

Scenarios for next sprint

1. We start on 11 September with **cdsprint2** while further exploring the Design Language System. Outline: to come up with further implementations, variations, options to give input to the news-sprint-people on a broad range of corporate design prototypes and thoughts to explore.
Good: the news-sprint can further pressure testing font, logo positioning, system.
We will have more prototypes ready for the SMAC meeting (which is requested anyway).
Bad: cd-sprint ideas about DLS, colours, logo will be delayed
2. **Cd-sprint1 and news-sprint are one:** we will see during the sprint how cd-sprint-team support is needed and how we can best support the news-sprint.
Good: Capacities are tight together and focus on one overall goal. Great exercise for collaboration across sites and across teams.
Bad: we delay next steps for cdsprint2.
3. **Cdsprint2 delayed for the news-sprint:** the news sprint means basically pressure testing our design system (as outcome of cdsprint1). After the news-sprint, cdsprint2 concentrates on DLS iteration and builds atop the news-sprint with further thinking, exploration, derivation, etc.
Good: we pressure test the system in its best and most real circumstance. Many stakeholders involved.
Bad: cdsprint2 delayed. A basis in terms of brand strategy and DLS is not as far developed as it should be!
4. **News-sprint is research only:** if the news sprint 1 focusses only on research and user stories, cdsprint2 can focus on colours, DLS, and logo.
Good: cdsprint2 can continue to examine the fundamentals and can benefit from research of the news sprint.
Bad: a news prototype would be slower, and there may be fewer prototypes for the SMAC.

1.1. Sonia would like to work on the **core content and message of the brand map** structure, Mary being involved as well. We can either have a half day workshop before the workshop on the DLS or Sonia/Mary can do the content sprint separately.