



10 DAYS

# Workshop on Product Design

Custom-made for startup stage business ventures and accelerators

BUILD **SMARTER.**  
SHIP **FASTER.**



# About the **WORKSHOP**

Reassess your prototype to shape your business. This workshop **delves deep into your users' current and future journeys and outlines solution requirements.**



## Why should you attend?

Prototyping offers designers the opportunity to bring ideas to life, test the viability of a current design and investigate how a sample of users think and feel about a product. It is an iterative process that helps:

- ✓ **Verify your assumptions**
- ✓ **Determine potential roadblocks**
- ✓ **Describe the user experience**
- ✓ **Accelerate time to market**





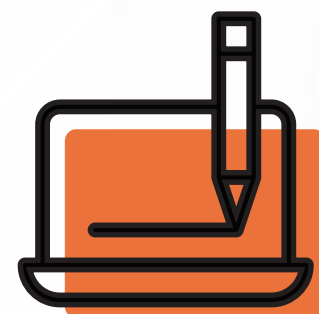
# Workshop Overview



## Key players:



The Maestral Startup Enablement Team; Senior Engagement Enablement Teams, our UX/UI wizards, DevOps maestros and QA virtuosos, and, of course, you!



## What to bring:



Your solution canvas and journey map. A notebook, pen and laptop. A will and determination to succeed. An open mind, lots of enthusiasm and a pinch of an adventurous spirit.



## What to expect:



You will have a better understanding of your product's benefits and drawbacks, as well as the time required to make an impact on the market.

## The workshop covers:

- ✓ Design specifications
- ✓ Rapid prototyping
- ✓ Digital development principles
- ✓ Customer testing
- ✓ Implementation roadmap



# Workshop Timeline

## Day 1

### Design specifications

- User interface information
- Design assets
- User experience layouts

Conducted by: UX/UI Team

## Day 2

### Rapid prototyping **PART I**

- Product Design
- Architecture Blueprint
- UX Storyboarding
- UX/UI Design

Conducted by: Senior Engagement Enablement Team

## Day 3

### Rapid prototyping **PART II**

- Product Design
- Architecture Blueprint
- UX Storyboarding
- UX/UI Design

Conducted by: Senior Engagement Enablement Team

## Day 4

### Rapid prototyping **PART III**

- Product Design
- Architecture Blueprint
- UX Storyboarding
- UX/UI Design

Conducted by: Senior Engagement Enablement Team

## Day 5

### Digital development principles **PART I**

- Design with user
- Understand the ecosystem
- Design for scale
- Address Privacy and Security

Conducted by: Senior Engagement Enablement Team



# Workshop Timeline



## Day 6

### Digital development principles PART II

- Design with user
- Understand the ecosystem
- Design for scale
- Address Privacy and Security

Conducted by: Senior Engagement Enablement Team

## Day 7

### Customer testing PART I

- Market validation
- Staging

Conducted by: QA Team

## Day 8

### Customer testing PART II

- Market validation
- Staging

Conducted by: QA Team

## Day 9

### Roadmap implementation

- Risk mitigation strategy
- Resource assessment

Conducted by: Startup Enablement Team

## Day 10

### Validate your idea

- Proof-of-Concept
- MVP Development
- Technical Architecture
- Functional Specification

Conducted by: Startup Enablement Team

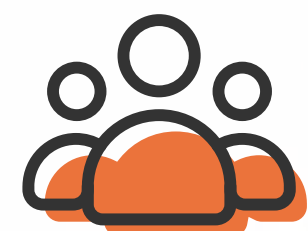


# The Outcome

The Maestral Startup Enablement team will help you define your target market and confirm your business model. We will assist you in validating the **Proof of Concept** and outlining pre-requirements for a **Minimum Viable Product**. As a result, your team will be able to steer the **product development process**.



## About Maestral



**250+**  
people



**15+**  
years in  
service



**50+**  
software  
solutions



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