02 plan

mobile technology workshop

m‗a c a d a m i a n

who should attend?

You've defined your mobile strategy, but some 'what' & 'how' questions remain. Questions like: What's best for us: Native? Html5? Or hybrid? What platform to invest in Kony, Telerik or Azure? If you know what you need to build, but don't have an implementation strategy this workshop is for you. Discover how to successfully integrate product roadmaps and mobile strategies with your an implementation strategy in a way that makes sense given your business objectives and in-house capabilities.

about technology

This 1 day workshop is structured to help develop an implementation strategy which outlines technologies which best meet your business and customer goals, and leverage your in-house resources and capabilities.

you	inspire	educate	empower
Product management, development and technology Directors and Managers looking to assess best fit mobile technology options.	Risk and uncertainty reduction in implementation

Identification of risks in your development strategy

Development plan and skill set gap analysis | A sense of confidence in implementation approach

A development strategy that best suits your product

A better understanding of the implementation options | High level deployment strategy

A proven winning approach to present to stakeholders

Improved clarity on scope and cost

Key next steps to delivery |

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**