



What is the iDevelt about?

iDevelt (I Develop It) iDevelt is a workshop that brings companies together with members of their key target markets for product design and development exercises.

The aim of this exercise is to go beyond mere focus groups, and have customers participate in the creation of new products and services, or in their improvement, through a series of exercises.

AFTER TRAINING PARTICIPANTS WILL BE ABLE TO:

- Understand the key traits customers want in their products
- Re-evaluate current product lines for market suitability
- Make additions or revisions to product or service features

- Pinpoint areas of product or service weakness
- Re-evaluate branding and communication
- Generate ideas for new products or services
- Re-assess target markets

WHO IS iDevelt FOR?

This workshop is designed with marketers and those in charge of product development and design. It will give them key understanding into what their markets want and expect from their products and services.

Why Bother with a Workshop on Product Development with your target market?

The old adage is as true today as it was in the past: the customer is King and often the customer knows exactly what they want. Companies cannot afford to alienate their customers by ignoring their wants, so to help your company figure out what your clients want, we will facilitate more than just a focus group, but exercises that will get your customers, help you to design new products and improve existing ones.

Duration

iDevelt Workshops typically take two days, during the working week.

To find out more, please make an enquiry at our website www.EntreCorporate.com or send an email to workshops@entrecorporate.com