macadamian workshops

inspire.
educate.
empower.

01 innovate

mobile product strategy workshop

macadamian

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who should attend?

It's easy to see the business potential in mobile technology. But simply building a mobile app does not guarantee revenue. The difficulty is that there are many facets to mobile apps from: how to convert to an existing application into a mobile one; to which platform to bet on. Where do you focus first? This workshop explores your key business and customer goals, and in particular the product and stakeholder ecosystem. Gain insight into the opportunities that exist for mobile solutions leveraging existing or new features and technologies.

about mobile product strategy

This 2 Day workshop is structured to help address concerns around a mobile strategy that makes the most sense for your business. We'll help guide you with one of the most important decisions you'll make as a product management team.

you	inspire	educate	empower
VP, Director, Senior, Manager Product Management and Development looking to create a mobile solution	Identification of where the real value in mobility and context of use lies for your customers In-depth review of mobile technologies and feature options to deliver identified customer value	Rather than "porting features" from an existing application, you will identify what user insights are missing to understand customer value in a mobile context	Customer Journey Maps, Workflows & Storyboards Persona Profiles & Usage Scenarios High level Interaction Design Sketches An initial mobile project/product concept

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**