

Playbook – Co-Creation Sessions



When?

Use this when your team needs to clarify the desirability of features or need to inform feature and benefits trade-offs for a product or service. For example, is lightweight or more power a greater driver?

What?

Sessions with a professional facilitator where your team serves as observers while a group of consumers (or prospective consumers) participates in hands-on activities and exercises to elicit needs, features and preferences.

How?

- Each session is 2-4 hours
- ½ day of processing insights following the session(s)
- Can be diverse or homogenous groups of consumers
- Exercises are custom designed

What you Get

- Many of the exercises create artifacts (posters, product mock-ups, etc.)
- Summaries of the data collected
- Documentation of insights
- An increasingly empathetic and informed team



For The Win Solutions, LLC.
Cincinnati, Ohio

www.forthewin.solutions

Sonya Hall, owner
Mobile: 513-227-8736
sonya@forthewin.solutions