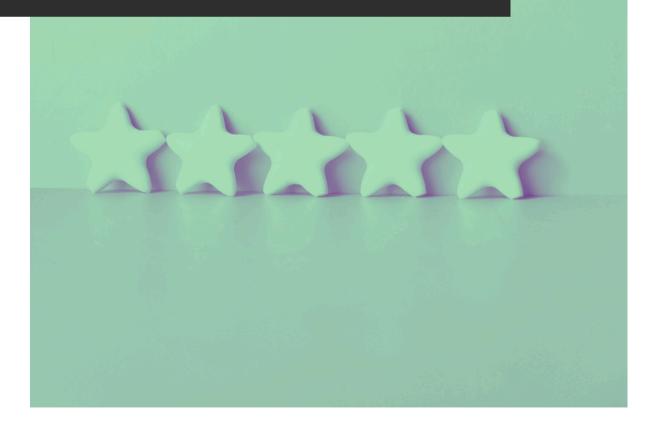


Discovery Sprint Starter Kit

Your 2-week guide to uncovering what your users really need.



www.belloinsightslab.com

What's a Discovery **Sprint (and Why It Matters**)

clause)

Before you build, pause.

Discovery sprints help you quickly understand user needs, validate ideas, and align your team -without wasting weeks (or budget) on something that may miss the mark.

In two weeks or less, you can surface insights that give your product clear direction.



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When to Use This Kit

- You're planning a new product or feature
- Adoption is lower than expected
- Stakeholders are misaligned on direction
- You have user feedback but no clarity on what to do with it







The 5-Step Discovery Sprint Plan

01 Align the Team

- Define the product problem or opportunity you want to explore
- List what you know, what you assume, and what you need to learn
- Set a clear goal for the sprint (e.g., "Understand why sign-up dropoff is happening")

02 Plan the Research

- Identify 5–8 users that reflect your target audience
- Draft 5–7 open-ended research questions
- Schedule interviews or set up a quick study

03 Run the Sessions

- Keep them short (30-45 minutes)
- · Focus on behaviors, pain points, and workflows
- Don't be afraid to go off-script if something valuable comes up



04 Synthesize Quickly

- Pull direct quotes and identify patterns
- Use digital sticky notes to group insights into themes
- Highlight top 2–3 opportunity areas based on user needs

05 Make It Actionable

- Share a short insights summary with your team
- Propose clear next steps: build, iterate, or validate further
- Optional: Run a team workshop to prioritize opportunities





Pro Tips



🔁 Tools We Recommend

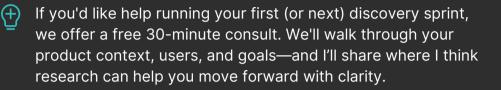
- Interviewing: Zoom, Lookback, or Google Meet
- Synthesis: Miro, FigJam, or Trello
- Scheduling: Calendly, Cal.com
- Notes: Google Docs, Notion

Pro Tips for Success

- 1. Talk to real users, not just internal stakeholders
- 2. Keep your scope focused—one problem at a time
- 3. Synthesis is where the magic happens—don't rush it
- 4. Don't wait for perfect participants; "close enough" still provides value



Want Help Running It?



Visit www.belloinsightslab.com to book a free consult or email ana@belloinsightslab.com

What You Will Walk Away With?

