

04 validate

usability testing workshop



who should attend?

The product launch went flawlessly – but how do I know how end users are using the product. Are they making use of all functionality? Is there anything missing?

about alignment

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.

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