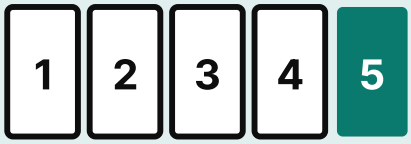
Process

Design sprint

A five-day process in which a small team understands a problem, proposes solutions, chooses one, prototypes it, and tests it with five customers.



In Spanish

Sprint de diseño

Origin

Jake Knapp at Google (2010), refined at Google Ventures from 2012; published by Knapp, Zeratsky, and Kowitz (2016)

What it's for

Important decisions drag on in meetings without anyone checking anything with customers.

Phases

Monday: understand
Map of the problem and goal.

Tuesday: sketch
Each person draws solutions, with Crazy 8s.

Wednesday: decide
One is chosen and told in a storyboard.

Thursday: prototype
A prototype that looks real on the surface, even if nothing works underneath.

Friday: test
Interviews with five customers.

How it's done

1 

A small team meets for five days in a row.

2 

From Monday to Thursday it understands the problem, sketches, decides and prototypes.

3 

On Friday the prototype is tested with five customers.

Applications in design

When to use it

When facing a big, risky decision that has to be made soon.

Avoid

Running a sprint for small things that can simply be decided.

Don't fall for it

Five interviews on a Friday are not a definitive validation: they are a first signal.

Connections

Used by

- Product design

Related to

- Crazy 8s
- Double Diamond
- MoSCoW method
- Premortem
- Prototyping
- Shape Up
- Storyboard
- Usability testing
- Dot voting

Authors and works

2016	**Jake Knapp, John Zeratsky, and Braden Kowitz**	Described the five-day sprint they used at Google Ventures with startups.

Sources

Original sources

- GV (n.d.). The design sprint. GV. Retrieved 2026. View source (https://gv.com/sprint/)
- Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint: How to solve big problems and test new ideas in just five days. Simon & Schuster.

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