Rapid Prototyping and Validation with Design Sprints Training Course

26 - 30 Oct 2026

Amsterdam

5900 € (Per Person)

Ref: #INN3662_113995

Course Introduction / Overview:

This intensive training course provides a comprehensive, hands-on immersion into the Design Sprint methodology, a time-constrained, five-day process for answering critical business questions through design, prototyping, and testing ideas with customers. Originally developed at Google Ventures by Jake Knapp and detailed in his influential book, "Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days," this framework is now a global standard for rapid innovation and risk reduction. Participants will move beyond theory to experience the entire sprint cycle, from problem framing and user journey mapping to creating high-fidelity prototypes and conducting user validation sessions. This course is designed to equip teams with a structured process for tackling complex challenges, fostering user-centered design, and making evidence-based decisions quickly. At BIG BEN Training Center, we guide you through each phase, ensuring you can confidently implement this powerful methodology to accelerate your product development lifecycle, validate concepts before significant investment, and cultivate a culture of continuous innovation within your organization. This program is your launchpad for building better products faster, grounded in real user feedback and strategic foresight.

Target Audience / This training course is suitable for:

- Product Managers and Product Owners.
- UX/UI Designers and Researchers.
- Project Managers and Scrum Masters.
- Engineers and Software Developers.
- Marketing and Brand Strategists.
- Business Analysts and Strategists.
- Entrepreneurs and Startup Founders.
- Innovation Leaders and Team Leads.
- Executives and Decision-Makers.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and FinTech.
- Healthcare and Medical Technology.
- E-commerce and Retail.
- Telecommunications and Media.
- Consulting and Professional Services.
- Manufacturing and Industrial Design.
- Governmental agencies and public sector bodies.
- Education and EdTech.

Target Organizations Departments:

- Product Development and Management.
- Research and Development (R&D).
- User Experience (UX) and User Interface (UI).
- Information Technology (IT) and Engineering.
- Marketing and Communications.
- Innovation and Strategy Departments.
- Business Development Units.
- Customer Experience (CX) Teams.
- Digital Transformation Offices.

Course Offerings:

By the end of this course, the participants will have able to:

- Master the five-day Design Sprint framework from start to finish.
- Facilitate problem-framing sessions to define clear, actionable challenges.
- Develop detailed user journey maps to understand customer pain points.
- Generate a wide range of solutions through structured brainstorming techniques.
- Create compelling storyboards to visualize the user experience.
- Build high-fidelity, interactive prototypes using modern tools.
- Plan and conduct effective user testing sessions to gather authentic feedback.
- Analyze and synthesize user feedback to derive actionable insights.
- Integrate sprint outcomes into the broader product development lifecycle.
- Champion a culture of rapid experimentation and user-centered design.

Course Methodology:

The training methodology at BIG BEN Training Center is fundamentally experiential and collaborative, designed to simulate a real-world Design Sprint environment. This is not a lecture-based course; it is an immersive workshop where participants learn by doing. Over the five days, attendees will work in small, cross-functional teams on a realistic business challenge, progressing through each stage of the sprint process. The methodology emphasizes hands-on activities, including problem framing, solution sketching, storyboarding, and interactive prototyping. Our expert facilitators guide each team, providing real-time feedback, introducing best practices, and ensuring the core principles of the methodology are understood and applied correctly. The program incorporates detailed case studies from various industries to illustrate successful sprint applications and common pitfalls to avoid. Interactive sessions, group discussions, and peer-to-peer feedback are integral to the learning process, fostering a dynamic and engaging atmosphere. This practical approach ensures that participants leave not only with theoretical knowledge but with the tangible skills and confidence to lead and execute Design Sprints within their own organizations, transforming ideas into validated prototypes.

Course Agenda (Course Units):

Unit One: Setting the Stage for the Sprint

- Introduction to the Design Sprint methodology and its core principles.
- Understanding the five-day structure and the objective of each day.
- Assembling the right team and defining roles and responsibilities.
- The importance of a dedicated space and the necessary tools.
- Defining the long-term goal and sprint questions.
- Creating a map of the user journey and identifying the target area.
- Expert interviews and capturing insights with "How Might We" notes.

Unit Two: Sketching Competing Solutions

- Reviewing existing ideas with Lightning Demos for inspiration.
- The Four-Step Sketch process for individual idea generation.
- Step 1: Note-taking and mind mapping.
- Step 2: Doodling and rough idea exploration.
- Step 3: Crazy 8s for rapid variation and iteration.
- Step 4: Creating a detailed, self-explanatory Solution Sketch.
- The principles of anonymous critique and individual accountability.

Unit Three: Deciding on the Best Path

- Creating a solution gallery for silent review.
- The art of critique without groupthink: heat map voting.
- Facilitating a structured critique and straw poll.
- The role of the Decider in making the final choice.
- Rumble vs. All-in-one: Combining the best elements of multiple ideas.
- Transforming the winning solution into a detailed storyboard.
- Planning the prototype by mapping out each scene of the storyboard.

Unit Four: Building a Realistic Prototype

- Adopting the "fake it" prototyping mindset for maximum efficiency.
- Choosing the right prototyping tools for the job (e.g., Figma, InVision).
- Assigning roles within the team: Makers, Stitcher, Writer, Asset Collector.
- Building a high-fidelity facade that appears real to users.
- Focusing on the user-facing surface, not backend functionality.
- Conducting a trial run of the prototype to ensure quality and flow.
- Finalizing the script and schedule for the next day's user tests.

Unit Five: Testing with Target Users and Learning

- The art of conducting effective user interviews.
- The Five-Act Interview structure for natural and insightful conversations.
- Techniques for observing and capturing user feedback in real-time.
- Synthesizing findings and identifying patterns as a team.
- Reviewing the long-term goal and sprint questions with real data.
- Making a decision on the next steps: iterate, pivot, or proceed.
- Integrating sprint learnings into the product roadmap and development cycle.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the principles of a five-day design sprint be adapted for long-term, complex projects without losing their core value of rapid validation?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by offering a deeply immersive and practical simulation of a real-world Design Sprint, moving far beyond theoretical lectures. While other courses may focus on the tools of prototyping, our program prioritizes the strategic mindset and facilitation skills required to lead a successful sprint. Participants do not just learn about the process; they live it. By working in a cross-functional team on a tangible problem, they experience the pressures, breakthroughs, and collaborative dynamics that define this powerful methodology. The curriculum is meticulously structured to build skills progressively, from mastering the art of problem framing on day one to synthesizing live user feedback on day five. Our expert facilitators provide continuous, personalized coaching, sharing nuanced insights drawn from extensive industry experience. The emphasis is on learning how to manage group dynamics, avoid common pitfalls like groupthink, and make critical decisions under pressure. This focus on the human element of innovation, combined with a rigorous, hands-on application of the sprint framework, ensures participants depart with the confidence and competence to drive meaningful change and accelerate product validation in their own professional environments.