

12-week Sprint

12-Week Format								
Week 1	Week 2-4	Decision Point is the problem worth solving?	Week 5-7	Decision Point does the preferred solution solve the problem?	Week 8-10	Decision Point select the confirmed Business Model	Week 11	Week 12
Understand	Problem Confirmation		Problem Solution Fit		Business Model Fit		Present Results	Wrap-Up
Align scope and vision	3 interviews per week		Ideate solutions		Create minimum 2 business models		Present findings to leadership and stakeholders	Documentation
Understand context and current situation	Identify personas		Select 2-3 solutions		Prototype and test business models		Confirm conclusions and next steps	Find a home for proven business model
Map customer segments	Pains, gains and jobs to be done		Prototype and test at least one solution each week		Update business models			Pilot phase upcoming
	Update persona profile	Update assumptions and prepare testing each week	Update assumptions and prepare testing next week					