



Katie LORD

OUR APPROACH

DESIGN SPRINTS

We've carefully crafted our approach based on our experience working with companies who require flexibility. Our unique design sprint method allows us to put structure to all projects.

① *Research*

② *Realize*

③ *Release*

Our 3 stages are adaptable to work with all teams and company sizes.

WHAT IS IT

Design sprints are a framework to solve and test design problems in a matter of days. originating from the Agile framework, it's combined with design thinking to create a hybrid process.

Katie Lord Inc. uses this as a spring board for their own unique approach by adapting the design sprint method and applying it to all things design. We paired it down to work within a quicker time frame.

METHOD

①

Research

1. *Understand*

What is the goal?

2. *Define*

What is the strategy?

3. *Diverge*

What are the possibilities?

②

Realize

4. *Decide*

Select best ideas

5. *Design/Prototype*

Create something

③

Release

6. *Validate*

Test idea, present to client

RESEARCH



Understand

- Lighting talks: Goals, challenges, users
- Determine stakeholders (depending upon task)

Define

- How will this task be implemented?
- What's the first thought the audience should have when seeing this?
- Use sticky notes to help organize

Diverge

- Sketches
- Storyboards

REALIZATION



Decide

- Select the strongest idea

Design/Prototype

- Sketch if still needed
- Take it to the artboard. Depending upon the task, it could be a PDF, InVision project or shown in context

RELEASE

Testing/Proofing

- What do you like/dislike?
- Does this meet your needs?
- Any edits?
- Send out for review



SPRINT WITH US



We become a dedicated partner and join your team. Each week, we assign a number of points to your tasks. This lets us know your priorities and how we should delegate our time. No more fixed project costs or redeveloping contracts to fit your scope of work.

As a partner, you will have:

- Bi-weekly meetings
- Full access to your working files
- View your task list at any time so there is never a question of what we're working on