HELLO!
THANKS FOR SIGNING UP FOR OUR WORKSHOP AT THE UPCOMING SOCIAL MEDIA WEEK!
BUILDING PRODUCTS & SERVICES THAT PEOPLE NEED & USE

LEARNING TO BUILD CUSTOMER-FRIENDLY PRODUCTS & SERVICES FOR PROFITABILITY
WHO WE ARE

We are a Design Agency

We believe design improves businesses and quality of life.

We use processes and strategies from design to help businesses better their customers’ experiences.
Some of our past projects where we got to prototype.
WHO WILL BENEFIT FROM THIS WORKSHOP?

CEOS
BUSINESS OWNERS/ENTREPRENEURS
BRAND MANAGERS
MARKETING MANAGERS
OPERATIONS TEAM
DEVELOPERS
STRATEGY HEADS
PRODUCT MANAGERS
WHAT YOU WILL GAIN:

You will learn how to cost effectively test low-quality versions of products, services, (even adverts) in order to:

1. Discover hidden customer needs
2. Gain valuable customer feedback and
3. Better address customers’ areas of pain
BE PREPARED TO BUILD AND LEARN!

come with pens, paper, markers...
The Point?

Testing.Learning.Iterating

Secrets of the World’s Leading Companies
Another Secret?

A Relentless Focus on their Customers.
A Combination of the Two=

is a good way to describe Prototyping
COMPANIES THAT USE PROTOTYPING

AND MORE...
Prototyping

is testing your new or existing products, services (even ads) with customers... to **learn and improve** them quickly and cost-effectively
AGENDA

tentative

1. Intro (8 mins)
2. Icebreaker (15 mins)
3. Lecture (7 mins)
4. Main Workshop Proper (35 mins)
5. Round up (5 mins)
6. Completion of Lecture (5 mins)
THANK YOU & SEE YOU SOON!