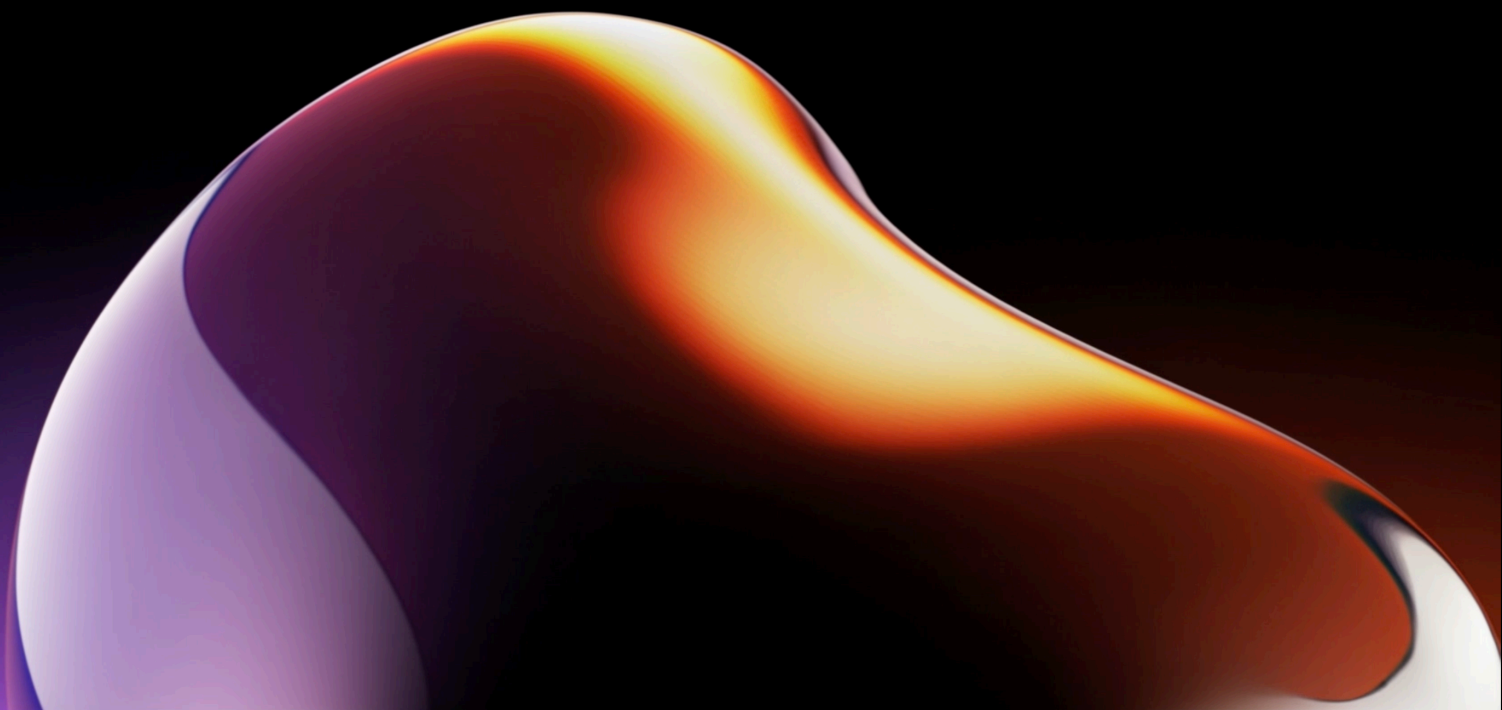




Design Studio[®]

Product Validation Sprint

THE PROCESS/ SCOPE/ MAIN STAKEHOLDERS/ TIMELINES





1. Product Validation sprint

The Product Validation Sprint is a focused 3-week sprint (53 hours) designed to validate your product idea.

2. Scope

The sprint is strictly limited to a **single defined problem area**, typically one design with one flow. This limitation ensures depth, clarity, and feasibility within the allocated timeframe.

3. Stakeholders/ Roles

A. PRODUCT MANAGER

Responsible for defining business goals, providing domain knowledge, and making final decisions throughout the sprint. Participates in alignment sessions and validation workshop.

B. LEAD UI/UX DESIGNER (APPERIUM)

Responsible for planning and executing the sprint, including research, synthesis, design, prototyping, and testing. Facilitates workshops and translates insights into a validated product concept.

C. CLIENT

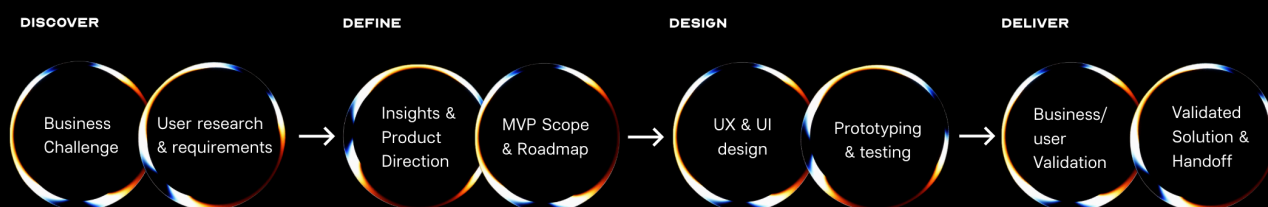
Defines business goals, provides domain knowledge, and makes final decisions throughout the sprint. Participates in alignment sessions and validation workshop.

D. TARGET USERS

Represent the intended audience of the product and participate in usability testing.



4. Process / Timeline



A. DISCOVER (9 HOURS) - WEEK 1

The sprint begins with a discovery phase aimed at rapidly aligning business intent with real user needs. In this stage, the core business challenge is clarified and translated into a tangible product hypothesis.



Aim

Aligning business intent with real user needs

Core activities

1. Kickoff: 1 alignment session (2 hours to confirm goals, scope, and success criteria)
2. 1 competitor scan (3–5 competitors, 2 hours)
3. 2–3 user interviews (or proxy research if access is limited) (30–45 min each) or / and a user survey (2 hours for creation + analysis)
4. Assumption mapping workshop (1h)
5. Documentation + wrapping up (2 hours)

Artifacts

1. Project plan (problem statement, business goals, stakeholders, research)
2. Competitive analysis
3. Assumptions map

B. DEFINE (10 HOURS) - WEEK 2

Aim

Turn insights into a focused concept and define what exactly will be tested.

Core activities

1. Insight affinity mapping (2 hours)
2. Value proposition workshop (2 hours)
3. Create 1–2 user journeys (2 hours)
4. MVP scoping workshop (2h)
5. Documentation + wrapping up (2 hours)

Artifacts

1. Insights affinity map
2. Value proposition canvas
3. User journey map
4. MoSCoW
5. Impact vs Effort matrix
6. Final concept document



C. DESIGN (29 HOURS) – WEEKS 2 AND 3

Aim

Build a realistic prototype that can be tested with users.

Core activities

1. Wireframe 6–10 key screens (low fidelity, 2 hours)
2. Test the low-fidelity with at least 3 users / Feedback round (1.5 hours)
3. Alignment on visual styling workshop (2 hours)
4. High-fidelity interactive Figma prototype 1 (18 hours)
5. Test the high-fidelity with at least 3 users / Feedback round (1.5 hours)
6. High-fidelity interactive Figma prototype 2 (4 hours)

Artifacts

1. Low-fidelity prototype
2. Testing reports
3. High-fidelity prototype (Figma file)
4. Style exploration (Figma file)





D. DELIVER (5 HOURS) – WEEK 3

Aim

Validate and confirm business viability, prepare for development.

Core activities

1. Concept validation & decision workshop (1 session, ~60 min)
2. Prepare handoff materials (final deliverables, advice document with business implementation and development advice) (4 hours)

Artifacts

3. Business context validation document
4. Final High-fidelity prototype (Figma file)
5. Advice document

4. Final Deliverables

1. Final High-fidelity prototype (Figma file)
2. Advice document
3. Project Plan

5. Note on the design process

Please note that while the Product Validation sprint follows a structured framework, the specific artifacts, activities, and level of detail may be adjusted based on professional judgment and insights obtained during the kickoff, discovery, and subsequent phases of the Sprint. We'd love to work in a way that benefits your product the most.

