



Innovation sprint 26-6 tm 9-7

SAM / Bijzonder Beheer

Elly van den Bos, Nick Crouse, Xander Schreurs & Keiko van der Weide



Rabobank

CONTENT



Why an Innovation sprint?

Goal of the sprint

**How does the sprint planning
look like?**

**Working arrangements,
guidelines & support**



INNOVATION SPRINT

DESIGN

PRESENT

PREPARE

TEST

WHY?

Why an Innovation sprint?

12 days

The image features two identical glass fishbowls filled with water, set against a bright blue sky with scattered white clouds. A single goldfish is captured mid-jump, having just left the water of the left bowl and is suspended in the air above it. A trail of water droplets follows its path from the bowl. Inside the left bowl, several other goldfish are visible, swimming near the bottom. The right bowl is empty except for the water. A semi-transparent dark grey banner is positioned across the lower half of the image, containing white text.

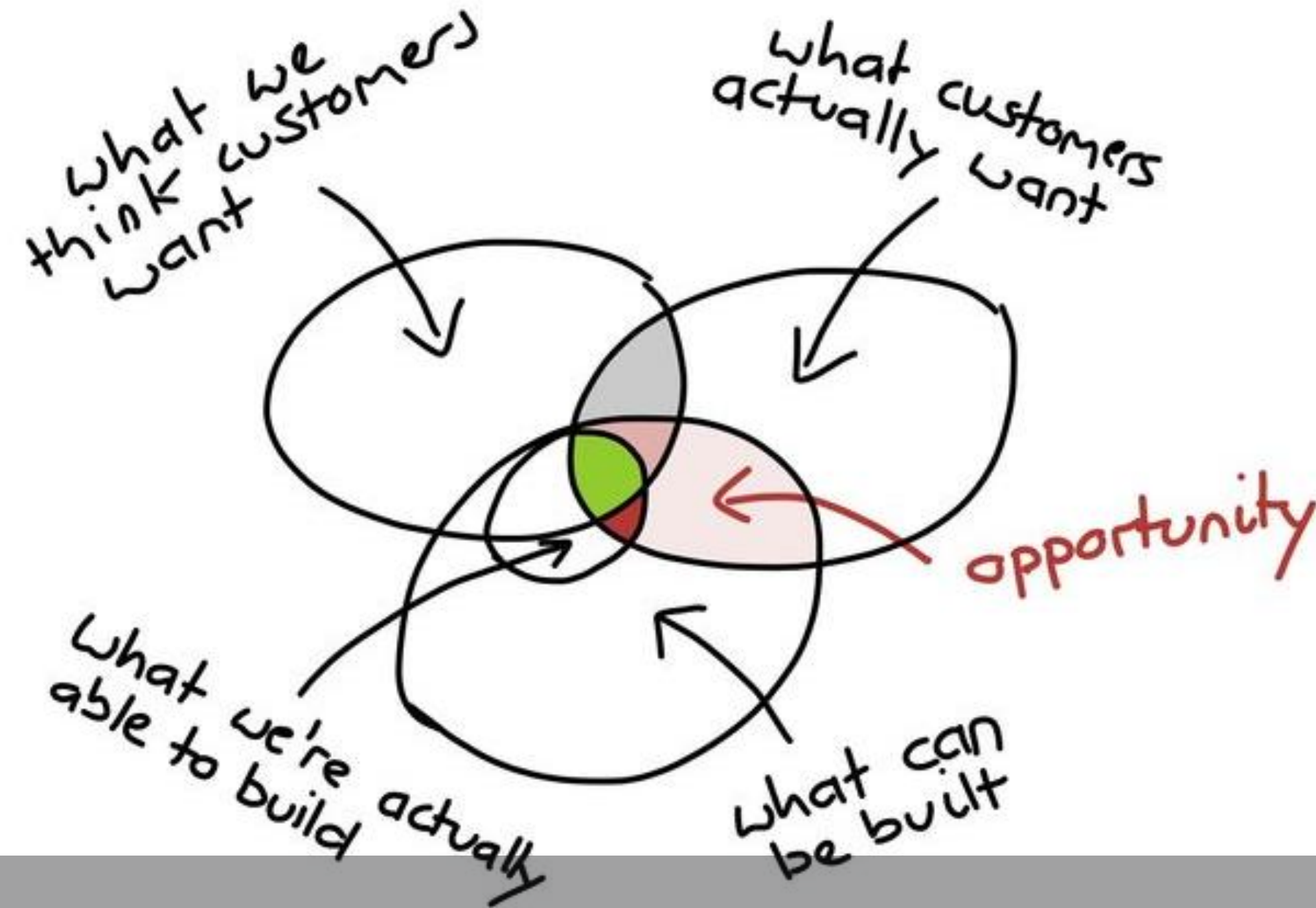
Improve ourselves by searching for new ideas (added value ideas for customers)

THINK OUTSIDE THE
BOX

**Enhance creativity / out-of-the-box
thinking with the power of the teams!**



Promote experimentation



Involve customers earlier

A top-down view of a group of people's hands and forearms stacked in a circle, creating a sense of unity and teamwork. The hands are of various skin tones, and the sleeves are in different colors and patterns, including olive green, red plaid, orange, and yellow. The background is a light, textured surface.

Team building & Fun



Goal of the sprint



A chalkboard drawing of a bar chart. The vertical y-axis is labeled 'CUSTOMER VALUE' in large, white, hand-drawn capital letters. The horizontal x-axis is also drawn in white chalk. There are six vertical bars of increasing height, colored blue, magenta, red, orange, yellow, and green from left to right. A thick white line is drawn across the chart, starting from the bottom left and sloping upwards to the right, passing through the tops of the bars, representing a positive trend or growth.

CUSTOMER
VALUE

**create as much customer value as
possible in two weeks**

The background is a collage of images. At the top, a person's hand is shown gesturing while talking. Below that, a person is sketching on a piece of paper with a pen. In the foreground, there are two coffee cups, one orange and one yellow, on a wooden table. A semi-transparent blue rectangle is overlaid on the middle of the image, containing the text 'BUILD A prototype'.

Build a prototype for functional ideas

BUILD A
prototype

For technical ideas just build it and don't use the google design sprint for it!

Build and test a prototype



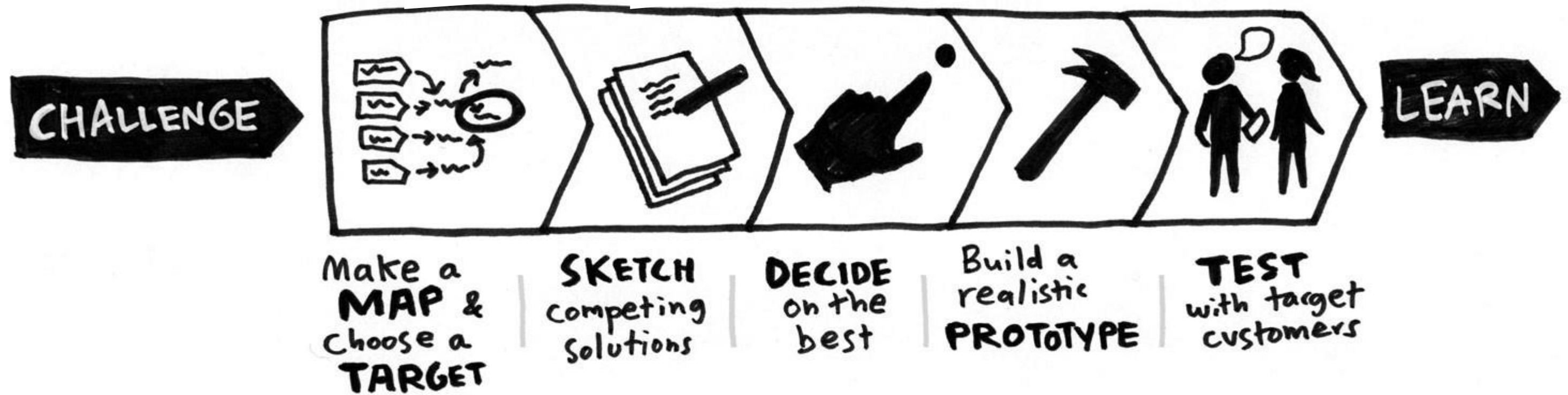
Google design sprint

A man with a beard and glasses, wearing a light blue shirt and tie, is standing and pointing at a document on a wall. He is addressing a group of people whose backs are to the camera. The room has a whiteboard with several papers pinned to it. The entire image has a blue tint.

SPRINT: 90 SECOND INTRO



Pitch the ideas for a jury



How does the sprint planning look like?



A man and a woman are sitting at a desk, looking stressed. The man is holding his head in his hands, and the woman is covering her face with her hands. In the foreground, a cardboard box with the word 'HELP' written on it is visible. The desk is cluttered with papers and a calculator.

A visit of 2 hours with the end users of SAM



Ideation workshop by Innovation coaches



Idea selection for the sprint & self selection teams

•Map



•Sketch



•Decide



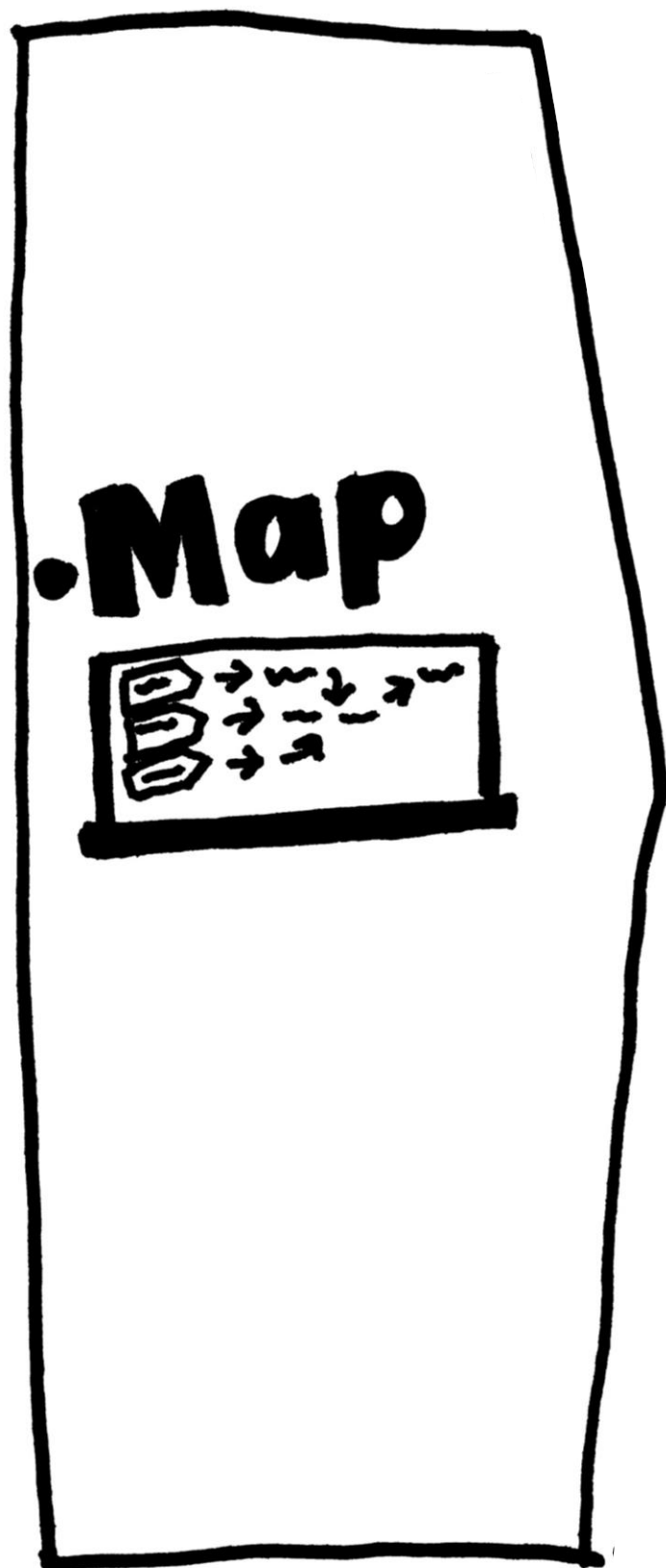
•Proto-
type



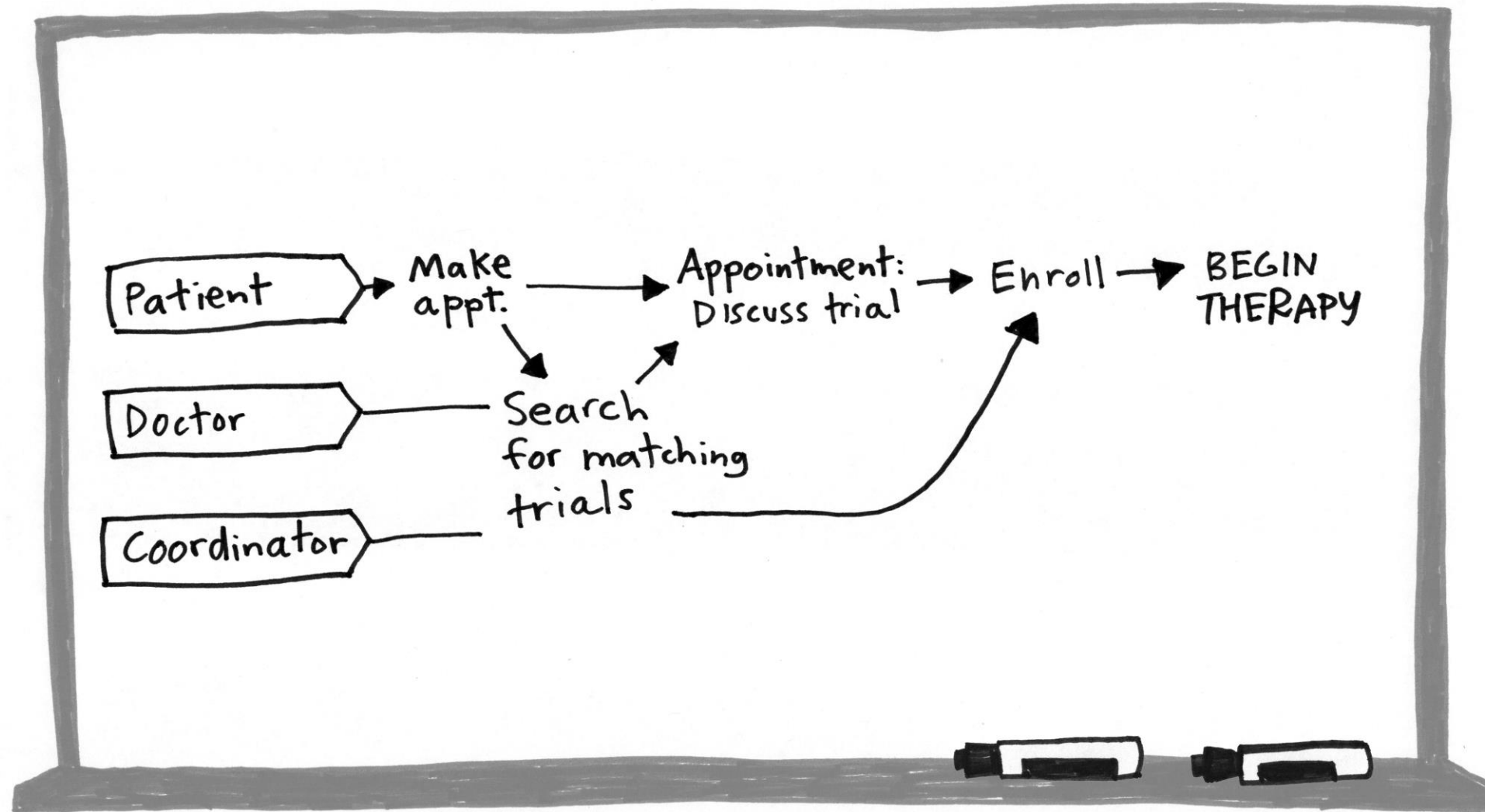
•Test



Start following the Google design sprint method
(Business Ideas)

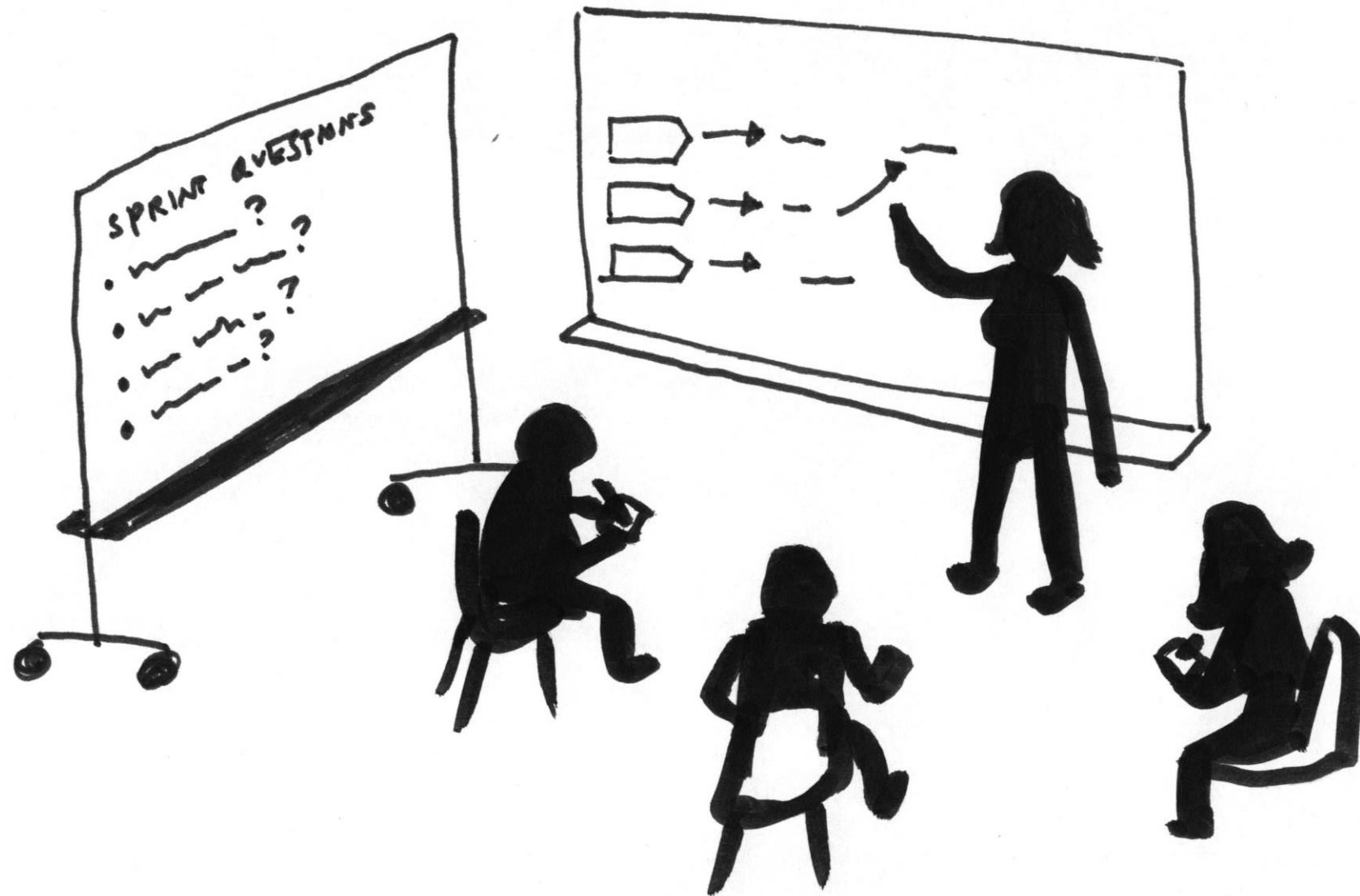


Make a map



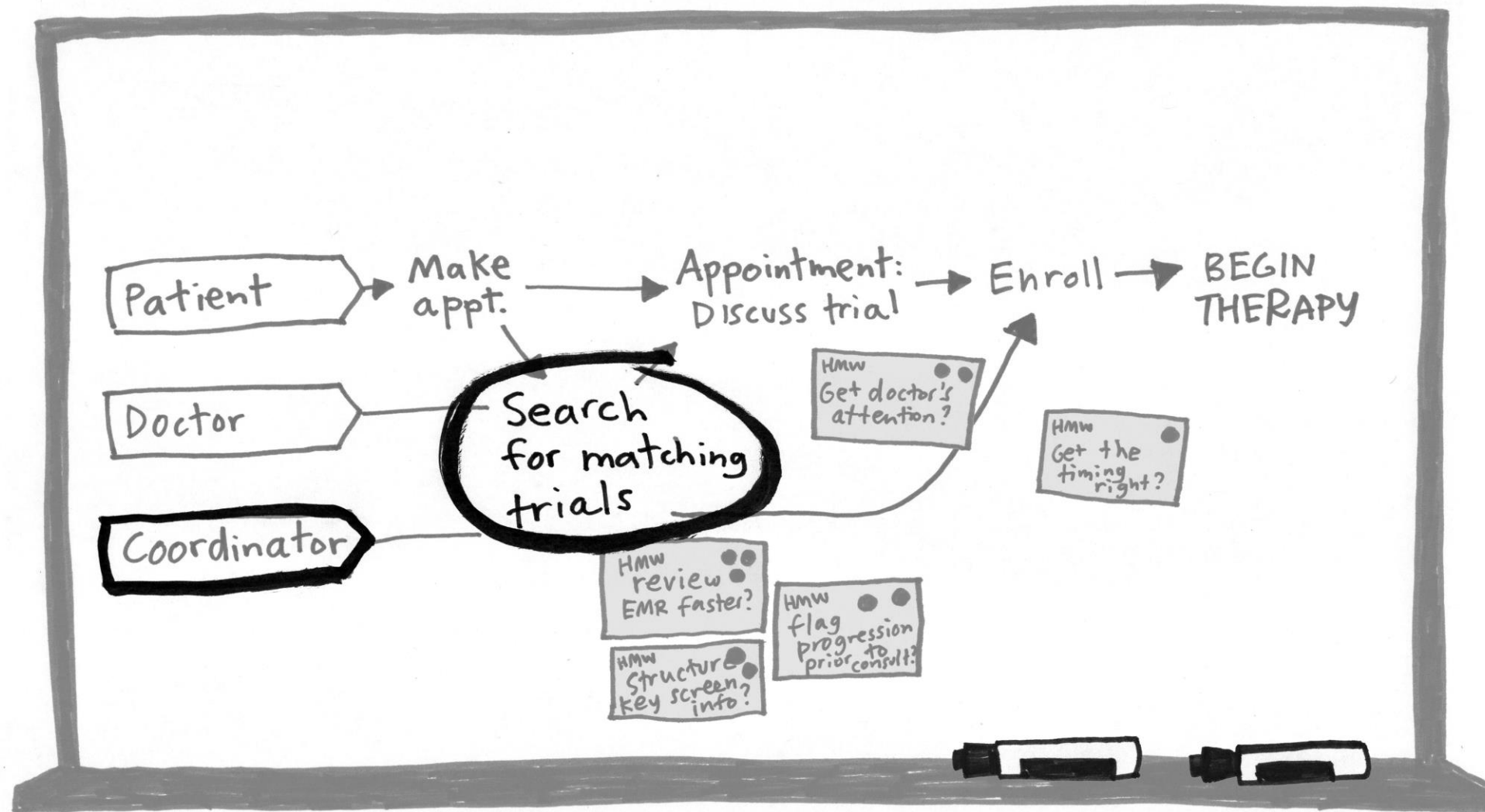
This will be a simple diagram with around 5-15 steps.

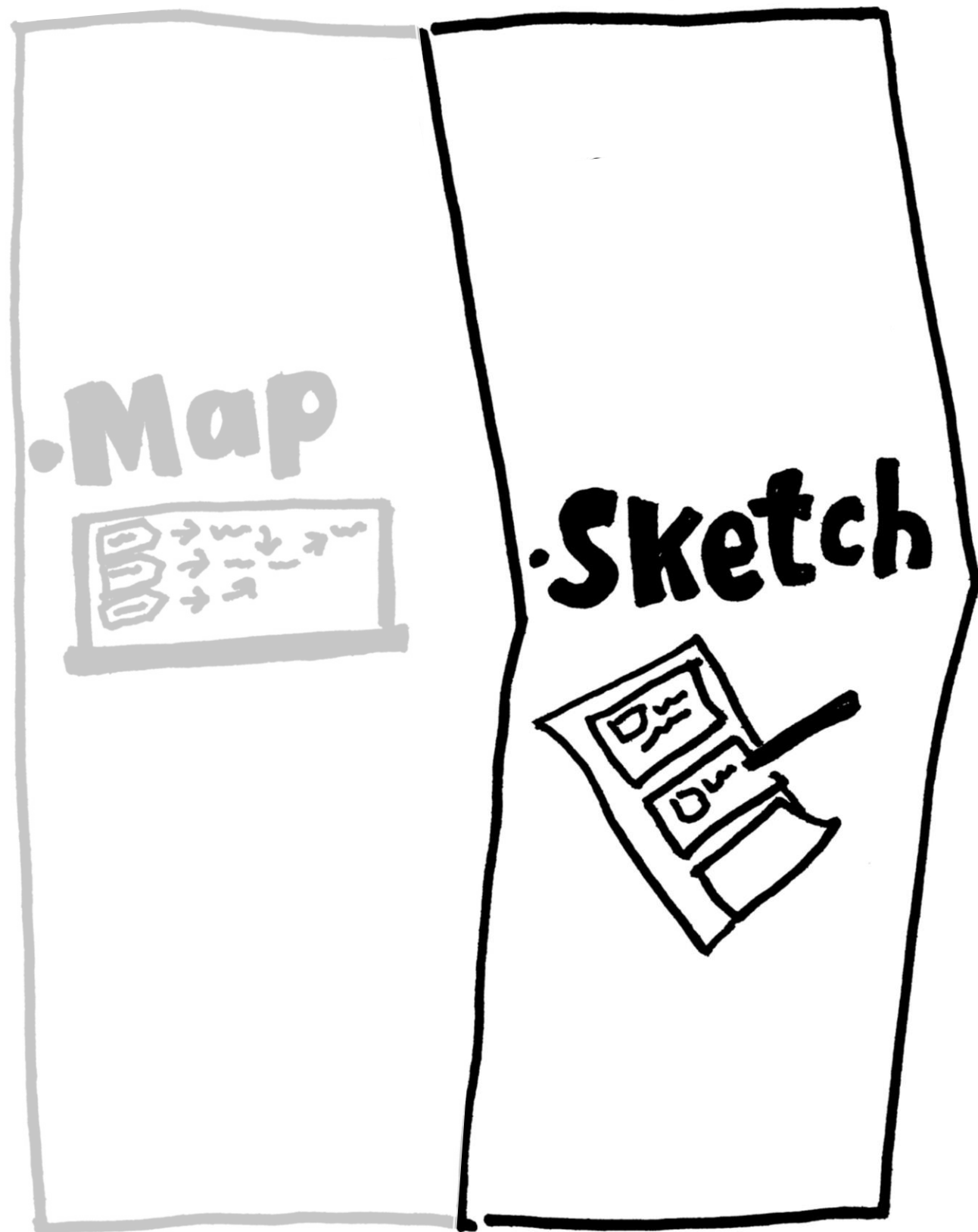
Ask the experts



Talk to one person at a time and take notes.

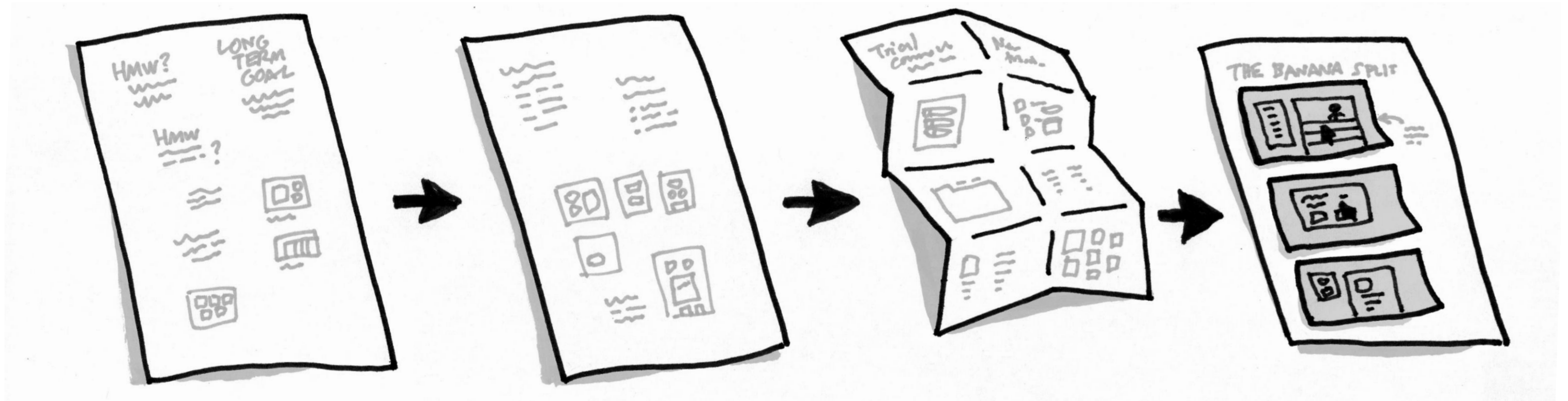
Pick a target





**Group
brainstorms don't
work, so you'll
sketch alone.**

Sketch



The process goes step-by-step to make it easy.

**Your sketches
will look like
this:**

WELCOME BACK



QUICK ORDER
☐ GIANT STEPS
☐ BLUE BOX
☒ DECAF BLEND

QUICK REORDER
w 3 clicks

SIGNED IN HOME

RECENT
PURCHASES
AND FAVORITE
BLEND

1st CLICK
TELL US WHAT
YOU WANT

QUICK ORDER

☒ GIANT STEPS 1 BAG
☐ BLUE BOX
☐ DECAF BLEND

ADD TO CART OR CHECKOUT

2nd CLICK
QUANTITY,
KEEP SHOPPING?

CONFIRM ORDER

☒ GIANT STEPS
- SHIPS TODAY, FRESHLY ROASTED

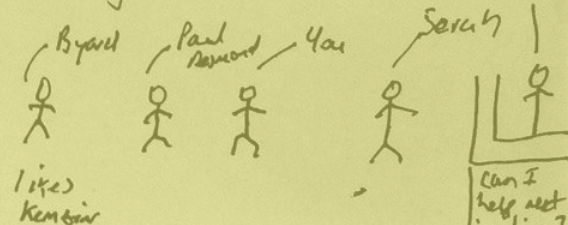
ADD ITEMS		
QUANTITY	SHIPPING	TOTAL
1		\$
CHANGE	CHANGE	

PURCHASE

3rd CLICK
CONFIRM,
DONE!

SOCIAL SCENE

See the famous BB line on screen —
Click on each person so you can see what they
are ordering - what's hot!



Boris
You
can close
to go to
chat online

CHOOSE YOUR LEVEL Just like Starbucks

Easy → - Filter
- Drip
- Espresso

Advanced
looking for something → Smooth → Bold
Destructive → Bold
Finely → Earthy

List best sellers by use with
images of use + product
or

Go deeper into
• Single origin
• Small lots
• What's hot
This week Diversions → best choice

THE "CART CONVERTER"

HTTP://BBC.COM/CART

Shopping CART

2 x 2 = \$35

☒ Hey! Turn this order
into a subscription. we'll
send this to you every 2 wks.

Shopping
Cart
Page
→ Interior
selector

HTTP://BBC.COM/CONFIRM

OK Byron. we got you
down for 2 lbs of
Honey Villy Every 4 wks.
we'll ship your first order
today: your next Freshly Roasted
Batch 4 wks from now

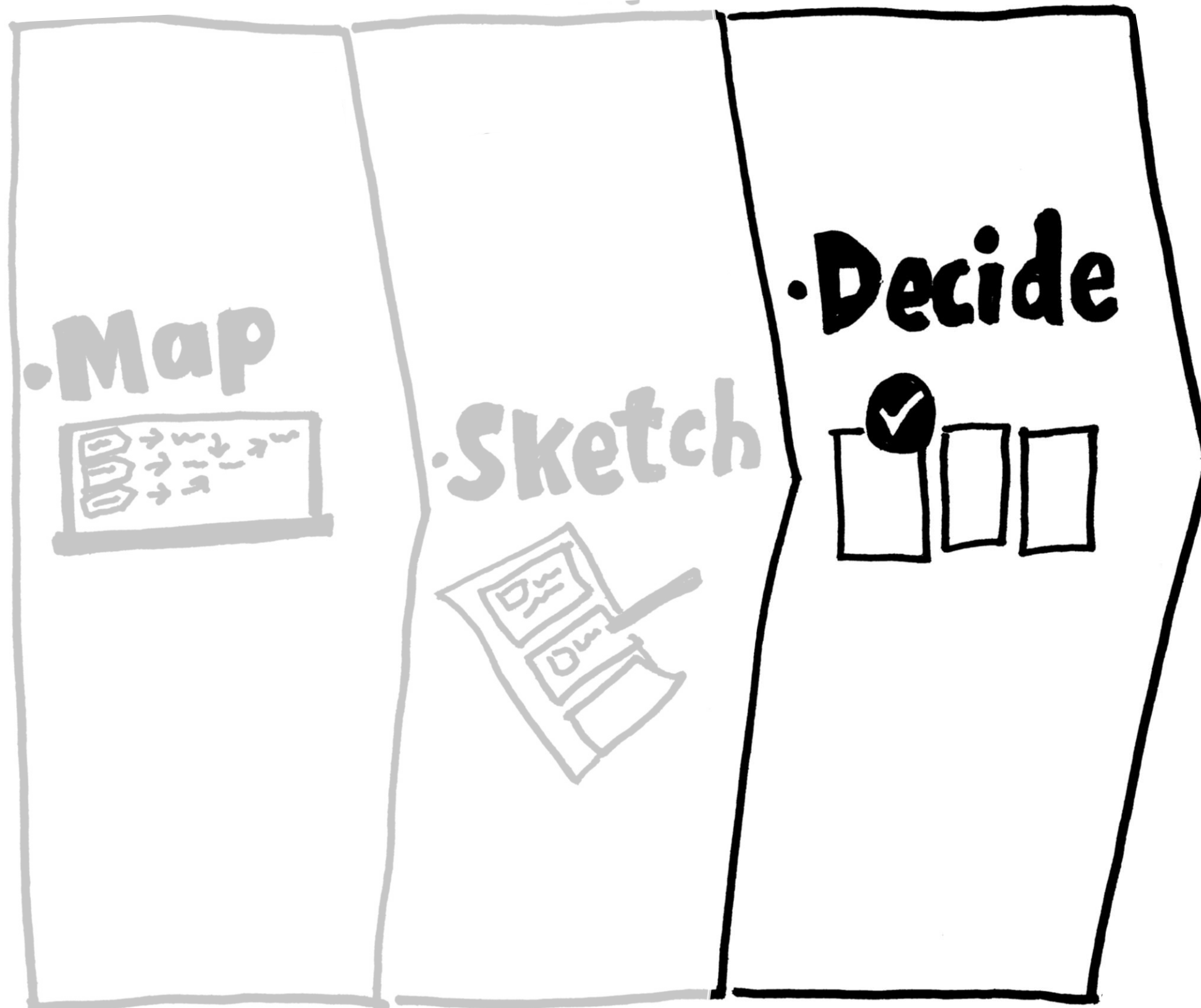
Adjust | Confirm

HTTP://BBC.COM/SUCCESS!!

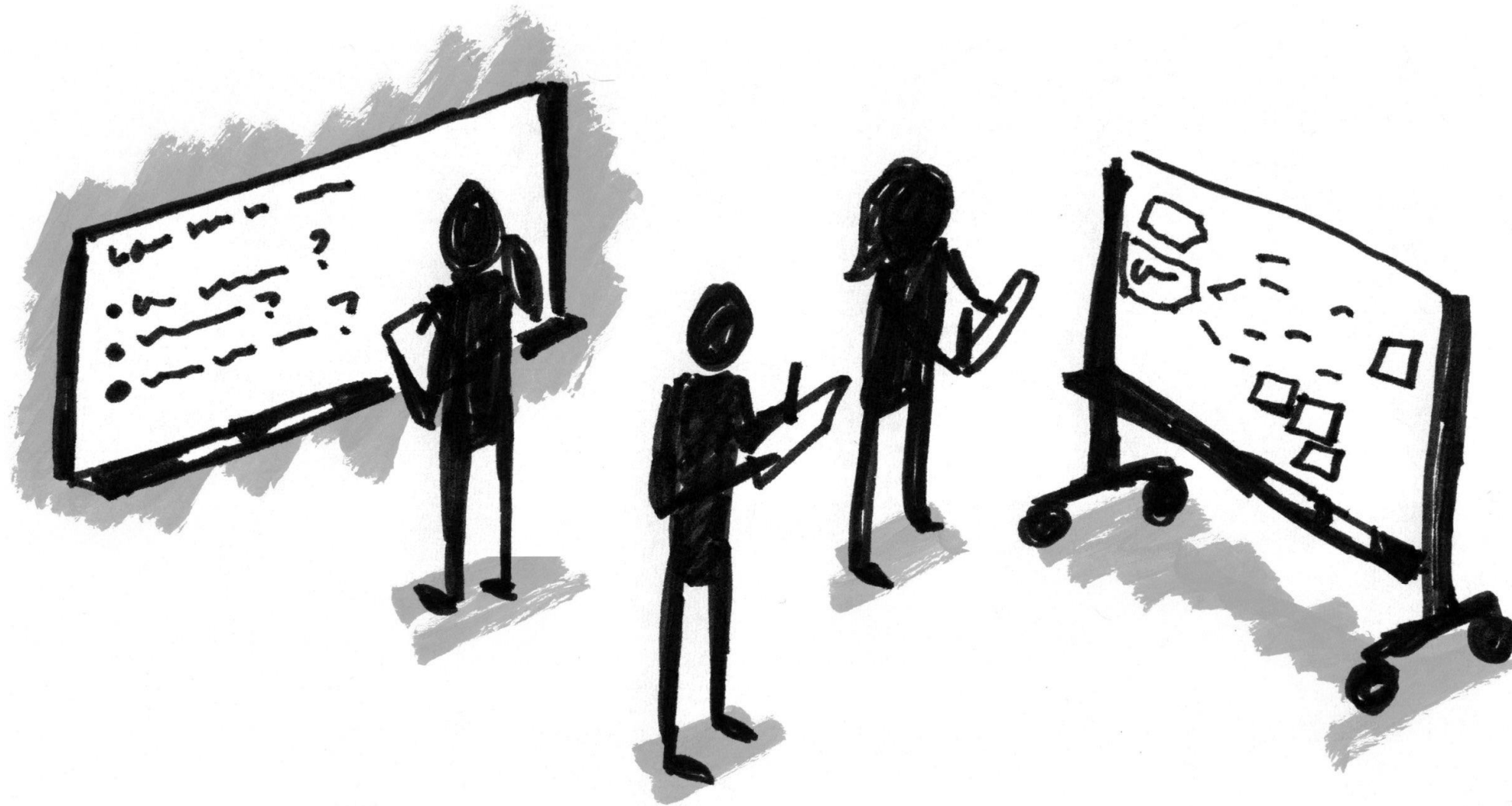
Success! You're now
signed up for the ultimate
fresh coffee experience

Click here to adjust
Click here to cancel anytime

Click here to tell a
loved one about our
subscriptions & earn credit



Sticky decision

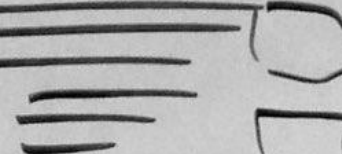


Choose the best sketches for your prototype

**Turn the winning
sketches into a
storyboard:**

New York Times

roasters you should know about

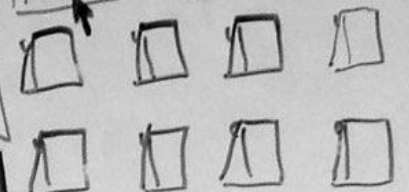


Potting shed
Linden alley
4pm Roasters
Blue Bottle
Stumptown

Potting Shed Coffee

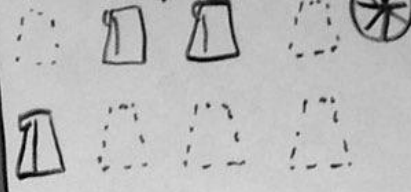
How do you brew?

Pour over Espresso

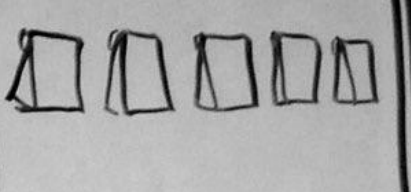


What do you like?

Floral Bright




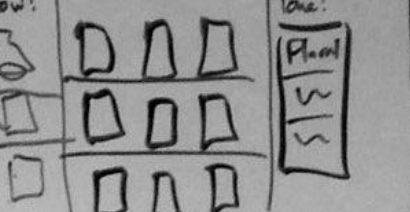
Bright Pour over coffees



Linden Alley

How? Tone?

Floral



4pm Roasters

Pretty about us story


GREAT COFFEE BY METHOD

Pour over Espresso Drip

BY TONE

Floral Bright Churn

Best coffee for Pour Over




Giant steps




Tech specs

Founders notes

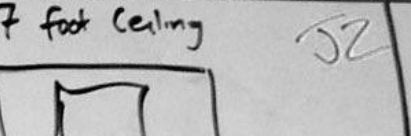
Also great for pour over



Also great



17 foot ceiling



17 foot ceiling

Added to cart

CHECKOUT

Suggestions

Filters

Coffee dropper



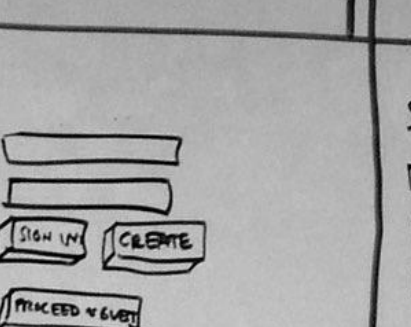
Shipping

Billing

SIGN IN

CREATE

PROCEED TO CHECKOUT



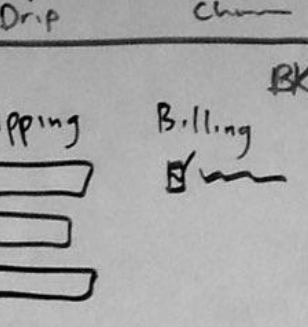
Shipping

Billing

SIGN IN

CREATE

PROCEED TO CHECKOUT



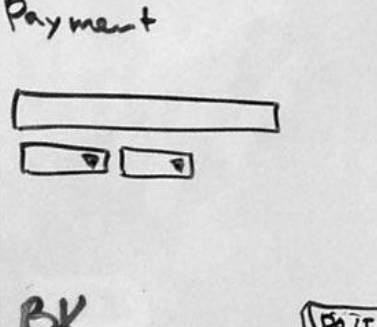
Shipping

We'll roast it tomorrow!

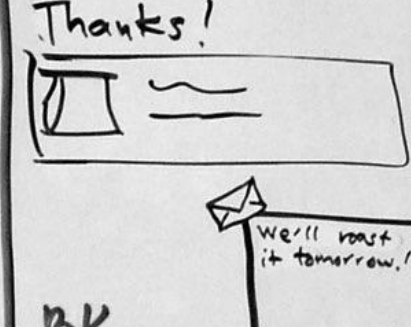
NEXT



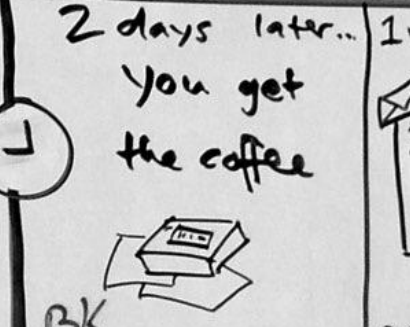
Payment




Thanks!



2 days later... You get the coffee



1 week later... You run out

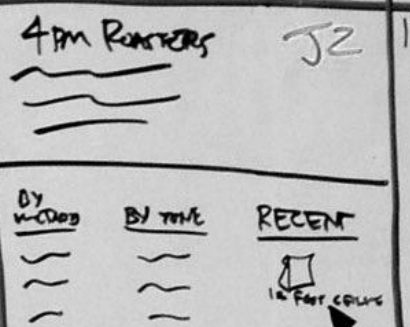


4pm Roasters

By method

By tone

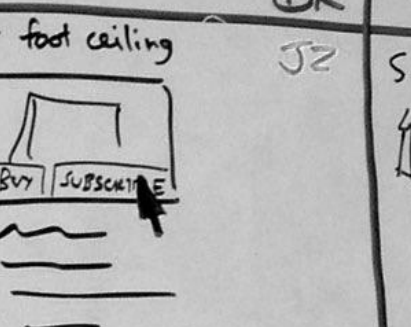
RECENT



17 foot ceiling

BUY

SUBSCRIBE



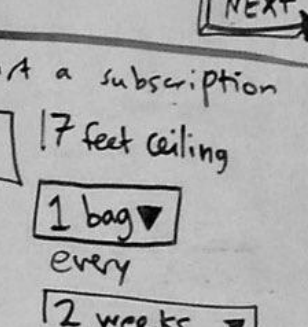
Start a subscription

17 foot ceiling

1 bag every 2 weeks

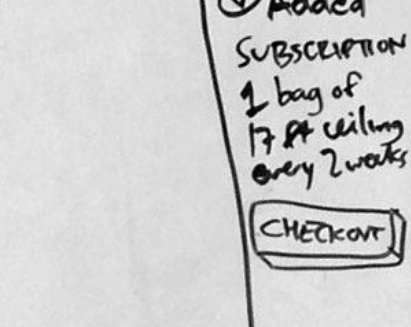
You'll be billed \$18 every 2 weeks. You can cancel, pause any time.

ADD

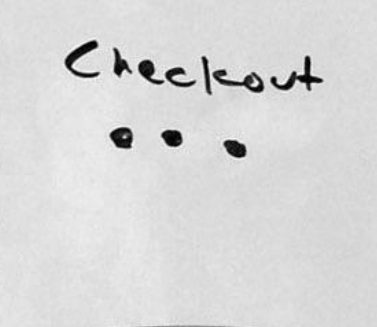


Added SUBSCRIPTION 1 bag of 17 ft ceiling every 2 weeks

CHECKOUT



Checkout



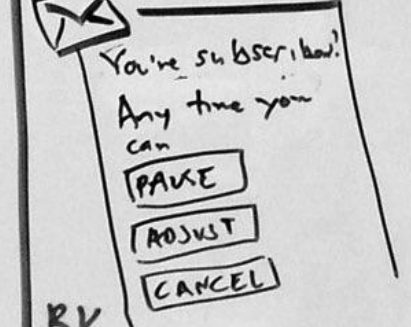
You're subscribed!

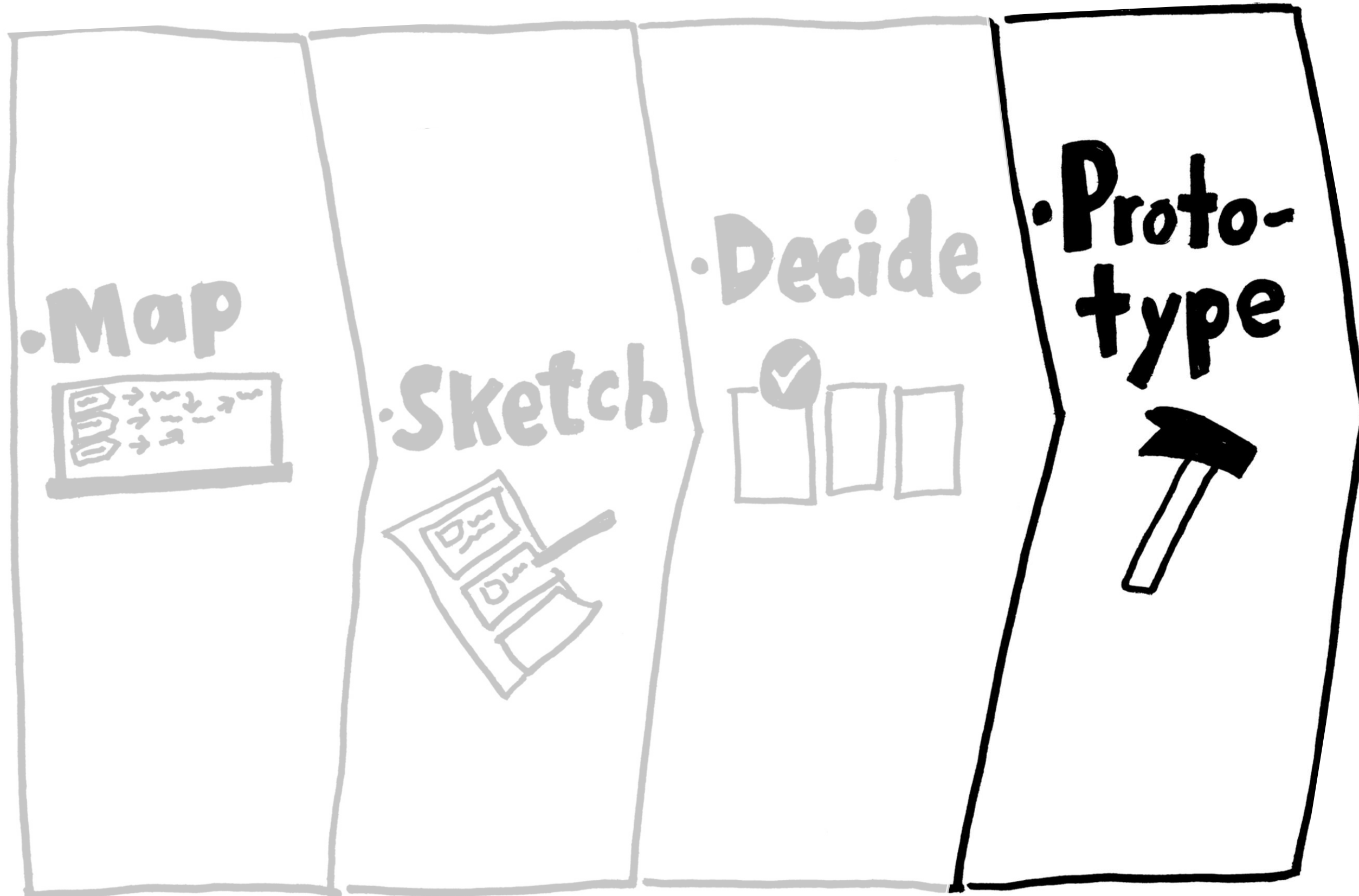
Any time you can

PAUSE

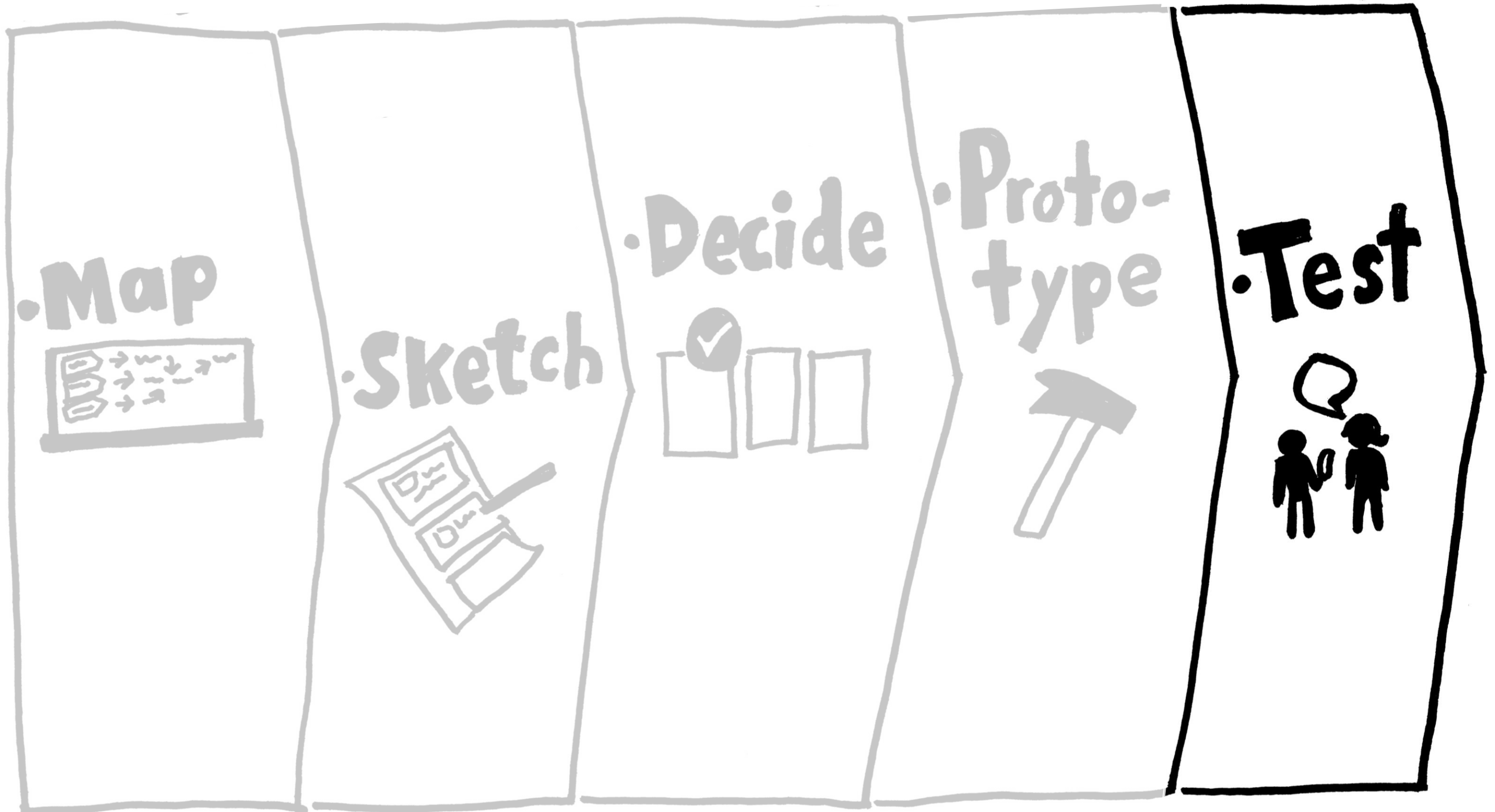
ADJUST

CANCEL





If your product is on a
screen,
try tools like
Keynote or PowerPoint
and InVision or Marvel.



**5 customer
interviews are
enough to reveal
big patterns.**



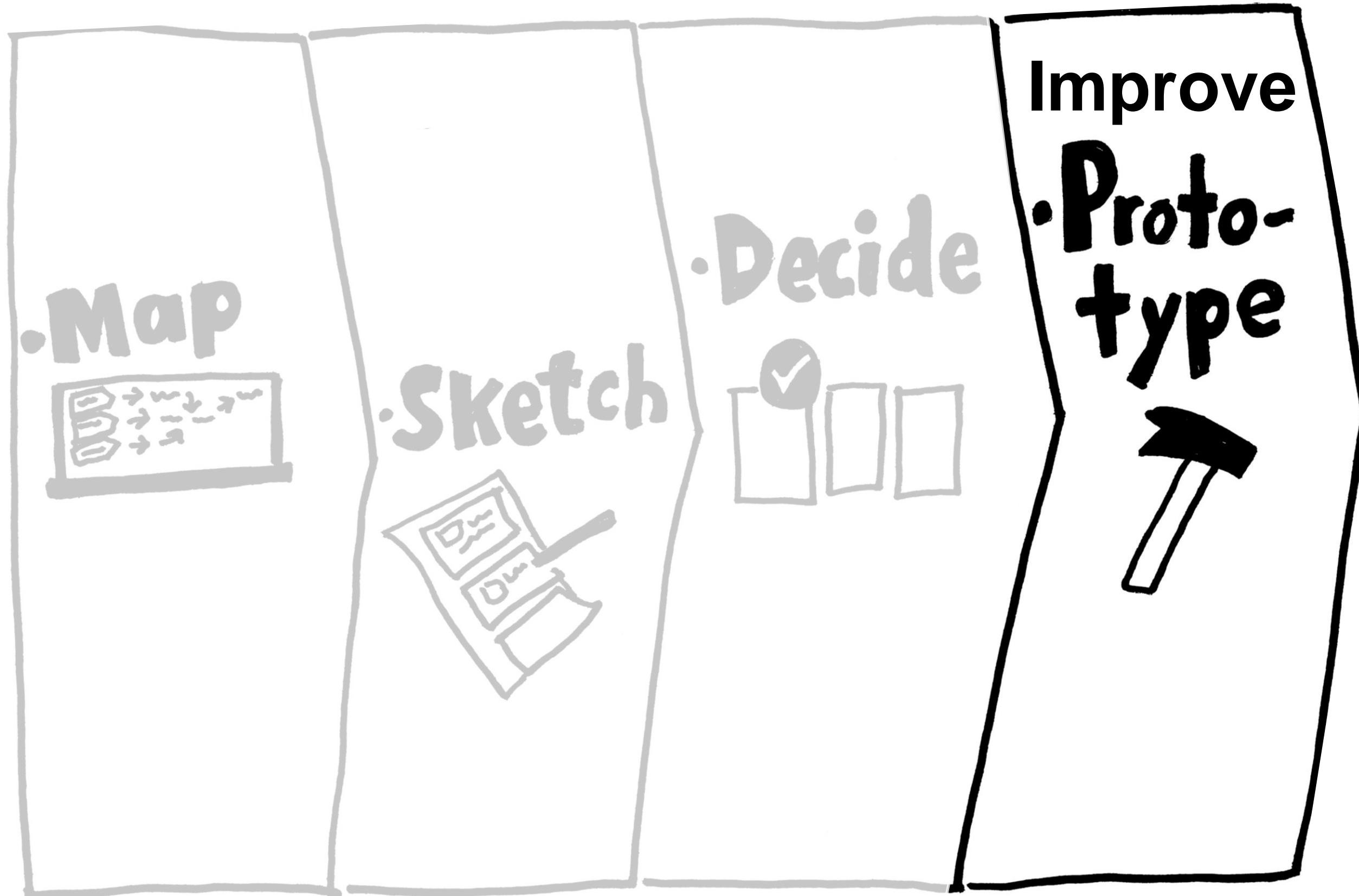
Interview 5 customers, 1:1.

The team watches over video from another room.



**At the end of the
day, you'll know
what to do next.**

**Often, it's
helpful to fix the
prototype and
test it again.**



Michiel Kwaaitaal – Innovation @ING

Larissa Wezenberg - Crypto-Moonshot

Bastiaan Karelse – Rabobank DARE experience

Erik Passchier – Vision of Raboabank IT

Inspiration presentation

CREATIVE
ideas

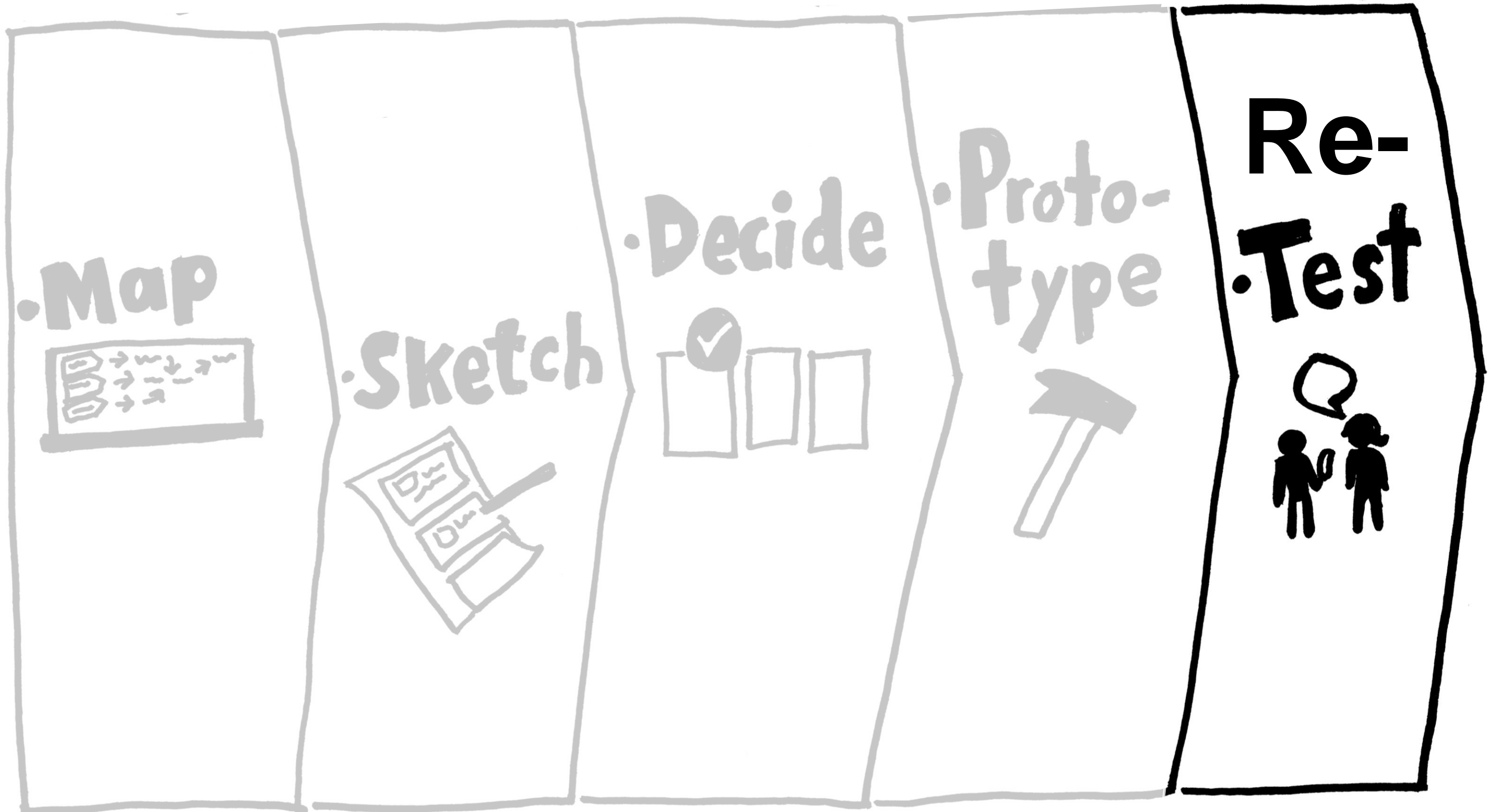
Utrecht

Thursday 5 july



**KEEP
CALM
IT'S
BBQ
TIME**

BBQ @Henco's place



Eindhoven

Monday 9 july



Demo day & jury decide best idea

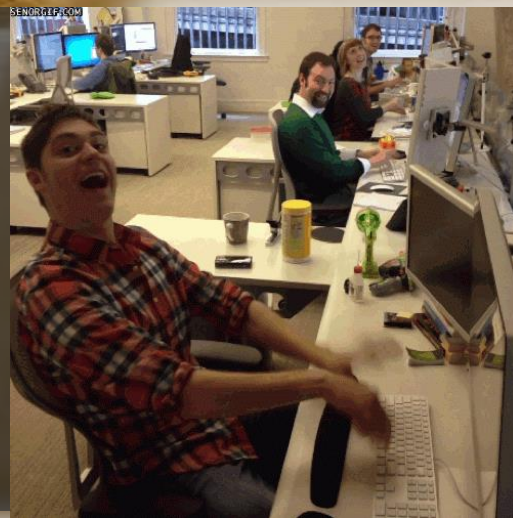
Sprint planning – overview:

Monday 25-6	Tuesday 26-6	Wednesday 27-6	Thursday 28-6	Friday 29-6	Monday 2-7	Tuesday 3-7	Wednesday 4-7	Thursday 5-7	Friday 6-7	Monday 9-7
Deliverable of the day: Know how the end users use our applications	Deliverable of the day: Everyone has chosen the team with his favorite innovation	Deliverable of the day: Every team has selected a target for the sprint	Deliverable of the day: Every team member made a sketch of the solution	Deliverable of the day: Every team has a selected solution	Deliverable of the day: First part of the prototype	Deliverable of the day: Prototype & interview is ready	Deliverable of the day: Tested prototype by 5 customers	Deliverable of the day: Improved prototype	Deliverable of the day: Tested prototype by 5 customers	Deliverable of the day: Pitch all the ideas & outcomes & jury decide best idea
Steps: <ul style="list-style-type: none"> • End users of Sam show how they work • End users of RAM show how they work 	Steps: <ul style="list-style-type: none"> • Ideation workshop by Innovation coaches • Prioritization by Diana of the best ideas • Team selection 	Steps: <ul style="list-style-type: none"> • Set long term goal • List sprint questions • Make a map • Ask the experts (interview) • Explain notes • Organize notes • Pick a target for the sprint 	Steps: <ul style="list-style-type: none"> • Lightning Demos • Divide or swarm • The four-step sketch 	Steps: <ul style="list-style-type: none"> • Review all sketches • Vote for the favorite idea • Select the winner • Make a storyboard of the selected solution 	Steps: <ul style="list-style-type: none"> • Pick the right tools to prototype • Assign roles • Prototype • Write interview script 	Steps: <ul style="list-style-type: none"> • Prototype • Write interview script 	Steps: <ul style="list-style-type: none"> • Setup interview room interview • Interview 5 customers 	Steps: <ul style="list-style-type: none"> • Improve prototype • Re write interview script • Innovation presentations 	Steps: <ul style="list-style-type: none"> • Setup interview room • Interview 5 customers 	Steps: <ul style="list-style-type: none"> • Pitch preparation • Pitch to everyone (demo day) • Jury decide best idea • Borrel



Guidelines

Working arrangements, guidelines & support



Working arrangements / guidelines

- Sprint start on Tuesday 26 june & end on Monday 9 july
- We start every day at 9 o'clock & stop at 4 o'clock
- Urgent matters (release / incidents / production issues) are more important.
- **Everybody fill in the vacation planning today!**
- Spain will join the whole sprint, will work as 1 team and Tarini will facilitate the design sprint.
- Ideas must be in context of special asset management
- Ideas can be business ideas (we will use the method: google design sprint)
- Ideas can be technical ideas (we don't use the google design sprint for it)
- Diana decides the content of the sprint
- If teams can not make a choice, Diana will help
- Existing ideas are not allowed (problem list items, etc)
- End of day we close the day together (quarter-hour)

Can we have commitment for this?

What do you need to make this a success?

Support:



Facilitator of the ideation workshop (2):

- Anne Ruth Webbink
- Britt Meijer

Facilitator of the design sprint (6):

- Elly van den Bos
- Nick Crouse
- Bastiaan Karelse
- Xander Schreurs
- Keiko van der Weide
- Tarini Dash (Team Spain)

If you want to facilitate or help with organizing, let us know!