



THE
SPRINT.
AGENCY



“Magic happens when you put people together in a (remote) room for 5 days to solve tomorrow’s biggest challenges. The creative process and collaborative space enables people to build innovative and impactful propositions, combining all the expertise and talents in the group”



ABOUT ME

My name is Lonneke Boonzaaijer, I am 36 years old, and have almost 15 years of experience in startup -and corporate strategy -and innovation.

My expertise and passion is facilitating Design Sprints, which is what I have done over the the last 5 years, with over 120+ sprints so far.

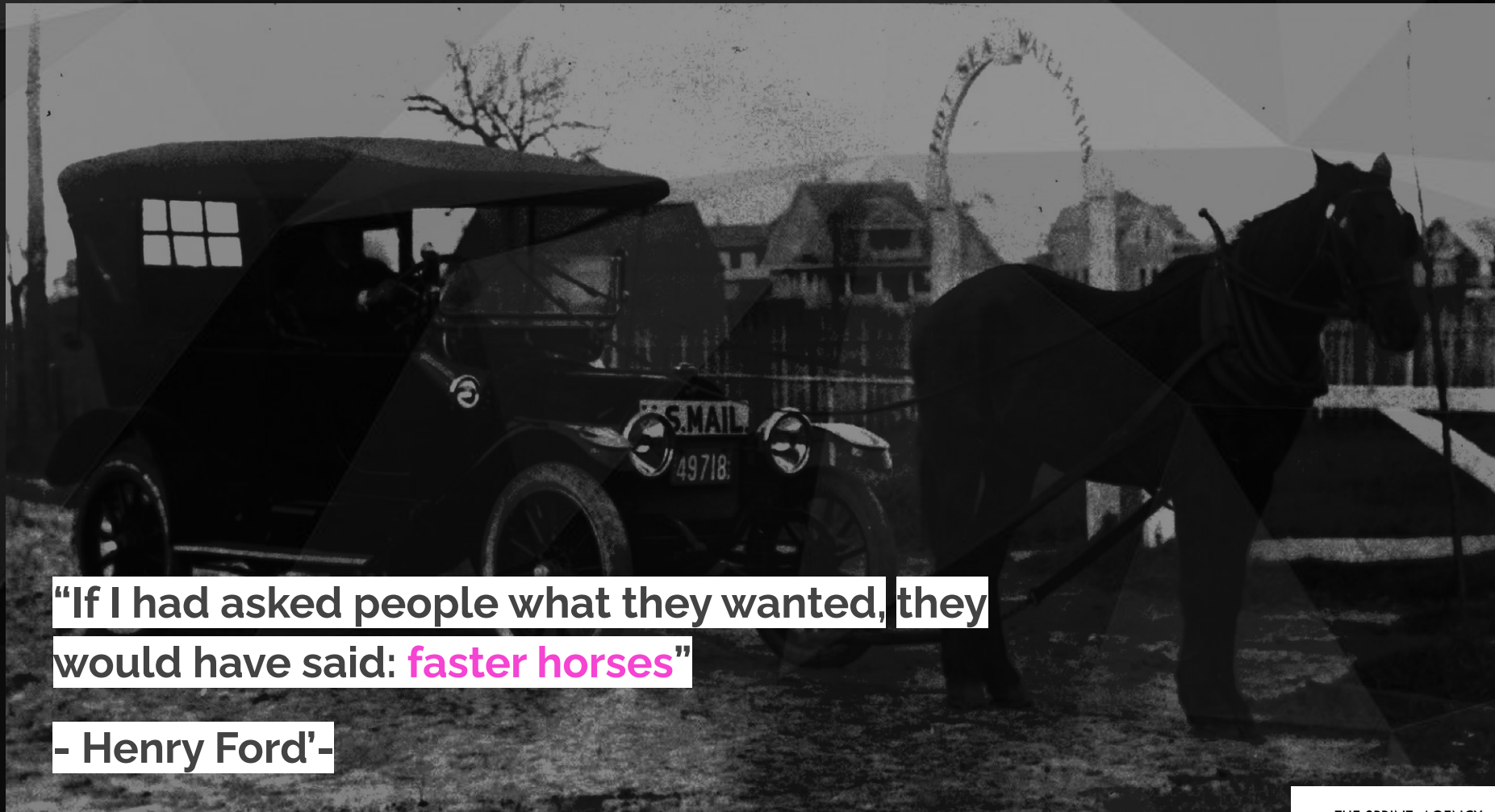
By facilitating Design Sprints, I help companies to create new impactful business propositions, products, services, prototypes & platforms.

WHAT IS A DESIGN SPRINT?





IT IS A WAY TO AVOID
SPENDING MILLIONS OF
EUROS ON THINGS
PEOPLE DON'T WANT



“If I had asked people what they wanted, they would have said: **faster horses**”

- Henry Ford’-



FAIL...



FAIL SMALL



FAIL FAST



FAIL OFTEN

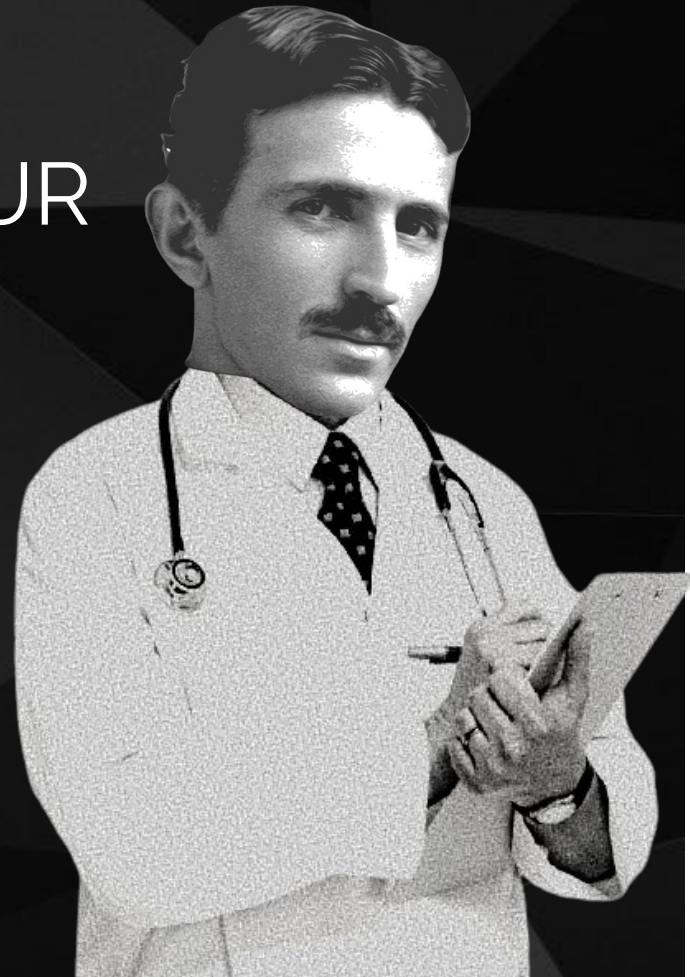
MINIMIZE

THE

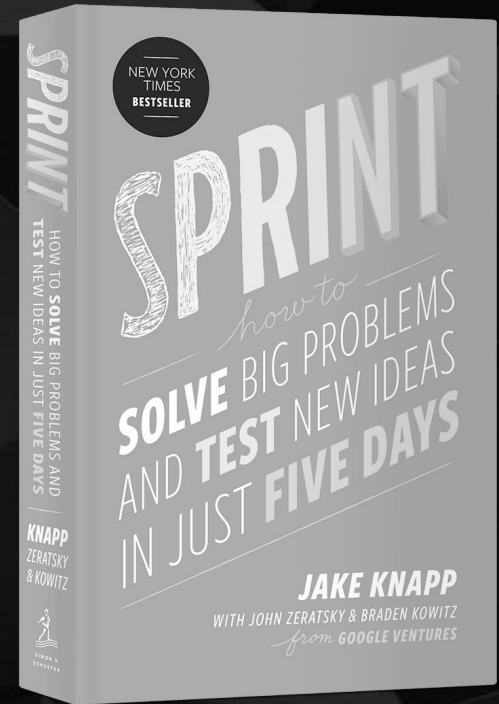
RISKS



TEST AND **VALIDATE** YOUR
ASSUMPTIONS FIRST,
BEFORE MAKING ANY
EXPENSIVE
COMMITMENTS

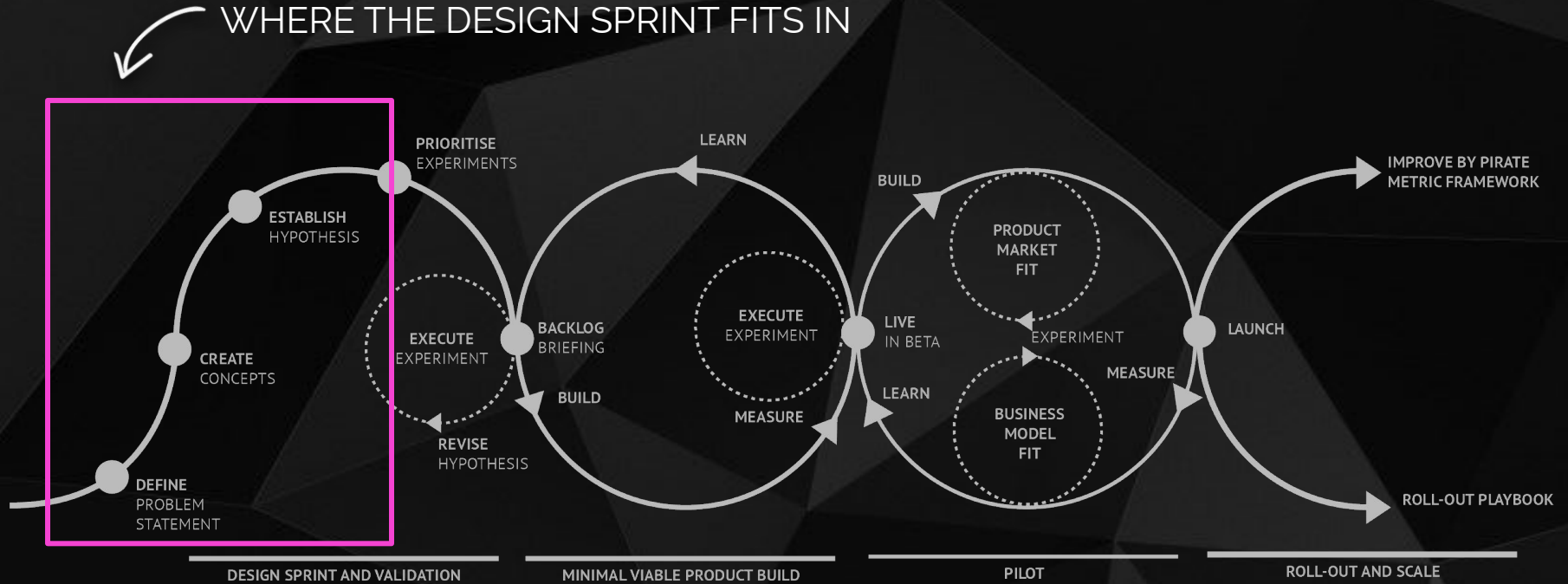


IT IS A **5-DAY** INNOVATION
PROCESS TO COME UP
WITH NEW **IMPACTFUL**
BUSINESS PROPOSITIONS,
PRODUCTS & SERVICES



THE INNOVATION FRAMEWORK

WHERE THE DESIGN SPRINT FITS IN



**PS: WE CAN ALSO HELP YOU WITH FACILITATION OF THE REST OF THE PROCESS*

SETTING THE STAGE

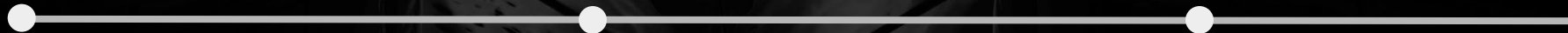




INTAKE MEETING:
DEFINING THE SCOPE &
SPRINT GOAL (2 HOURS)

THE DESIGN SPRINT
KICK-OFF WITH THE WHOLE
SPRINT TEAM (4 HOURS)

RUNNING THE
DESIGN SPRINT



DEFINING THE SPRINT CHALLENGE

Together we decide on the focus of the sprint and the problem statement, that will give us direction during the sprint and help us come up with an awesome solution. We formulate this Sprint Challenge in a **“How might we...?”** statement.

THE KICK-OFF AGENDA

- ❑ PRESENT THE DESIGN SPRINT PROGRAM
- ❑ DISCUSS BACKGROUND & GOALS
- ❑ ALIGN ON THE SPRINT CHALLENGE
- ❑ STATING THE LONG TERM GOAL
- ❑ ENVIRONMENTAL SCAN / MARKET ANALYSIS
- ❑ DECIDE ON EXPERTS FOR MONDAY
- ❑ EXPLAIN & TRAIN TOOLS
- ❑ Q & A + WRAP UP!

THE 5-DAY SPRINT

MONDAY

INTRO

INTERVIEWS

MAP

TUESDAY

SEARCH

SKETCH

SKETCH

WEDNESDAY

DECIDE

DIVIDE / ALL IN 1

STORYBOARD

THURSDAY

PROTOTYPE

PROTOTYPE

PROTOTYPE

FRIDAY

TEST

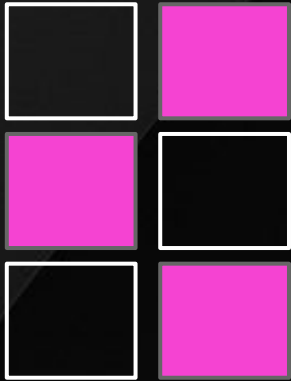
TEST

TEST

Day 1

UNDERSTAND

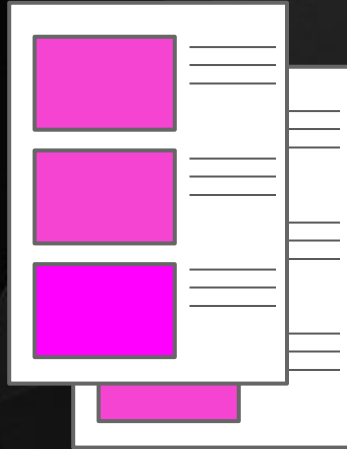
Clarify and focus on the problem to solve



Day 2

DIVERGE

Generate solutions to the problem



Day 3

CONVERGE

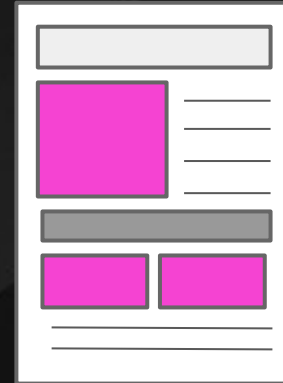
Select best solutions to move forward with



Day 4

BUILD

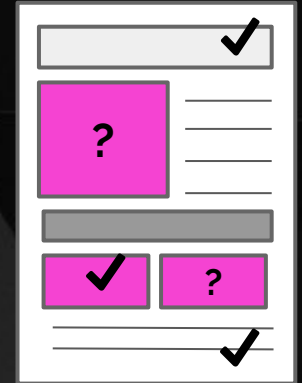
Create a prototype



Day 5

TEST

Test the prototype with real customers



THE UPS & DOWNS AHEAD

Monday:

OMG this is so much fun,
we're doing great,
but it's A LOT to take in!

Tuesday:

This was a good day!
I definitely have THE BEST
solution of everybody in
the team, but I don't know
where this is going
though...

Thursday:

Alrighty, we're pretty
awesome, our solution is
gonna rock it!

Wednesday:

Okay, this is getting tricky, let's see
how this all works out.

Friday:

So great to hear directly from our
clients what they think. We can
already see the fruit of our work and
hear what we should improve..
Amazing what you can do in 5 days!



LET'S GO!



DAY 1



PROGRAM

DAY 1

- ❑ REFRESH THE SPRINT CHALLENGE
- ❑ SET THE LONG TERM GOAL
- ❑ DEFINE SPRINT QUESTIONS
- ❑ EXPERT INTERVIEWS
- ❑ HMW NOTE TAKING
- ❑ HMW CLUSTERING & DOT VOTING
- ❑ MAPPING
- ❑ PICKING THE TARGET



EXPERT INTERVIEWS

10:00 - 10:20 interview #1

10:30 - 10:50 interview #2

11:00 - 11:20 interview #3

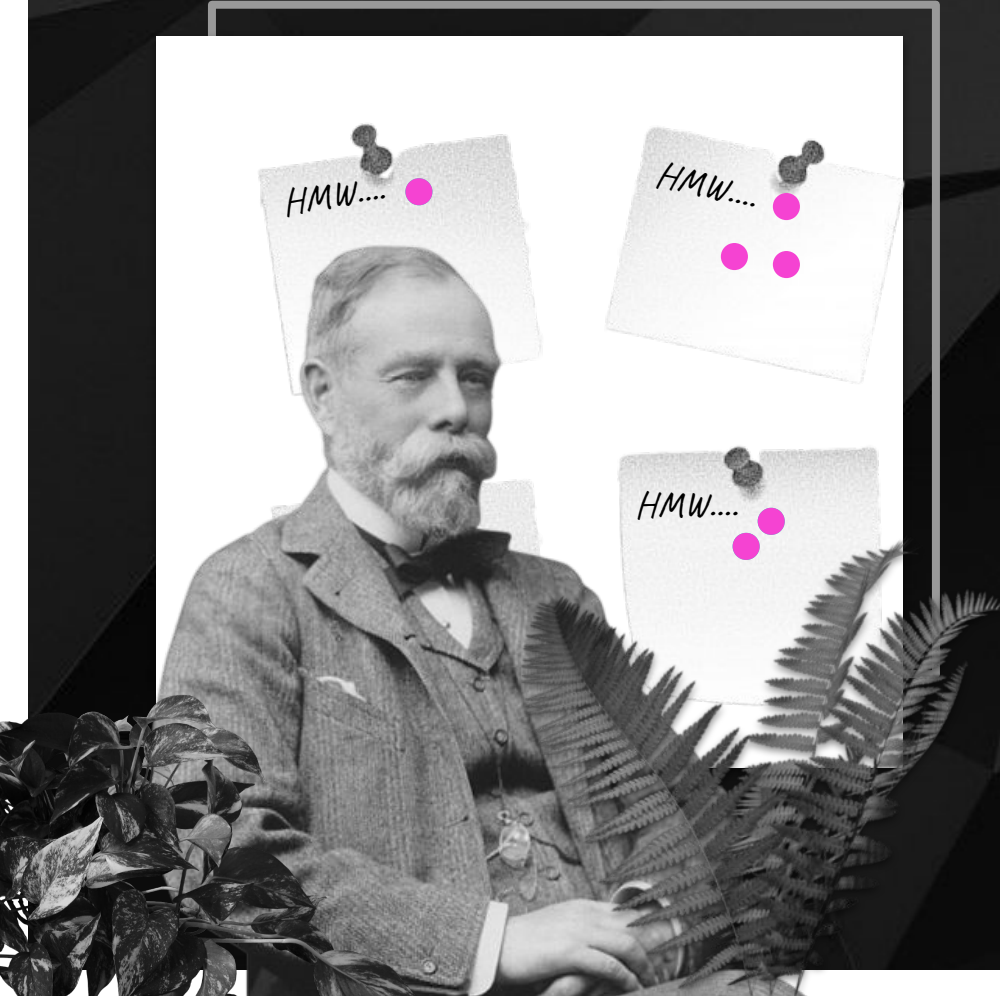
**times can vary depending on expert availability*

'HOW MIGHT WE...' NOTES

During the 'expert interviews' the facilitator will ask questions and make sure we get as much knowledge out of the conversations as possible.

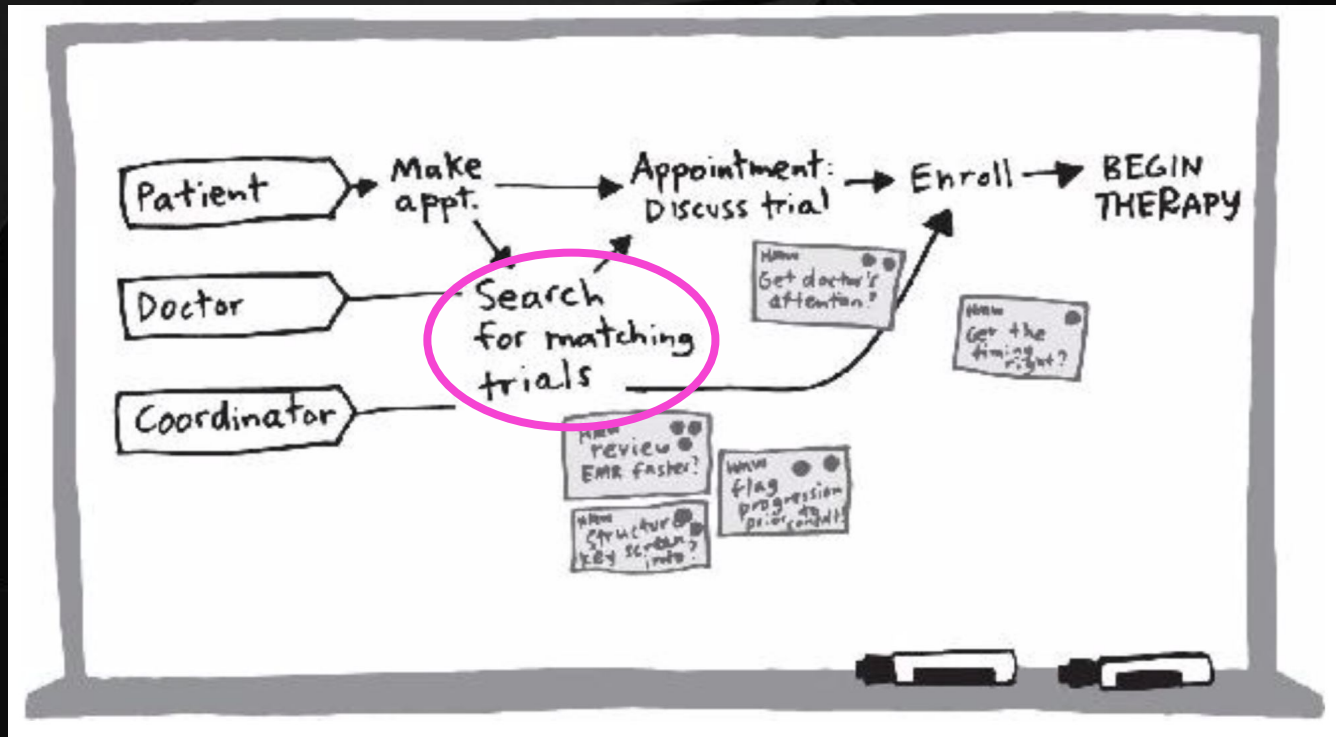
The rest of the group is taking notes on the so-called 'how might we...' notes. These are pain points that are described by the interviewee and then translated into an 'HMW' question.

When we translate a pain point or problem into a question, it is easier to come up with solutions.

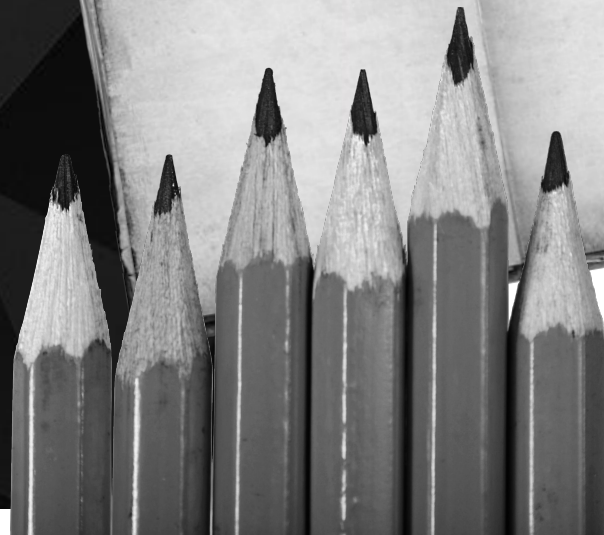


MAPPING

During the 'mapping' exercise we sketch out the current process, or customer journey from left to right. We start with the moment a user or client enters the process and end towards the desired outcome. Lastly we pick the target on the map, based on the HMW sticky notes with dot votes from the expert interview sessions.



DAY 2



PROGRAM

DAY 2

- ❑ RECAP DAY 1
- ❑ SEARCHING FOR INSPIRING EXAMPLES
- ❑ 3 MIN. INSPIRATION PITCHES
- ❑ THE 4-STEP-SKETCH

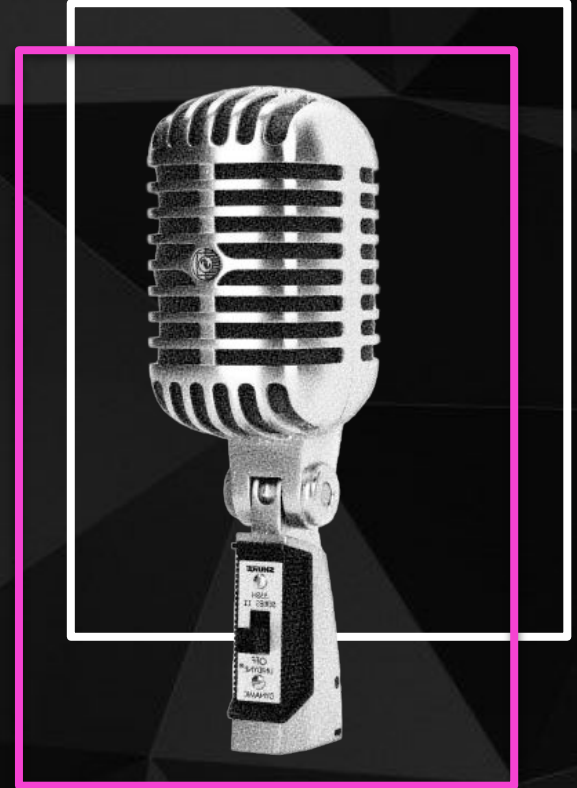
SEARCHING FOR INSPIRING EXAMPLES

At the start of the second day we focus on finding inspiring examples which can help us to come up with new ideas that could support the solution to our sprint challenge.



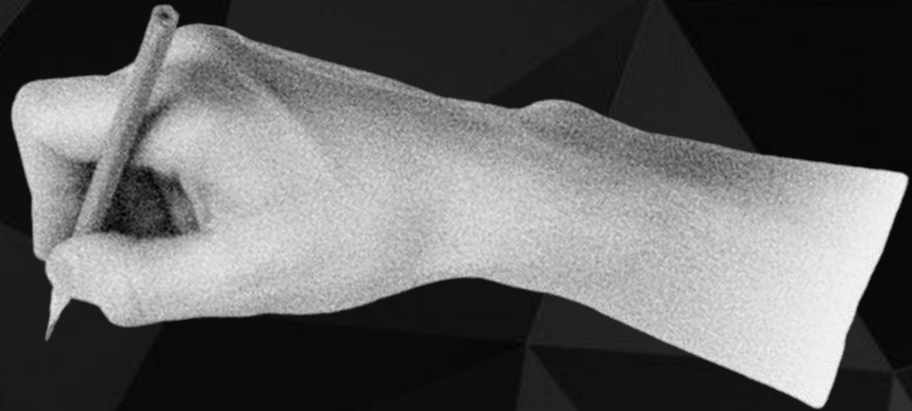
LIGHTNING DEMO PITCHES

After finding our inspiring examples we will present them to each other during the 'Lightning Demo Pitches' to inspire the whole team with new ideas.



THE 4-STEP-SKETCH

In the afternoon we'll go in full solution mode during the 4-step-sketch exercise. These 4 steps will eventually end up in the solution sketch, or concept sketch of the product / service / platform (solution to our sprint challenge). This is an individual exercise, meaning that we'll have a broad variation of solutions at the end of day 2.





DAY 3

PROGRAM

DAY 3

- ❑ THE ART MUSEUM
- ❑ SOLUTION SKETCH PRESENTATIONS
- ❑ DOT VOTING
- ❑ RUMBLE OR ALL IN 1
- ❑ ROUGH STORYBOARD SETUP
- ❑ STORYBOARDING

THE ART MUSEUM, PITCHES & DOT VOTING

Before we kick-off with our storyboarding session, we will start with a thorough review of the all the solution sketches and everybody gets a chance to present their sketch to the rest of the group. We will then vote on the best ideas, in order to analyse which are the best ideas that we've have created and want to include in our final prototype.



THE STORYBOARD



Once we have decided on 'the winners' we will bring all those ideas into the storyboard. Only selecting the winning ideas will not magically create our solution. This means that we need to come together to fill in the 'missing gaps'.

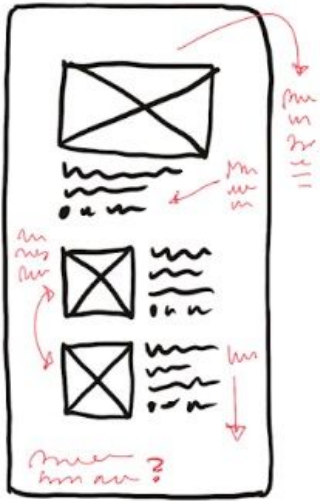
That's exactly what we will do during the storyboarding session.

At the end of this day we will have a fully flashed out version of the the sketched out prototype.

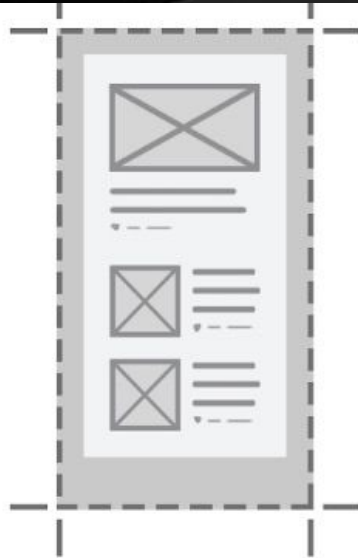
Tomorrow everything will come to life!

PROTOTYPING

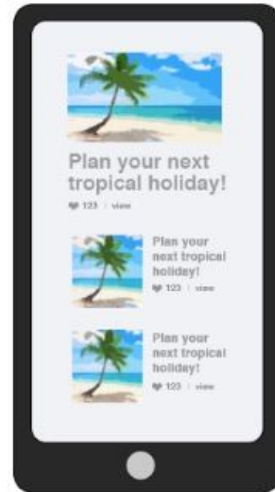
The prototype is a clickable design of our solution, this means that it looks like a fully designed and functional (online) product, service or platform. However, we have mimicked this process using prototyping tools. This is a very quick and effective way to get insights on what works well and what doesn't work well for your clients.



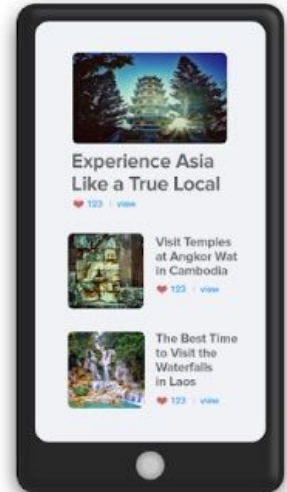
sketch



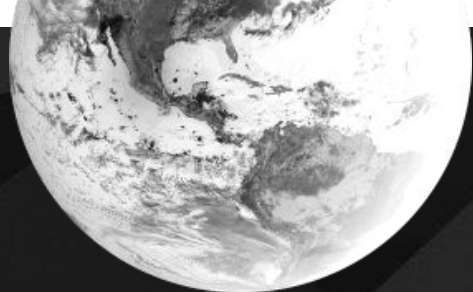
wireframe



prototype



development



DAY 5

The day we've been all been working for! Day 5 is the test day, where we'll find out how our solution is received by the customer segment (client / user / customer etc).

We will then reflect back on our sprint goal, the challenge and ambitions we set on Monday.



TEST INTERVIEWS

On the 5th day we will interview 5 end-users for our solution and present them the prototype as if it is a real new product / service.

We will guide as little as possible and let them explain to us what they think and how they navigate through the concept. At the end we will have a lot of new insights and know exactly what to do, or what we should change.

10:00 - 10:30 interview #1

11:00 - 11:30 interview #2

12:00 - 12:30 interview #3

13:00 - 13:30 interview #4

14:00 - 14:30 interview #5



HOW IT
LOOKS LIKE
IN REAL
LIFE





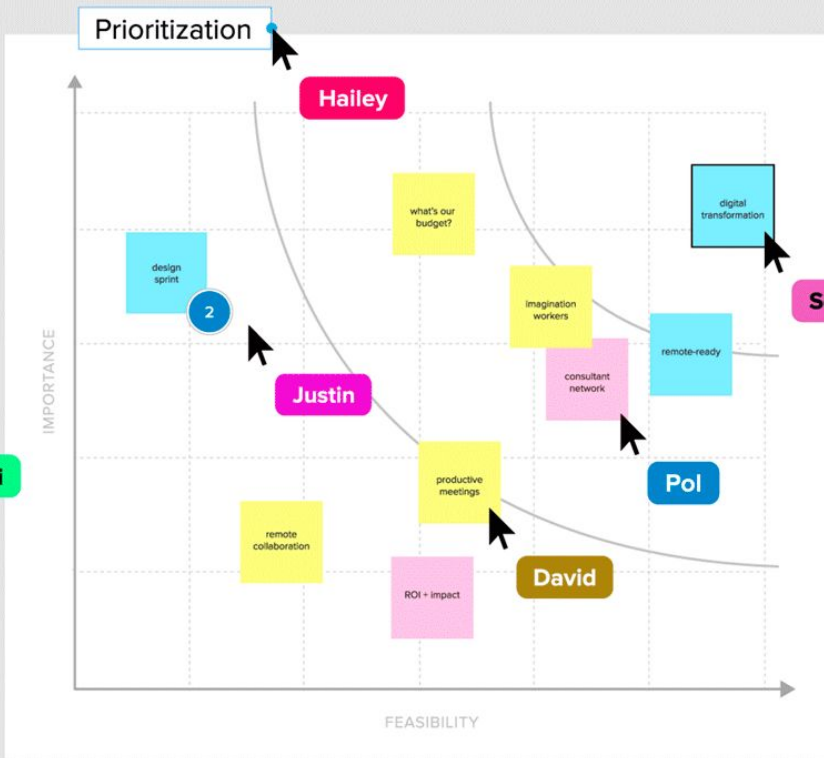
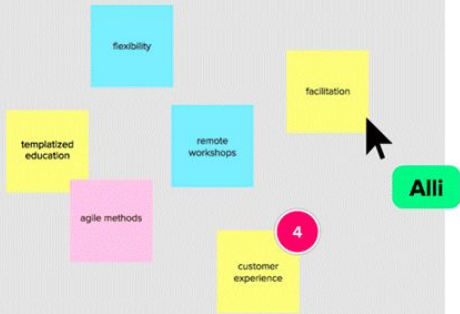




HOW IT
LOOKS LIKE
IF WE RUN
THE SPRINT
REMOTELY

MURAL

Brainstorm



A vertical stack of six video feeds showing participants in a meeting. From top to bottom: a woman with glasses, a man with a whiteboard, a woman, a man with glasses, a woman, and a man wearing a hat. At the bottom of the stack are controls for 'Mute', 'Stop Video', 'More', and 'Leave Meeting'.

WHERE & HOW I WORK

Since March 2020 I have, like many others due to Covid-19, shifted to fully remote facilitation and guidance of our projects, and have since then started using multiple online tools to document our work -and project progress for our clients.

However, since things have gone back to “normal” and I love to facilitate on site.

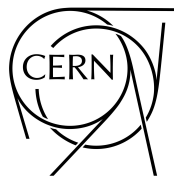
I have worked for clients since 2017 in locations such as The Netherlands, Norway, Singapore, Germany, Spain, Belgium, Switzerland, Latvia and The United States.



IN THE LAST 4
YEARS I
FACILITATED
OVER 120+
DESIGN SPRINTS



FOR CLIENTS SUCH AS:



Unilever

de volksbank



sanoma



wts global



loc.tax



AND IN COLLABORATION WITH OUR INNOVATION PARTNER ONEUP:



AIRBUS



AMNESTY INTERNATIONAL



TOMMY HILFINGER Calvin Klein



Port of Amsterdam





PRICING:

Design Sprint Facilitation & Preparations

10.000,- EUR

This price includes:

- The intake workshop with stakeholders: Defining scope & sprint challenge (2 hours)
- The “Design Sprint Kick Off” with the sprint team (4 hours)
- The customization of the program *-and template preparations in Mural if necessary (8 hours)
- All extra required meetings & calls

Optional: Designer / illustrator for 5 days

4.500,- EUR

Optional: Designer / illustrator for 3 days

3.000,- EUR

Optional: Designer / illustrator for 1.5 day

2.000,- EUR

** all prices are excluding vat*



WANT TO KNOW MORE?

Curious and want to know more?
Please feel free to reach out.

www.thesprint.agency

contact@thesprint.agency

+31 (0)6 46 89 26 76

