02 plan

simplify workshop

who should attend?

Is your product design getting bogged down in the complexity of the latest technologies? As Product managers and technical specialists, you need a better game plan. This workshop looks at customer based research and design methods for evaluating, simplifying and developing innovative, engaging products that end users will love. Tackle uncharted territory by taking feature specific design deep dives, from scoping and information architecture to interaction and visual design.

about simplify

This 2 day workshop is structured to help address the eternal product management dilemma "What should I build next?" We'll help guide you with one of the most important decisions you'll make as a product management team.

you	inspire	educate	empower
Product management and marketing team members and stakeholders looking to transform an existing product	Idea generation based on key end user challenges Concept Development – Understanding business ecosystems and customer journey maps Iterative design processes – look at the roles that technical and user validation play	Gain insight in to the key research and design elements that combine to create an amazing digital experience Translate usage scenarios in to workflows, storyboards and high level interaction design	Summary Report Customer Journey Maps	Workflows & Storyboards Persona Profiles & Usage Scenarios High level Interaction Design Sketches Portfolio of newly generated product concepts

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**

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