

Better software innovation through customer insight.

Let business objectives and user needs drive better design with Macadamian's . . . **User Experience (UX) Workshops**

Successful software products result from a clear understanding of business objectives and user needs. Yet too many software products fail to achieve their potential. Macadamian's User Experience (UX) Workshops are the critical first step in successful product development, using a proven facilitation process to identify important user experience design opportunities and potential gaps in product requirements.

Our Process

The Macadamian User Experience (UX) design process begins with two half-day workshops to zero in on business requirements and user requirements.

1. Business Requirements Workshop (1/2 day)

Synthesize business requirements as a basis for formulating the user experience design goals, optimizing the eventual user experience design and discovering product opportunities not previously considered. During this workshop we review and compile:

- a. Qualitative and quantitative statements on business values and goals, including the value that an improved product and user experience design will deliver for the organization
- b. The current understanding of customer needs and goals
- c. The relationship between the various players in the stakeholder value chain and the product value proposition

2. User Requirements Workshop (1/2 day)

Capture known user requirements to optimize the eventual user experience design and discover product opportunities not previously considered. This workshop captures what is known about:

- a. User group characteristics
- b. Context of use
- c. Primary usage scenarios

Related analysis includes a review of user documentation and usage data.

As a result of these two workshops, business and usage questions will have been formalized, prioritized and elaborated so that a plan for UX design activities and general production direction can be developed.

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The Results

The business, user, design, and technical considerations gathered in the workshops will be used to create a report with recommendations, insights, costs and benefits of approaches to evolving the UX design of the product. In particular, the following questions will be addressed:

- What are the opportunities to modify certain aspects of the design (such as information architecture, search and workflows)?
- What are the business, user or technical barriers that could impact a redesign effort?
- What is the potential scope of a redesign and development effort?
- What research might be required to ensure success of the product design and development effort?
- What are the risks to a redesign and development effort and how can they be mitigated?
- What are the opportunities and risks in extending some aspects of the current product to a mobile context (if appropriate)?

The report will be presented in a 2-hour session, which will include a discussion of recommended next steps.

Put your software products on the path to better design and market success.

For more information visit www.macadamian.com/services/strategy_research or call Didier Thizy, Director, Business Development at (819) 772-0300 ext. 136.