Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days

By Jake Knapp, John Zeratsky, Braden Kowitz

SIMON SCHUSTER AUDIO, United States, 2016. CD-Audio. Book Condition: New. Unabridged. 157 x 142 mm. Language: English . Brand New. From three design partners at Google Ventures, a unique five-day process for going from problem to prototype. The companies that Google Ventures invest in face big questions every day: Where s the most important place to focus your effort, and how do you start? What will your ideas look like in real life? How many meetings and discussions does it take before you can be sure you have the right solution to a problem? Business owners and investors want their companies and the people who lead them to be equipped to answer these questions and quickly. And now there s a sure-fire way to solve their problems and test solutions: the sprint. While working at Google, designer Jake Knapp created a unique problem-solving method that he coined a design sprint a five-day process to help companies answer crucial questions. His sprints were used in the development of everything from Gmail to Google X to Chrome. When he moved to Google Ventures, he joined Braden Kowitz and John Zeratsky, both designers and partners there who have worked on numerous products, including...

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