

# Harnessing the Power of Insight: Customer Centric Product Innovation

Want to experience first hand how strategic thinkers, stakeholders, researchers, designers and builders can create disruptive solutions for your organization?

Want to discover how an acute understanding of customers and user experience can drive innovation into your financial products and services?

***If so, this fun deep dive interactive workshop is for you!***

Jennifer and Lina will drive you through a **3 phase experiential journey** in which you will actively co-create concepts that are informed by emerging “Design Thinking” approaches. Our time together will be broken down into:

1. An intro into why **Participatory approaches** and **VOC** (voice of the customer) are so effective for understanding and designing for customer’s evolving needs and desires.
2. An interactive “**Design Thinking**” activity to experience the power of the working with users.

***You will leave having created a customer value-based product/service but more importantly you will have a better understanding of the “Design Thinking” approach that can help you harness customer insights for your product innovation!***



**JENNIFER FRASER**  
Director of Design,  
Macadamian



**LINA BONAPACE**  
Director of User Experience Research,  
Macadamian

