02 plan

insight workshop

macadamian

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who should attend?

You have a cool technology product but customers can't or won't use it. You have a serious problem. How can product managers ensure the best technology fit with the needs of the end users who will make use of it? The answer is to take a long walk, perhaps several long walks, in the shoes of these intended end users. Uncover the key elements that contribute to meaningful, engaging experiences, through hands-on activities designed to build skills and provide a practical roadmap to guide next steps.

about insight

This 2 day workshop is structured to help you integrate end user insight directly into the product creation process to create meaningful experiences that support and enhance business and product goals.

you	inspire	educate	empower
VP Product Management looking to develop a new product line Director of Product Management looking to define a product roadmap and priorities	What makes people tick - providing insight on creating products people will engage with Articulating end-users needs through design tools Primary customer and end-user personas development	Defining customer and end user satisfaction goals An understanding of which features customers find most valuable How to develop primary use scenarios and journey maps	User Experience Road Map Ecosystem diagrams Persona Profiles Primary Use Scenarios Context scenarios User Journey Map

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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**