

Design Consulting Services

Basic Coaching

Compact Workshop

In workshops, seminars and activities conducted during the course of a project, we coach our customers in all aspects of »digital design«. All our workshops can be run either as kick-off workshops for concrete projects, or alternatively as independent workshop seminars. The compact workshop is suited to projects which require an approach concentrating on a single focus or small number of topics in a short time frame.

What type of focus can be set for the workshops?

- analysis
- strategy
- conception
- creation
- production

Which media can the workshops tackle?

- online/offline applications and application systems (internet, extranet, intranet, software, mobile)
- TV
- print

What means and methods are used in the workshops?

A combination of the following is possible depending on the workshop's focus:

- pReact® basic topics
- project/topic-specific questions/criteria
- creativity techniques, group tasks, business games
- process visualisations/meta-scenarios

How many persons (client party) take part?

- 2 - 5

What are the typical results of a workshop?

depending on the workshop's focus:

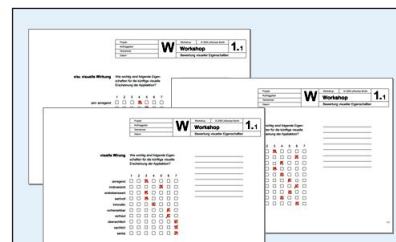
- analysis results
- target specifications/requirements for conception/creation
- strategic targets

How are the workshops documented?

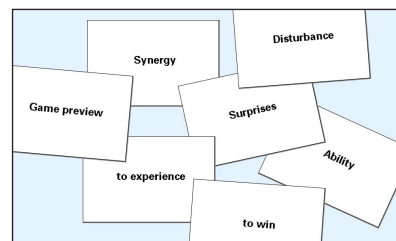
- tables, lists, charts
- summary of results

How long are the workshops?

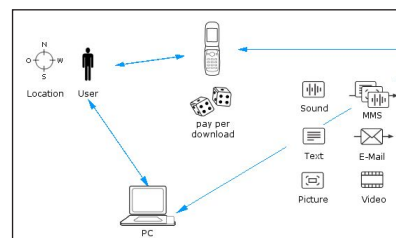
- 1 day for preparation
- 1 day to perform the workshop
- 1 day for interpretation and formatting



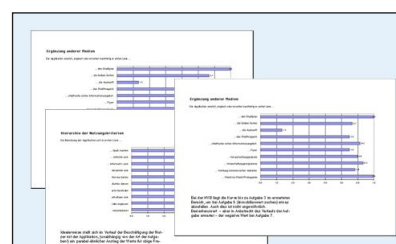
Workshop materials



Creativity techniques, group tasks, business games



Process visualisations



Documentation of results

Design Consulting Services

Standard Coaching

Standard Workshop

In workshops, seminars and activities conducted during the course of a project, we coach our customers in all aspects of »digital design«. All our workshops can be run either as kick-off workshops for concrete projects, or alternatively as independent workshop seminars. The standard workshop is suited to projects that require a multi-level approach concentrating on different focal points, topics or media.

What type of focus can be set for the workshops?

- analysis
- strategy
- conception
- creation
- production

Which media can the workshops tackle?

- online/offline applications and application systems (internet, extranet, intranet, software, mobile)
- TV
- print

What means and methods are used in the workshops?

A combination of the following is possible depending on the workshop's focus:

- pReact® basic topics
- project/topic-specific questions/criteria
- creativity techniques, group tasks, business games
- process visualisations/meta-scenarios

How many persons (client party) take part?

- 3 - 8

What are the typical results of a workshop?

depending on the workshop's focus:

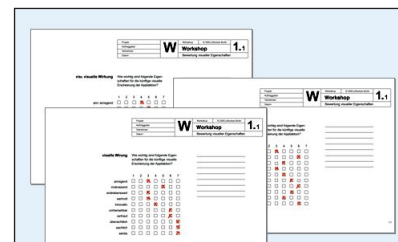
- analysis results
- target specifications/requirements for conception/creation
- strategic targets

How are the workshops documented?

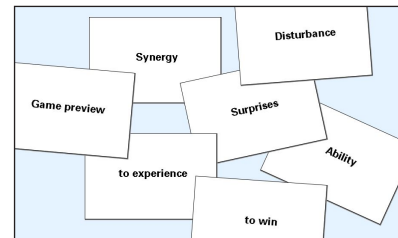
- tables, lists, charts, protocol
- analysis, interpretation, summary of results

How long are the workshops?

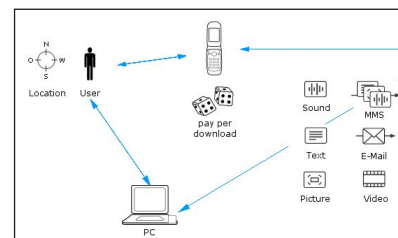
- 1 - 2 days for preparation
- 1 day to perform the workshop
- 2 - 3 days for interpretation and formatting



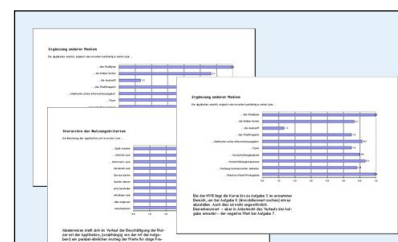
Workshop materials



Creativity techniques, group tasks, business games



Process visualisations



Documentation of results

Design Consulting Services

Premium Coaching

Intensive Workshop

In workshops, seminars and activities conducted during the course of a project, we coach our customers in all aspects of »digital design«. All our workshops can be run either as kick-off workshops for concrete projects, or alternatively as independent workshop seminars. The intensive workshop is suited to extensive, complex or cross-media projects, which require an in-depth, multi-level approach with different focal points or topics.

What type of focus can be set for the workshops?

- analysis
- strategy
- conception
- creation
- production

Which media can the workshops tackle?

- online/offline applications and application systems (internet, extranet, intranet, software, mobile)
- TV
- print

What means and methods are used in the workshops?

A combination of the following is possible depending on the workshop's focus:

- pReact® basic topics
- project/topic-specific questions/criteria
- creativity techniques, group tasks, business games
- process visualisations/meta-scenarios

How many persons (client party) take part?

- 3 - 10

What are the typical results of a workshop?

depending on the workshop's focus:

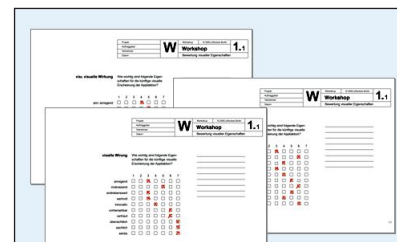
- analysis results
- target specifications/requirements for conception/creation
- strategic targets

How are the workshops documented?

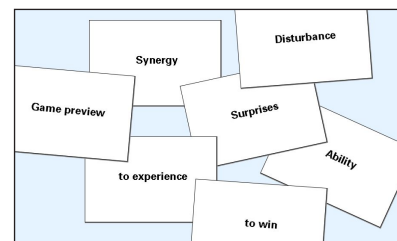
- tables, lists, charts, protocol
- analysis, interpretation, summary of results

How long are the workshops?

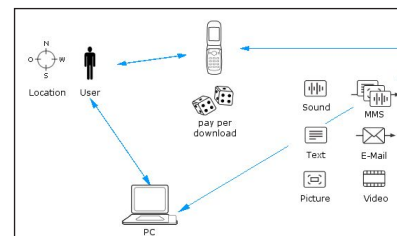
- 3 - 4 days for preparation
- 1 - 2 days to perform the workshop
- 4 - 5 days for interpretation and formatting



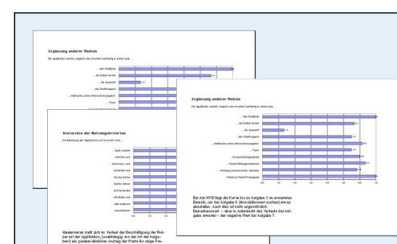
Workshop materials



Creativity techniques, group tasks, business games



Process visualisations



Documentation of results