



MJ Workshops

Get the Best out of Your Ideas!



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Before we start building your mobile or web app it's important that we fully understand your idea and **explore all options to make it the best product** and user experience possible.

To achieve this, we run a workshop where we'll obtain the full scope of your objectives and a better overview of your industry, target audience and budget.

The outcome of the workshop is a **well-defined product concept consisting of specifications and wireframes** as well as a **cost estimate that suits your budget**.

WHAT IS THIS WORKSHOP THING?

At its core, a workshop is a **creative meeting** where we take advantage of the strengths of all the participants. It's a mix of your ideas and **industry knowledge combined with the experience** we have at Mobile Jazz in the fields of engineering, product design, user experience and marketing.

WHY IS A WORKSHOP USEFUL?

Most clients come to us with an awesome idea and full of excitement. Sometimes however, **the idea is not quite yet a product**. The discussions we have in the workshop help to define and shape the idea, turning it into a visual concept that resembles the real product.

We define a **product manifesto** that helps us to **narrow down the scope** to a level useful to your users without overwhelming them with a wall of features and that can also be technically implemented **without having to invest millions**.

PRODUCT MANIFESTO

A product manifesto is a **simple but precise phrase**, able to explain and convey to any person what your product is, who it's for and the problem it solves. Some famous examples are:

- “A platform where people can rent apartments from other people when traveling.”
– *AirBnb*
- “A dining membership club offering access and discounts for exclusive restaurants in your city.”
– *ClubKviar*
- “Buy and sell second hand items from and to people around you.”
– *Wallapop*

The sole purpose of a manifesto is to **retain focus on the single major problem that your product solves**, without getting lost in unimportant details.

The product manifesto will be used in all stages of the product creation process: starting in this product workshop, but also as a guide at all stages where decisions are being taken.

In summary the manifesto describes the vision and core feature of your product.



WHAT DO WE DO IN A WORKSHOP?

In order to help you best, it is in our strongest interest to fully understand your idea and the domain or industry you operate in. We start with an interview where we'll **investigate key questions** as “What problem does the product solve?” and “For whom is it actually for?”.

Use Cases

With that knowledge we start to identify and link together all use cases. This means we'll discuss and **walk through all of the scenarios** a user will encounter, define the features we imagine and how they're being used to solve the user's problem. To do this, we produce **user-flow diagrams** and **simple wireframes** right there, sitting next to you.

Roadmap

We will also evaluate the **product milestones**. It's natural that we'll come up with more ideas and features than are useful for an effective MVP ([*Minimal Viable Product*](#)). Therefore, we'll define a **roadmap** with different stages of the product development and release cycle.

Technology

We will also look at **potential technology platforms**: Which devices do we want to address? Which technologies and frameworks are the most suitable? How simple or complex does the solution need to be? All of this has an impact on **development time** and the end cost, so we will **explain the differences** and **provide multiple options** to choose from.

WHAT IS THE OUTCOME OF THE WORKSHOP?

At the end of the workshop we will all have a better understanding of the product and have a:

- Clear understanding of the idea
- Written specification of use-cases
- User-flow diagrams and wireframes
- Understanding of the product complexity
- Options to choose from on technical implementations
- Cost and time estimate for design, development and testing

For us, it's important to mention that the workshop will be very useful to you even if you end up working with another technical partner. The workshop will provide you with a **better understanding and** a clear **specification**. The resulting material is all yours and it will enable you to continue working with any other good design and engineering agency if you choose to do so.





HOW CAN I PREPARE FOR THE WORKSHOP?

The more prepared you are when arriving at the workshop, the more efficient and effective it will be. Here are a couple of things you can do to get the most of our time together:

- **Brainstorm and discuss ideas** beforehand with your own team.
- Create a **product manifesto**. Have each of your team come up with a headline and a few sentences that describe your product and the problem it solves.
- Write down all the **features and use-cases** that you'd expect. Don't worry if there are a lot, we'll sort them out later.
- Draw **basic sketches** of how you imagine the product to appear in front of the user. It is important to note that this exercise is not about the visual details, but rather about displaying the possible options a user will be presented with. For this you can use a simple digital drawing tool (e.g. Powerpoint, Keynote), a mockup software (e.g. Balsamiq) or just plain pen and paper.
- If you have any, please provide **references of competitors or products that you like** in terms of style and design.

HOW MANY PEOPLE SHOULD BE JOINING?

There will be two people from Mobile Jazz joining the workshop:

- A **talented UI/UX designer** with a track record of successful products, who will lead the workshop and ask the right questions.
- A **very experienced senior engineer and project manager**, who will guide the workshop in a direction so that we don't end up with a solution that's impossible to implement.

From your team, you could technically bring as many people as you want. However, to keep the workshop efficient and not end up in too many opinionated discussions, **we recommend limiting the number** to two or three participants.



WHERE DOES THE WORKSHOP TAKE PLACE?

We like to host the workshops at our **Barcelona office**. We've put a lot of effort to creating a playful environment that stimulates creativity:

However, we're flexible and **we can also visit you at your offices**. We can also offer a remote workshop as an option, but we don't recommend it. We really believe you'll get a lot more **energy and output from a face-to-face meeting** in the same room.

And at the end of the day, who wouldn't want to visit the beautiful city of Barcelona? We don't mind running the workshop on a Monday or Friday, so you can extend your stay and explore the city on the weekend.



HOW LONG DOES IT TAKE?

Our workshops are usually **very focused meetings** consisting of **four hours in the morning**, followed by a **lunch break** and if needed, an additional **two hours in the afternoon** to wrap everything up. This however, depends on your product complexity, if it takes more than six hours in a single day, we'd prefer to **split it over multiple days** just to keep our minds fresh, for a clear vision of the goals we want to achieve.



HOW MUCH DOES IT COST?

Depending on the size and complexity of your project we have the following workshop packages:

HALF DAY	FULL DAY	TWO DAYS
 4 Hours WORKSHOP	 6 Hours WORKSHOP	 12 Hours WORKSHOP
+	+	+
 1 Lunch WITH THE TEAM	 1 Lunch WITH THE TEAM	 2 Lunch WITH THE TEAM
1200€	1800€	3600€

It's difficult to end a workshop exactly at the time planned. We don't want to just stop if we're close and need just a little extra time. Therefore we can add up to two extra hours at €300/h. If we realize we need more than that, it's probably better to take a break and meet up again on another day as the workshops are very energy intensive for all participants.

For workshops that will be run at your premises, we'll add travel expenses and costs for accommodation if one or more overnight stays are required.

IS IT ALL WORTH IT?

The workshop costs money, and also costs you a significant amount of your time. So a question we're often asked is; Is it really worth it?

Everytime we conduct a workshop, we see ideas revised and clarified, **taking the original concept to a much better product. They help to avoid mistakes** further down the line, saving everyone's time and your money. If we were to go ahead and start developing the original idea, we'd probably encounter problems later on and end up changing directions on something that is already half built, problematic and expensive.

We could ramble on here, telling you why Mobile Jazz should be your #1 choice when it comes to selecting a trustworthy and competent partner for anything related to design, technology and innovation. But we'd much rather have our existing clients speak up and share their own experiences when working with us.

“Going through the process of a workshop with Mobile Jazz gave us a clear focus on what would be essential to our product and what would be just some nice-to-have features. It set us up to deliver better experiences for our customers, and ultimately helped us make school trips easier for teachers and parents all over the world.”

Dave Howes - **facilit8 Co-Founder**

“I have worked with many different software companies in my career. You are all by far the best I've ever worked with.”

Steven Koppel - **MyMoments, EDI Institute**

“It's been a pleasure to work with Mobile Jazz and I am excited to see what we can do in the future. This is just the start.”

Mike Wilson - **Worldreader Senior Product Manager**

“My first day at Mobile Jazz was great. We deconstructed my original idea in different components, threw away those that were less valuable and rebuilt the project from scratch around a couple of key functionalities. The result was a more cohesive product, closer to our mission as a company.”

Hugo Pibernat - **ThanksMate Co-Founder**

