

# Workshops

Welcome to the Research Game!



## Diagnosis



- ✓ Interested in creating something new? e.g. New product design or proposition development.
- ✓ Want to engage with consumers face to face, identifying new solutions to problems?
- ✓ Or do you want to embed insights into your organisation?

## Treatment



### Concept/NPD Workshop

- ✓ Formulate new ideas, concepts or propositions at the early stage of development.

### Co-Creation Workshop

- ✓ Bring key stakeholders and consumers together to come up with innovative solutions to problems on NPD ideas.

### The Active Debrief

- ✓ Obtain higher engagement in the results of research and integration in future plans and actions by including an active debrief in your next project.



## The Coyne Difference

- We have a suite of games and tools to engage stakeholders and customers, and can tailor these to reflect your industry and output requirements.
- A full report is provided following each workshop.