink one with the word "IDEES" and several yellow ones.

Sticky notes on the wall, including a pink one with "COMMENT", a yellow one with "Admin", and several yellow ones with "Story Template", "Story Teaser", "Story Historie", "Story Explorer", "Group Supervisor", and "Parent".

Vertical columns of orange sticky notes on the wall.

Three sheets of paper with sketches and diagrams pinned to the wall.

Handwritten notes on a large sheet of paper, including sections like "Phyllis", "Motion design", "Cinéma", "Light Box", "Feedback Visuel", and "Avatar GIF".

Handwritten notes on a large sheet of paper, including sections like "Bande défilée (frise)", "Transformation de pages en frise", "Cadre 'Histoire de vie'", and "Feedback visuel de la vidéo".

Handwritten notes on a vertical sheet of paper, including sections like "Didacticiel Bateo", "Nauie Douce G. Aul", and "L'enregistrement".



Merci

Caroline Lopez | storyenjoy.com

Maxime Rimbault | teksi.net

Design sprint | gv.com/sprint