



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
- ✓ Describe the user experience
- ✓ Determine potential roadblocks
- ✓ 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



HEADQUARTERS

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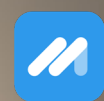
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