



Invention, Innovation & Successful Products

September 20, 2018 | 8:30 am – 4:30 pm

Location:

MRC | 961 Marcon Boulevard, Suite 200 | Allentown, PA 18109



Learn the process of designing and developing new product offerings centered on undiscovered customer needs and designing solutions with value-added differentiators. Participants will discuss and work through a strategic process, defining what jobs customers want to accomplish through in-depth mapping of each stage of the job process, and outlining structured approaches to messaging positioning and creating an effective launch.

COURSE OUTLINE

Understanding Unmet Needs

- Why Are You Creating a Product?
- 5 Myths About Customer Needs
- You need to sift through sand for gold
- Customers do not naturally share the metrics they use to measure success when getting a job done
- Capturing customer needs using personal interviews, group interviews, ethnographic research, anthropological research, and observational research.

Designing Customer-Driven Solutions

- What is job mapping and how does it provide a comprehensive framework to identify metrics customers use to measure success in executing a task
- Learn ways to help customers understand their objectives
- Simplify the resource-planning process
- Reduce amount of planning needed

Messaging, Positioning & Creating an Effective Launch

Start early | Focus on people, not the product | Get opinion leaders on-board
Be revolutionary | Turn your launch into an event | Take pre-orders
Draw out the suspense | Plan, plan, plan

Cost: \$395/person

Presenter: **Andrea Olson**, Speaker, Author, CEO of Prag'madik: www.pragmadik.com

Registration is required: Go to www.mrcpa.org/events