

# Behavioural Design Sprint

*An exciting hyper-fast innovation process. Understand customer behaviour, spot opportunities, come up with ideas that will influence choice and shape behaviour, prototype, test and discover what works within three weeks.*

**SUE** | Behavioural Design

# Behavioural Design Sprint

*In a Behavioural Design Sprint, you will develop evidence-based strategies and ideas that will influence behaviour. Not based on gut feeling, but on behavioural science and user prototyping.*

## What is a Behavioural Design Sprint?

A proven systematic approach that will help you solve even the most complex behavioural challenges quickly. We combine design thinking – to get radically human-centred insights – with the science of influence. Two of our Behavioural Design Leads will help you come up with working solutions and ideas fast. And we'll get your target group in, making sure everything we do is tested and validated to make sure our solutions will indeed **influence choice and shape the desired behaviour.**

## What is the objective of a Behavioural Design Sprint?

The goal of the sprint is to find out as quickly as possible which ideas or strategies can activate the desired behaviour. And to reveal what the working mechanisms are to achieve this or which mental barriers need to be taken away. By translating strategy and ideas into rapid prototypes early on in the process, you will **learn quickly which influence buttons to push to get someone from current to the desired behaviour.**

## What makes a Behavioural Design Sprint so valuable?

The added value of this process is that it will force you/your team **to think outside-in instead of inside-out.** We will take a deep dive into the minds of your target group, and we will unlock the forces that potentially block the desired behaviour. This way, we do not develop creative ideas, but we'll come to solutions to change minds or habits and shape behaviour. You will gain more control over the impact of your strategy or ideas as we rapid prototype everything at the end of the sprint with five real users to learn if, indeed, our solutions will lead to the desired choices or behaviour. As a team, you are very closely involved. This way, we make sure we'll inject your expertise and experience, and at the same time, you as a team learn about behavioural psychology.

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*“The approach was refreshing and exciting. And the same goes for the findings. This way, the collaboration, not in the last place thanks to the joyful and energetic SUE team, was a surprising success for me. It is so exciting that also after 30 years of work experience you can learn to look at people in another way.”*



## What are outcomes of a Behavioural Design Sprint?

The outcome of the sprint is an **influence strategy and tested concepts** presented in a custom Behavioural Design Canvas<sup>®</sup>. These could be value propositions, an optimised campaign or website, an (optimised) product, service, a marketing campaign, an optimised consumer journey, a fundraising model, a price strategy, a sales concept, a physical space idea, etc. We will show which influence buttons should be pushed to get someone from current to the desired behaviour. Which ideas will be tested we decide together during the sprint. Next to the delivery of an advice document, we will organise an implementation workshop with your team to translate insights into actions. Finally, you will receive the SUE | Influence Framework<sup>®</sup>, a treasure box with insights into the psychology of your target group.



## When do a Behavioural Design Sprint?

You need to put acceleration in your problem solving but want to do it smartly? You need to become genuinely customer-centric but don't know how to do it systematically? You want to unlock the forces that block the desired behaviour of your target group? **You need evidence your users, employees, citizens or customers will indeed buy or embrace your product, service or policy, and not just say they will?** You would like more grip on the impact of your projects and are intrigued to inject some behavioural science into your approach? Then a Behavioural Design Sprint is perfect for you.



**WHAT ARE THE PAINS?**

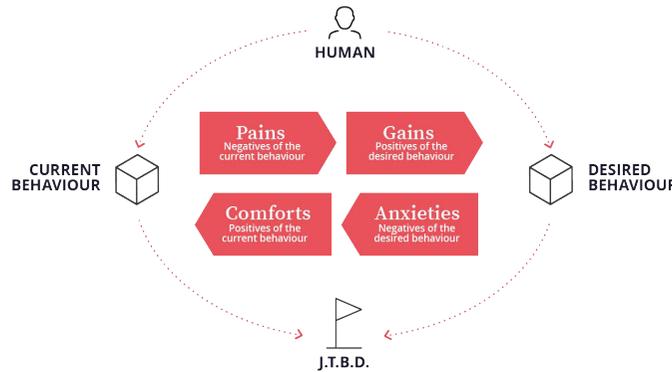
Take a look at the **current behaviour** (the behaviour you'd like to change). Is there something that irritates, annoys or frustrates someone in this behaviour that could push him/her to the desired behaviour as it would fix these pains? **NEGATIVES OF THE CURRENT BEHAVIOUR.**

**WHO** (which irrational humans) are we trying to influence?

**WHAT ARE THE GAINS?**

The positive effects someone will feel or experience when engaging in the **desired behaviour**. Something that is of that much value to someone that they are willing to make the switch to the desired behaviour. **POSITIVES OF THE DESIRED BEHAVIOUR.**

What is their **CURRENT BEHAVIOUR** and what current **OFFER** are they using?



How do we want them to behave? What is the **DESIRED BEHAVIOUR**?

**WHAT ARE THE COMFORTS?**

These are holding people in their **current behaviour**. It is what people do that feels familiar or comfortable to them. The thought of switching to the desired behaviour gives them such feeling of discomfort that they often rather accept their current sub-optimal state. **POSITIVES OF THE CURRENT BEHAVIOUR.**

What is the **JOB-TO-BE-DONE** (verb + objective) that they are trying to achieve with their behaviour?  
 eg. drink a milkshake to kill commuting time  
 eg. buy a dog to meet other people  
 eg. book a hotel room to explore the world

**WHAT ARE ANXIETIES?**

This is about the **desired behaviour**. It is everything that holds someone back from switching to the desired behaviour. Could be fears, insecurities, incapacilities, barriers, excuses, prejudices, etcetera. **NEGATIVES OF THE DESIRED BEHAVIOUR.**



## How does a Behavioural Design Sprint work?

It is a high-speed process in which two senior Behavioural Design Leads will apply the SUE | Behavioural Design Method® to your challenge. You will get a behavioural analysis of your target group, insight into the unconscious forces that drive or block the desired behaviour, new opportunities for influence, and strategies or ideas that we validate at your target group. All based on behavioural science, so you won't just gain solutions and insights but solutions that will predictably influence the choices and behaviour of your target group. **The sprint combines insight (6 interviews), strategy development, ideation, rapid prototyping and testing (5 interviews) in one process executed by one team.** These are often separate projects. Our sprint creates time efficiency but foremost ensures valuable insights don't get lost in translation.

*“In advance, I had my doubts about this insight part. Now I never want to start a project any other way. We discovered painfully quickly how many assumptions we make about the choices or motivations of our target groups that are simply dead wrong.”*

## What are behavioural challenges you may solve in a sprint?



### Customer Behaviour

If you want to find out how you can **shape the decisions and behaviour of your customers** (to buy, return, donate, recommend, etc.) or want to know how to put more human value in your **customer experience and customer journeys**.



### Citizen Behaviour

If you want to influence citizen behaviour to make sure they **act upon policies or show societal desired behaviour** like recycling, sustainable building, acting financially responsible, live healthy, take care of their children, etc.



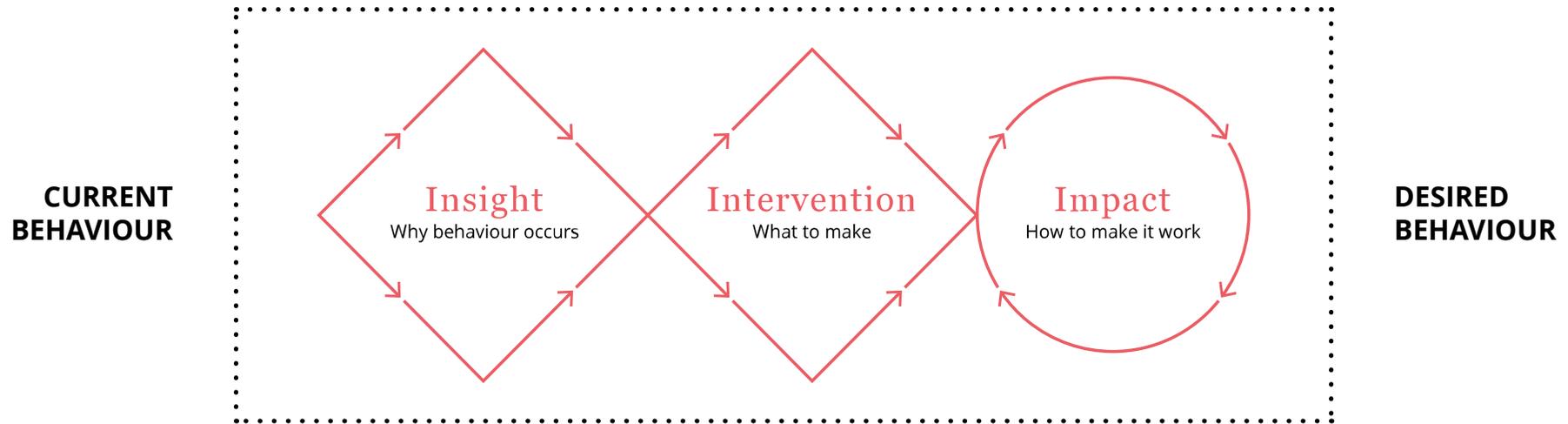
### Employee Behaviour

If you want to get **the most out of your employees** by helping them to become more creative, innovative, agile or customer centric or installing a culture in which they stay motivated to stick around. Or if you want to **attract the best talent**.

- ✔ creating value propositions
- ✔ developing and optimising campaigns
- ✔ developing new products and services
- ✔ upgrading consumer journeys
- ✔ creating better customer experience
- ✔ defining price strategies
- ✔ developing donation models
- ✔ creating brand positionings
- ✔ installing habits
- ✔ designing physical spaces
- ✔ developing contract strategies
- ✔ creating HR strategies

# The SUE | Behavioural Design Method<sup>©</sup>

*In the sprint we apply a proven method in which we have powered up the process of design thinking with the science of behavioural psychology.*



## SCOPE BEHAVIOURAL DESIGN SPRINT



## Which organisations have done a Behavioural Design Sprint at SUE?

We have organised behavioural design sprints to solve complex influence challenges for brands, organisations, governments, NGOs, and politicians worldwide to win customers, get voters, inspire giving, show good citizenship, embrace change and build better habits. We have worked in front and behind the screens for organisations as UNHCR, Heineken, Oxfam, several departments at the Dutch Government, Sony Music, Rabobank, ABN AMRO, Randstad, Talpa Radio, the Dutch Liberal Party, Acerta, ANWB, Amnesty International, a.s.r, Centraal Beheer, Campina, CZ, eBay, ING, Humanitas, SNS, KBC, Stichting Aap, SportCity, Rijkswaterstaat, Rotterdam The Hague Airport, Koninklijke Horeca Nederland, Ikea, De Volksbank, Roche and the Belgian Socialist Party, amongst many others.



✓ **Client satisfaction:** clients score us an **average 9,2**.

## Where does the Behavioural Sprint take place?

We have several options. We can run the Behavioural Design Sprint virtually. In that case, we will work together with you in MS teams and Mural (both applications you do not need to install, and we'll give you all instructions on how to use them both beforehand). We also have a great sprint space in our offices in Amsterdam. If you decide to sprint with us in Amsterdam, you are in for a treat. We'll take care of lunch, snacks and drinks, all home-made, healthy food topped with love. We can cater for allergies if needed. We can also sprint at your location. In this case, we will provide a list of items we need to be present at the site. Whatever suits you best!



# The set-up of a SUE | Behavioural Design Sprint

## What is the timing, needed commitment and set-up?

We strongly believe that together we can create the best work. It is priceless to integrate your expertise and past experiences into the sprint. That's why in the sprint, we want to join forces by creating a core sprint team that includes 4 people (maximum) from your side, teaming up with our Behavioural Design Leads. This does require some of their time commitment, but at the same time, this core team will pick up the ins and outs of Behavioural Design while sprinting. Learning by doing.

The core team should be present during the days highlighted in green and should have decision making power. During the final presentation on day 15, other stakeholders can join. During the kick-off, we will take you through the sprint setup, and we will check your availability. We work with fixed fees—no unexpected costs. Mentioned budget is in Euros and exclusive of VAT but includes testing and respondent selection, lunch, snacks, drinks, all the tools and templates and our endless appreciation and dedication.

### 15-day Behavioural Design Sprint *fixed fee € 37.990*

**SUE Team**

**Client Team**

|           |                        |  |        |               |
|-----------|------------------------|--|--------|---------------|
| Day 1 + 2 | Kick-Off + Preparation | <ul style="list-style-type: none"> <li>Half-day kick-off to discuss the process and to define the sprint goal, the team roles and availability. And to prepare the behavioural analysis and sprint.</li> </ul>   | 2 days | Kick-off 3hrs |
| Day 3 + 4 | Interviews             | <ul style="list-style-type: none"> <li>We will start by doing six interviews with the actual target group to gain behavioural insights and unlock the hidden forces that influence their decisions. We'll take care of the respondents and respondent fees unless you wish to provide them yourself. Our experience is that six in-depth interviews will reveal all behavioural insights we need to predictably influence choice and behaviour.</li> </ul> | 1 day  | 08:30-17:30   |
| Day 5 + 6 | Analysis               | <ul style="list-style-type: none"> <li>We will analyse the behavioural insights and plot them on the <a href="#">SUE   Influence Framework®</a>. That reveals the behavioural boosters and behavioural bottlenecks we need to consider to influence the desire choices and behaviours.</li> </ul>  | 2 days |               |

|            |                         |  |       |             |
|------------|-------------------------|--|-------|-------------|
| Day 7      | Insights                | <ul style="list-style-type: none"> <li>Together we will discuss the behavioural insights we gained; we'll take you through the Behavioural Design Canvas® with in its heart the Influence Framework© and and discuss the opportunities for influence that we will translate into the sprint objective.</li> </ul>  | 1 day | 09:30-16:00 |
| Day 8      | Ideation                | <ul style="list-style-type: none"> <li>This is the day we'll turn behavioural insights into ideas that will shape behaviour and choices. We'll use the proven concept from behavioural science to do so and use techniques to make sure we'll get a wide range of ideas. The Behavioural Design Leads will take time to teach you these concepts and techniques and together will ideate.</li> </ul> | 1 day | 09:30-16:00 |
| Day 9      | Opportunities           | <ul style="list-style-type: none"> <li>Whereas the previous day we tried to come up with as many ideas as possible, this is the day in which we narrow down the ideas. Integrating separate ideas into working interventions. After this, we will select the most promising interventions to turn into prototypes the day after.</li> </ul>  | 1 day | 09:30-16:00 |
| Day 10     | Prototyping             | <ul style="list-style-type: none"> <li>We will create rapid prototypes that allow us to test the ideas with the end-user (mock-ups, sketches, first demo's, first copy).</li> </ul>  | 1 day |             |
| Day 11     | Testing                 | <ul style="list-style-type: none"> <li>We will invite 5 new end-users to show them our prototypes and to gain insight into what works, how it works, and why it works (or not).</li> </ul>   | 1 day | 08:30-17:30 |
| Day 12 +13 | Implementation          | <ul style="list-style-type: none"> <li>The team analyses the findings and prepares the implementation workshop. Instead of just delivering a presentation, the workshop rather serves as an action plan to help you make the test-proofed interventions come to life.</li> </ul>   | 1 day |             |
| Day 14     | Preparation workshop    | <ul style="list-style-type: none"> <li>We take care of finalising the implementation workshop; turning in into an event that will help you convince your stakeholders of the work we did together.</li> </ul>  | 1 day |             |
| Day 15     | Implementation workshop | <ul style="list-style-type: none"> <li>On the last day of the sprint, you can invite your stakeholders. We will present the behavioural insights, the opportunities we spotted, how we turned them into interventions, and show the winning concepts. This will all be integrated into a slide deck that will advise how to turn the working interventions into action.</li> </ul>                   | 1 day | 14:00-17:00 |

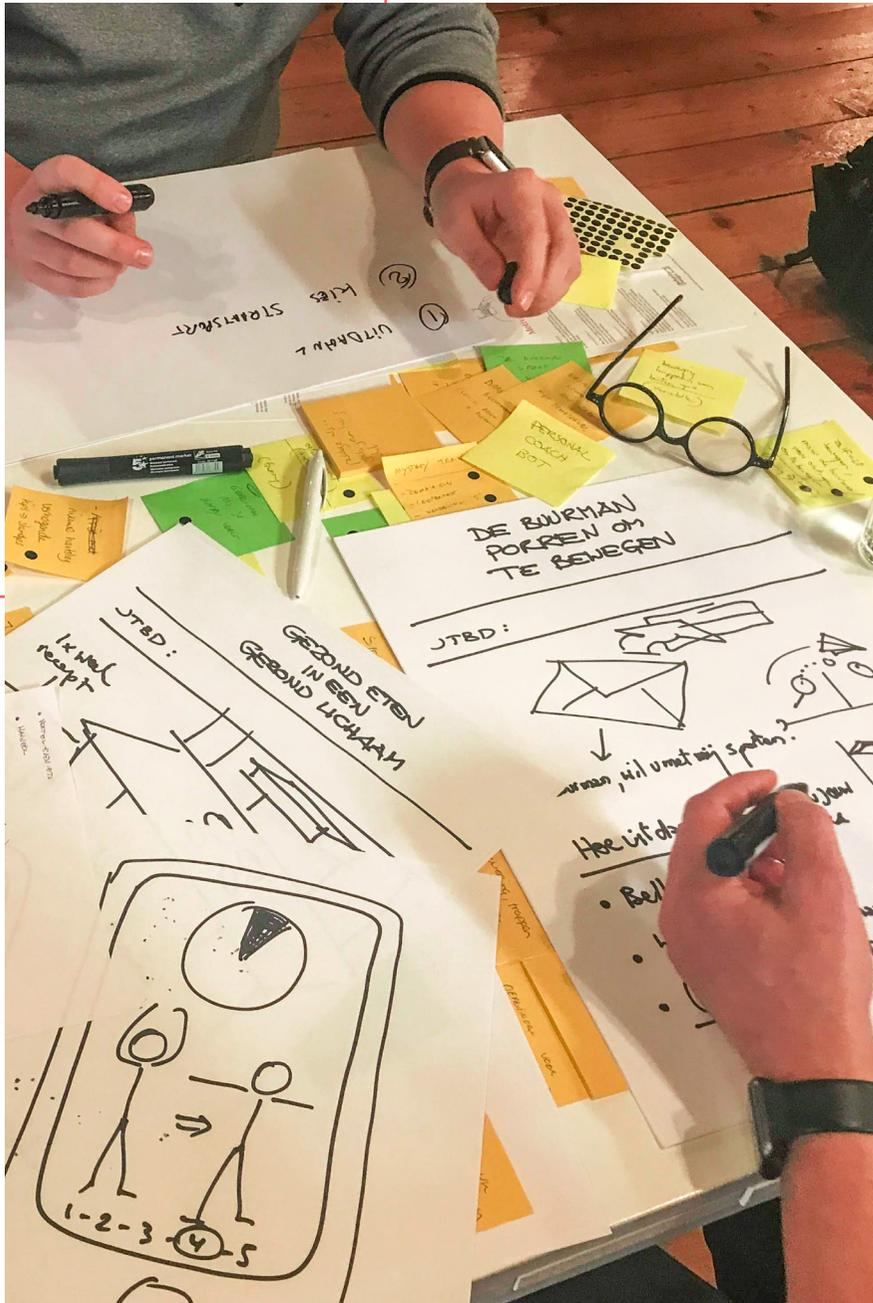
## What is included?

- Two Behavioural Design Leads that will run the entire sprint together with you and your team.
- Sprint preparation, kick-off meeting.
- Respondent selection and respondent fees for both the insight and prototyping test.
- Six plus five qualitative interviews with respondents from your target audience.
- Fifteen full-time days of sprinting as described in the overview.
- Guidance and coaching of your core team during the sprint.
- Concepts rooted in behavioural science that are test-proofed.
- Implementation workshop (preparation and workshop itself).
- If sprinting on our location: location, lunch, snacks, drinks on all days of the sprint, all tools and templates and sprint materials.
- All tools, templates, a custom Behavioural Design Canvas© and Influence Framework©, an influence strategy in a slide deck, implementation action plan.

## What are the administrative details of the sprint?

- Sprint days are planned consecutively to increase efficiency and learning effects unless the SUE planning doesn't allow it.
- If the sprint takes place at the SUE facilities, it includes lunch, drinks, sprint materials and the location.
- At the own arranged location client needs to take care of the catering, a beamer, flip-over, markers and post-its, and travel and accommodation expenses are not included in the budget.
- The mentioned budget of € 37.990 is excluding VAT.
- This budget will be invoiced 75% in advance and 25% after the sprint is finished.
- You will first receive a digital budget for approval. SUE will not make any costs or will not start any work without your approval.
- After the approval you will receive a digital invoice. If you have any questions, please contact [mirelle@sueamsterdam.com](mailto:mirelle@sueamsterdam.com).
- With the approval, you (the client) enter a binding agreement with SUE | Behavioural Design BV.





*“SUE provided me with essential insights into the way we can anticipate the behaviour of our clients. I take these with me to future projects so they will gain far more effective reach also. The sprint delivered a concrete product that I cannot wait to bring to life.”*

*- Jonathan Mortelmans. City of Antwerp.*

## Did you know we also operate an accredited Behavioural Design Academy?

We are a unique combination of a Behavioural Design Consultancy and Behavioural Design Academy. This makes us deeply rooted in practice. We inject the latest know-how in behavioural economics into our sprints and feed learnings from our projects into the Academy. That makes us frontrunners in the know-how and application of behavioural science. Our Academy is officially acknowledged as educational institution in which we have trained over **2.500 participants from over 45 countries** in the Behavioural Design Method®.

[CHECK OUT THE ACADEMY](#)





### What if I have further questions or want to book a sprint?

We are happy to help you at any time to answers any further questions or tell you more about the Behavioural Design Sprints we did before. If you want to book a sprint with us, please send an email to **Susan de Roode**: [susan@sueamsterdam.com](mailto:susan@sueamsterdam.com) or give her a call at +31615229227. We'll get back to you as soon as possible.

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