Startup Design Sprint Toolkit

GEEKS for GROWTH

Launch In 30 Days. Spend Less. Convert More.

Welcome, Founder!

This toolkit is your 4-week roadmap to go from zero to a validated MVP with strong branding, user-first UX, and conversion-ready creative. Built for startups operating on tight budgets and tighter timelines, each week offers step-by-step priorities, lean tools, and no-fluff design hacks.

Let's help you launch faster, spend smarter, and convert better.

WEEK-BY-WEEK SPRINT PLAN

Week 1: Build Your Brand Core

- Define your customer persona.
- Craft your one-line value proposition.
- Pick a lean brand color palette (e.g., Coolors).
- Create your brand mission, tagline, and elevator pitch.
- Use Figma or Canva to create your logo.

Week 2: Launch Your MVP Landing Page

- Choose a platform: Carrd, Framer, Webflow, or Notion.
- Map out your homepage hierarchy: above-the-fold must answer 'What, Who, Why, CTA'.
- Plug in your value prop, visuals, and CTA.
- Embed a Typeform or Notion form to collect emails.
- Test across mobile, tablet, and desktop.

Week 3: UX Optimization + Conversion Hygiene

- Set up onboarding flow with tools like Tally or Zapier.
- Simplify your form fields—remove anything that causes friction.
- Add visual trust cues (founder headshot, testimonials, use cases).
- Enable lightweight analytics (Plausible, Google Analytics).
- Test your CTA placement and button copy.

WEEK-BY-WEEK SPRINT PLAN

Week 4: Validation + Feedback Loop

• Use Hotjar or Maze to run user feedback tests.

• Ask 5 non-customers to complete a task live.

• Watch for drop-offs or confusion points.

• Tweak landing page copy, hierarchy, or visuals based on feedback.

• Launch your first paid or organic traffic test (LinkedIn post, Reddit, Product Hunt teaser).

ONE-PAGE BRAND STRATEGY TEMPLATE

Use this template to define your brand before you design anything. Answer each line.

• What problem are you solving?

• Who are you solving it for?

• Why are you the one to solve it?

• What's your one-line value proposition?

• What emotions should your brand evoke? (e.g., trust, innovation, empowerment)

• Tagline (6 words max):

• 3 brand adjectives (e.g., bold, minimalist, playful):

• Brand colors (Hex codes):

• Primary font pairing (Google Fonts suggested):

RECOMMENDED STACK (FREE OR BUDGET-FRIENDLY)

Design
• Figma (design + prototyping)
• Canva (easy templates)
• Coolors (color palette generator)

Automation
• Zapier (connect form to email, CRM, Airtable)

Build
• Carrd, Framer, Webflow, Notion (no-code landing pages)

Validation
• Hotjar, Maze (user testing)
• Plausible Analytics

Forms
• Tally, Typeform, Notion forms

Scheduling
• Calendly (demo booking, user calls)

Founder Time-Saver Hacks
• Use ChatGPT to generate UX microcopy, landing page blurbs, or FAQs.
• Generate on-brand visuals using AI tools like DALL-E or Midjourney.
• Record Loom videos for async demos and landing page walkthroughs.
• Use Smartmockups or Shots, so for product mockups in seconds.

BONUS: VALIDATE YOUR UX IN 24 HOURS

1. Share your landing page or prototype with 5 people outside your team.

2. Ask them to perform 1 goal (e.g., 'Sign up for early access').

3. Watch screen recordings using Hotjar or run a quick call via Zoom.

4. Ask: Where did they hesitate? What confused them? What excited them?

5. Update the copy or layout and re-test.

🔥 **Want a Second Set of Eyes on Your Brand, UX, or GTM Plan?**

Let's Make Sure You're Not Leaving Growth on the Table.

If your gut says you're ready to scale—but your design, messaging, or launch assets haven't caught up—we're here to help.

At Geeks for Growth, we specialize in lean, high-impact creative for startups that need to move fast and look credible from Day One.

Book a Free 15-Minute Growth Audit
We'll review your landing page, pitch deck, and launch stack—and give you 2–3 actionable wins you can implement right away.

[Schedule Your Free Call →]
(Only 3 audit slots per industry, per month to avoid overlap.)