THE SPRINT AGENCY

DESIGN SPRINT PROGRAMS

WWW.THESPRINT.AGENCY

WELCOME TO THE SPRINT AGENCY

At The Sprint Agency we help companies solve their future's biggest challenges, internally or externally, by clear guidance and facilitation using the Design Thinking principles.

We offer strategic innovation consultancy as well as implementation of newly created processees, products or services.

See more information about our Sprint Programs in the following slides.

THE SPRINT AGENCY

OUR SPRINT PROGRAMS

We offer a variety design sprint programs for our clients depending on the specific need.
Before any design sprint we discuss the specific challenge that needs solving, We will advise which sprint program would be the best match to make sure that the outcome is most successful.

SEE MORE >

HOW TO DECIDE WHICH SPRINT FORMAT IS THE BEST FIT FOR YOUR BUSINESS?

A Design Sprint is a not a one-size-fits all format. Because of the various needs that companies have, customized sprints are advised.

Over the last 7 years and 165+ sprints we have done, we have been able to identify and develop 4 sprint programs;
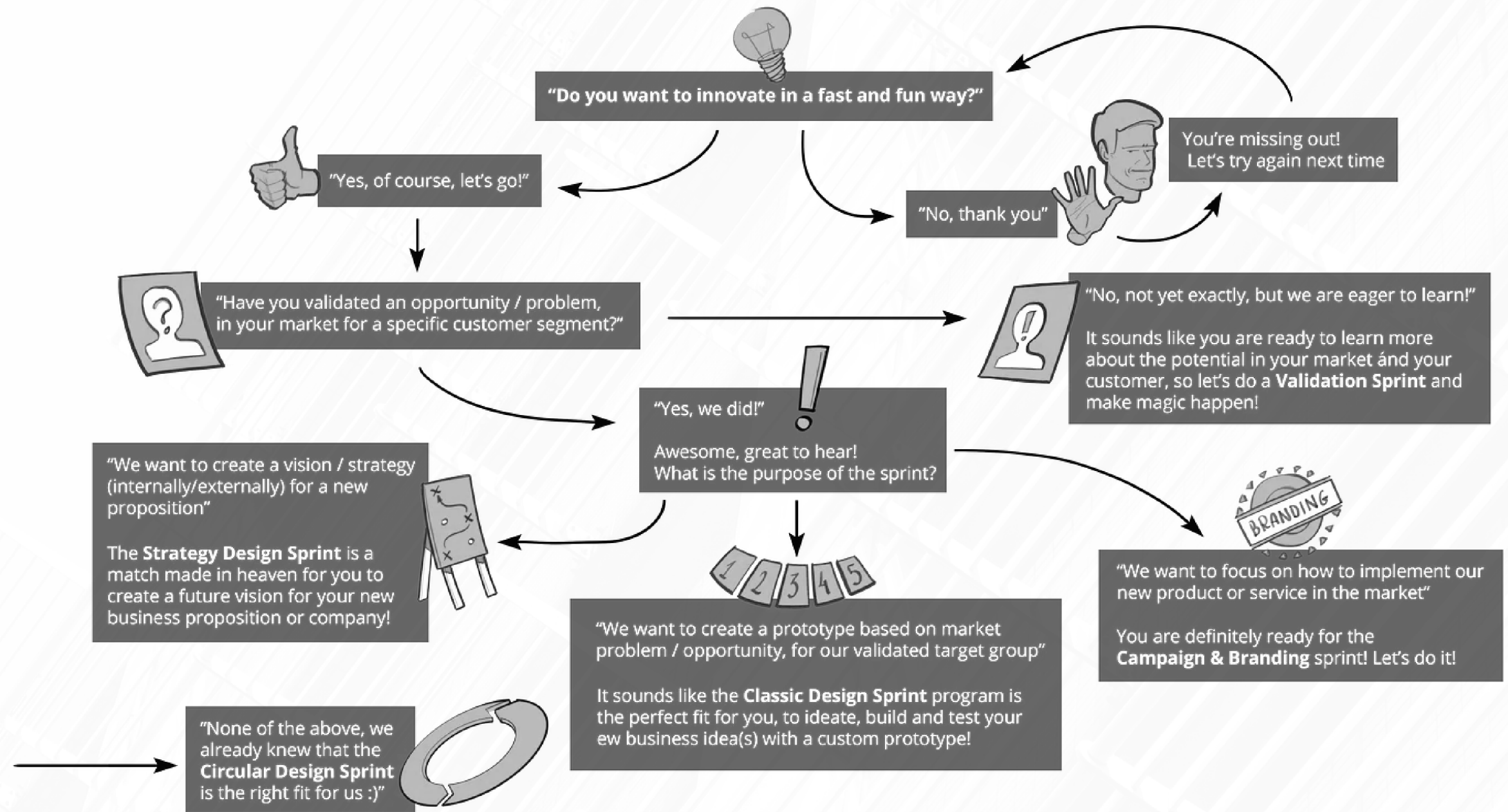
The Classic Design Sprint

The Strategy Design Sprint

The Brand Design Sprint

The Circular Economy Design Sprint

Follow the steps in the decision tree here on the right to decide which format will serve your needs best.

THE CLASSIC
DESIGN SPRINT

MONDAY

UNDERSTAND
Clarify and focus on the problem to solve

TUESDAY

DIVERGE
Generate solutions to the problem

WEDNESDAY

CONVERGE
Select best solutions to move forward with

THURSDAY

BUILD
Create, design & build the prototype

FRIDAY

TEST
Test the prototype with real customers

WHAT IS THE CLASSIC DESIGN SPRINT?

The classic Design Sprint is the original Design Sprint program as described in the book 'Sprint' written bij Jake Knapp.
(see link: https://www.gv.com/sprint/).

It was created as a 5 day program to create innovative and impactful new product propositions and services.

LEARN MORE >

THE PROGRAM

DAY 1

- Discuss print challenge
- Discuss long term goal
- Define sprint questions
- Expert interviews
- HMW note taking
- HMW clustering
- Dot voting
- Mapping
- Picking the target

DAY 2

- Kick off day 2
- Search inspiration
- Inspiration pitches
- 4-step-sketch

DAY 3

- The Art Museum
- Solution sketches
- Dot voting
- Rumble or all in 1
- Storyboarding

DAY 4

- Prototyping

DAY 5

- Prep test interviews
- Interview #1
- Interview #2
- Interview #3
- Interview #4
- Interview #5

WHAT YOU WILL GET

Deliverables:
1. Validated problem / challenge definition
2. Validated customer segment
3. Vision + mission statement
4. Functional high definition prototype
5. Validated customer / client insights
6. Stakeholder pitch deck
7. Clear focus on next steps

WHAT IS THE STRATEGY DESIGN SPRINT?

The Strategy Sprint is a structured, hands-on way to make decisions, set goals, and plan next steps with your team efficiently. It speeds up the planning process and helps your team work together effectively to achieve real results with as an outcome, a clear plan of action (strategy) that can be rolled out in your organization.

LEARN MORE >

THE PROGRAM

DAY 1

- Introductions
- Background story
- Inspiration session
- Pitching ideas
- Mission & vision
- Dot voting
- Core values
- The SOAP canvas
- Group discussions
- Dot voting
- Super vote
- Final canvas

DAY 2

- Kick off day 2
- Interview #1
- Discussing feedback
- Interview #2
- Discussing feedback
- Interview #3
- Discussing feedback
- Interview #4
- Discussing feedback
- Interview #5
- Discussing feedback
- Dot voting
- Integrating insights

DAY 3

- Kick off day 3
- Reviewing insights
- Sketching roadmap
- Reviewing roadmaps
- Dot voting
- Designing final roadmap (group activity)

DAY 4

- Digitizing the strategy
- (this whole day we focus on visualizing the defined strategy we envision to roll out)

DAY 5

- Finalizing visual strategic design & engage in validation discussions with internal stakeholders

WHAT YOU WILL GET

Deliverables:

1. Clear aligned vision and mission statement
2. Fully worked out strategy which can be executed
3. Validated insights on the created strategic direction

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THE BRAND DESIGN SPRINT

MONDAY

THE BRAND JAM
Setting the stage for the week, zooming in on the biggest branding goals

TUESDAY

DISCOVER & POSITION
We gain deeper insights into your brand strategy, point of view, approach, and tone of voice

WEDNESDAY

EXPLORE
Focussing on concept development. We let ideas flow freely while exploring the meaning and essence of things.

THURSDAY

COLLECT & DESIGN
Collecting images, textures, typography, and colors to portray a different brand experience and design the branding kit

FRIDAY

DESIGN
Finalising all design elements to complete to branding kit

WHAT IS A BRAND SPRINT?

A brand sprint is a streamlined process that helps businesses stand out better and faster in a world full of brands.

By the end of the week you'll have a complete visual identity that follows your positioning and expresses your core definition.

LEARN MORE >

Before any Branding Design Sprint kick off we'll have an intake with the stakeholders to discuss the envisioned goals and outcome

Let's stretch it out! We gain deeper insights into your brand strategy, point of view, approach, and tone of voice. We'll write the brand story and use it as our pillar

We collect images, textures, typography, and colors to portray a brand experience and commit to a direction we all agree about, afterwards we will start with the design of all individual elements

Intake

Day 1

Day 2

Day 3

Day 4

Day 5

The idea of the Brand Jam is to make the abstract idea of "our brand" into something concrete. After doing the exercises, the team gets a common language to describe what their company is about — and all subsequent squishy decisions about visuals, voice, and identity become way easier

Let's find the "hook". It's time to focus on concept development. We let ideas flow freely while exploring the meaning and essence of things. This will help us develop creative and inspiring concepts to set the stage for a successful project. Happy brainstorming!

One clear creative direction! Go! We'll develop a visual language and explore how it stretches through all necessary mediums of communication - Logos, Typography, Color Palettes, Visual Assets, and more.

WHAT YOU WILL GET

Brand Strategy
Strategy Guidelines
Brand Story

Brand System
Logo
Typography system
Color system
Assets library of Icons/Patterns/Textures/Illustrations
Brand Guidelines
UI Guidelines

Marketing
One-pager website design (without development)
Social channels profile & cover photos

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THE CIRCULAR ECONOMY SPRINT

MONDAY
MAP BUSINESS OPERATIONS
By mapping the current business operations we get a clear idea on the operational structure

TUESDAY
CiRCULAR ROADMAP
Focussing on ideation and circular solution sketching to enable the transformation of the business operations into a circular system

WEDNESDAY
CIRCULAR ECOSYSTEM DESIGN
Visualize and design a concrete plan of action that will enable the organization to transition

THURSDAY
CONTINUE DESIGN
Finalize the plan of action

FRIDAY
TEST
Setting up validation interview to get insights from the internal organization on the chosen direction

WHAT IS A CIRCULAR ECONOMY SPRINT?

A Circular Economy Design Sprint focusses on the entire re-design of your internal business operations.

We deep dive into your current business structure and identify which areas in the various processes can be optimized or transformed into circular systems.

By the end of the week you will have a clear hands-on visual overview and a step-by-step guide to start implementing the circular programs into your organization.

LEARN MORE >

Before any Circular Economy Design Sprint kick off we'll have an intake with the stakeholders to discuss the envisioned goals and outcome

On day 2 we will zoom in on circular systems that are currently operational in the market and have been proven successful. We will pick and choose the elements that can be applied to our unique model. Afterwards we will start visualizing the ideal set-up of the newly envisioned circular system for your business.

On day 4 we will continue what we started on day 3 and finalise the step-by-step guide.

Intake	Day 1	Day 2	Day 3	Day 4	Day 5
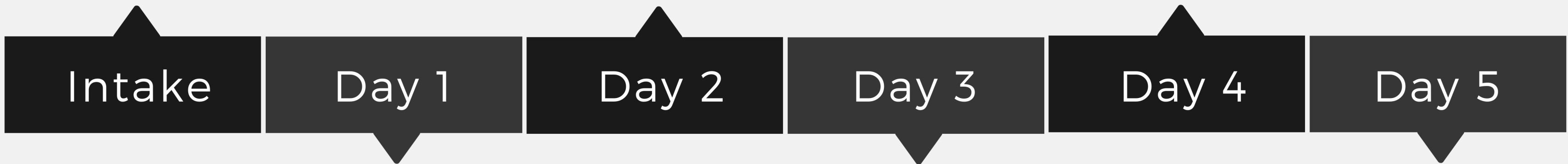
We will kick the day off with a presentation from the stakeholders about the mechanics and structure of the current organization processes. Afterwards we will visually workout the company hierarchy, -systems, -business operations and -interlinked mechanics.

On day 3 we will start integrating the invisioned new circular vision into the current business operations, by defining a step-by-step guide, that will help the team to start executing the roll out in the organization.

On day 5 we will present the circular step-by-step guide in the internal organization, discuss and optimize, based on the insights and feedback we receive.

WHAT YOU WILL GET

Deliverables:
A focused and visibly explainable roadmap of the circular business operations, involving different chain partners and call-to-actions they need to take in order to realise the newly created circular economy process. It is the blueprint for a collaborative circular economy business transformation.

COMPANIES WE HAVE WORKED FOR IN THE PAST

Over the last 7 years we have been working with renowned clients like AIrbus, DHL, CERN, Roche Pharmaceuticals, Greenpeace, Amnesty International, JDE, Tommy Hilfiger & Calvin Klein, Oxford, Unilever and more.

MESSAGE FROM THE FOUNDER

With our Design Sprint programs as well as strategic innovation consultancy for projects, we provide companies with a clear direction through the mazes of innovation focussed on new product -and concept development, internal process innovation and creating impactful solutions.

Please feel free to reach out to hear more.

MORE INFORMATION
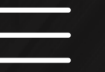
THANK YOU

We look forward to getting in touch and discuss what we can do for you.
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