

Discovery Sprint Starter Kit

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





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

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.

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



Discovery



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 drop-off 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
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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?



If you'd like help running your first (or next) discovery sprint, we offer a free 30-minute consult. We'll walk through your product context, users, and goals—and I'll share where I think research can help you move forward with clarity.

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

What You Will Walk Away With?



**A repeatable 5-step
discovery process**



**Confidence that you're
solving the right
problems**



**Better team alignment
and faster decision-
making**