

Ask the Experts

2 hours

Google Design Sprint

Intermediate

Conduct structured interviews with stakeholders and subject matter experts to gather critical insights. Each expert shares their knowledge while the team...

H HOW TO RUN

1 Total Duration:

1 Preparation (before the day)

- Identify 4-7 experts to interview
- Include: CEO/decision maker, marketing, sales, customer support, design, tech, and any subject matter experts
- Schedule 15-20 minutes per expert
- Prepare the interview space

2 Interview Structure (15-20 minutes per expert)

- Introduction (2 min): Explain the sprint and what you're trying to learn
- Background (3 min): Expert shares their role and perspective
- Questions (10-12 min): Team asks questions about challenges, opportunities, previous attempts, customer insights
- Wrap-up (3 min): Expert shares final thoughts or concerns

3 Note Taking (concurrent)

- Designate 2-3 people as note-takers
- Use "How Might We" format for opportunities
- Write one note per sticky note
- Capture quotes, insights, and concerns

KEY TIP

*Facilitator Role:** Keep interviews on schedule. Don't let any one expert dominate the entire time block. Encourage quiet team members to ask questions. Stop discussions that get too tactical or detailed.

O OBJECTIVES

- > Extract crucial insights from people with specialized knowledge
- > Identify opportunities and risks early in the sprint
- > Build shared understanding across the team
- > Capture diverse perspectives on the challenge

M MATERIALS

ESSENTIAL

- Sticky notes in multiple colors
- Markers
- Large wall space for posting notes

OPTIONAL

- Audio recording device (with permission)
- Laptop for digital note-taking
- Expert background sheets

P PARTICIPANTS

7-10

F FACILITATOR NOTES

REMEMBER

- *Interview Techniques:**
- Ask open-ended questions
- Use "Tell me about a time when..." to get stories
- Follow up on interesting points with "Why?" or "How?"