



SERVICE DESCRIPTION



Opportunity Exploration

BENEFITS

The findings we deliver will be easy to understand and become foundational to your MRD or PRD:

- Hear outside perspectives from industry experts
- Get potential new ideas
- Save time and money doing it right the first time
- Avoid reinventing the wheel

OVERVIEW

If you're planning on expanding your offering or recasting your customer experience for a new or existing product or service, our Opportunity Exploration process is a cost-effective way to get the answers you need to deliver quality for your customers. We look broadly at the market and deeply into experiences that can be leveraged for your benefit. We roll up our findings in a digestible way to help your team deliver. Some areas ideal for Opportunity Exploration:

- Understand needed changes to position a product for new customer or market segments
- New feature definition
- If you've developed a new capability or technology, discover how to productize its benefits

APPROACH

Our experts will help you evaluate your opportunity. We'll consume existing research, find analogous products, watch seminars, and more to extract and analyze knowledge to help you create "loved" products and impact on your business.

This is how we do it:

- 1 First, we listen. We want to hear what you want to accomplish — and we'll likely bring some new ideas or perspectives too
- 2 Consume any research and product details that already exist
- 3 Evaluate analogous products, services, and experiences
- 4 Learn from industry experts through seminars and publications
- 5 Document and deliver our findings to inform product development

CONTACT US

For more information, contact us at:



info@concreteux.com



(503) 939-7717