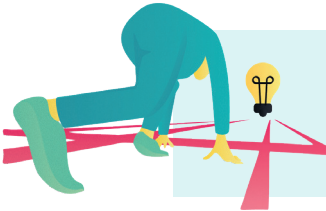




## Find, design and test new and viable ideas



- ✓ **LEARN FROM USER'S PERSPECTIVE**
- ✓ **TEST THE POTENTIAL OF YOUR IDEA**
- ✓ **REDUCE RISK-TAKING & COSTS**

### BEFORE

#### **WE FRAME**

A 1/2 day workshop to define your business challenge (target, impact, risks), the team and the venue.

### DAY 1

#### **WE FIND AND MAP**

We understand the challenge, pick up an opportunity within user experience and find an idea.

Your team, our coach, our designer, our expert newtech, a user

### DAY 2

#### **WE SKETCH AND DESIGN**

We write the story of your solution and design a first P.O.C.

We prepare the user test by defining the user test protocol and schedule the user's venue.

Your team, our coach, our designer

### DAY 3

#### **WE TEST AND PITCH**

We do a real qualitative user test, we challenge you on the sales pitch and organize a final pitch session in front of an internal jury.

Your team, our user test expert, our coach, our designer

### AFTER

#### **WE DELIVER**

A POC, a business model and a pitch.

FROM 8000 € ex.VAT



# Work smarter.

Boost your creativity, build better products or services, faster.



**They already trust us**

