

01 innovate

# ideation workshop



## who should attend?

You are invested. You have sizeable in-house product management and UI design teams. Yet, your software product is regarded as being very complex and hard-to-use. How do you turn user frustration into customer delight? In this ideation workshop, your team members and internal stakeholders will explore re-design opportunities through an out-of-the box approach to product innovation. Gain a deeper appreciation of how user experience can inspire the development of innovative products.

## about ideation

This 2 day workshop is structured to help you integrate customer insight as part of the product creation process to develop innovative product enhancements; in addition to creating meaningful experiences that support and enhance business and product goals.

you	inspire	educate	empower
Product management and marketing teams looking to develop new concepts for product evolution	Idea generation based on key end user challenges	Techniques to generate new product concepts	Problem definition
User experience and design team members	Delivering a consistent, context sensitive, and personalized user experience	Deep understanding of your customer and end users and their challenges	Opportunity identification
	Creation of new product ideas	Strategies on how to exceed customer expectations	Prioritized portfolio of new product ideas

## workshop blocks

This workshop is part of an ongoing Macadamian series. Each of our workshops are broken down into 4 blocks which cover the product development cycle.

### 01 innovate



Brainstorm new ideas and concepts; get alignment and set direction for development by clarifying the product, the problems solved; and the technical and financial goals.

### 02 plan



Transform concepts into engineering specifications, prototypes, in addition to undertaking a sanity check to determine if intended users understand, need or want your product.

### 03 build



Select the best project methodology to structure and ensure the effectiveness of distributed teams and tools in addition to how to integrate user experience research and design.

### 04 validate



Following the initial release of the product, investigate product performance - Are end users making use of all functionality? Uncover in-market product issues as well as potential areas for enhancement.

Macadamian is a full-service software design and development firm that provides a complete range of highest quality usability, design, and software engineering services to industry leaders across North America. We care about the user and, as a result, create products that delight you and your customers. Our creativity and collaborative approach spark the ideas that ensure development of the best products. Our advanced, consistent experiences will be rapidly adopted by your desired audience right from the outset, because we think about the way your products are going to be received. The result? Your product will entice customers while standing out, maximizing your opportunity and delivering inspired results. More at [macadamian.com](http://macadamian.com)