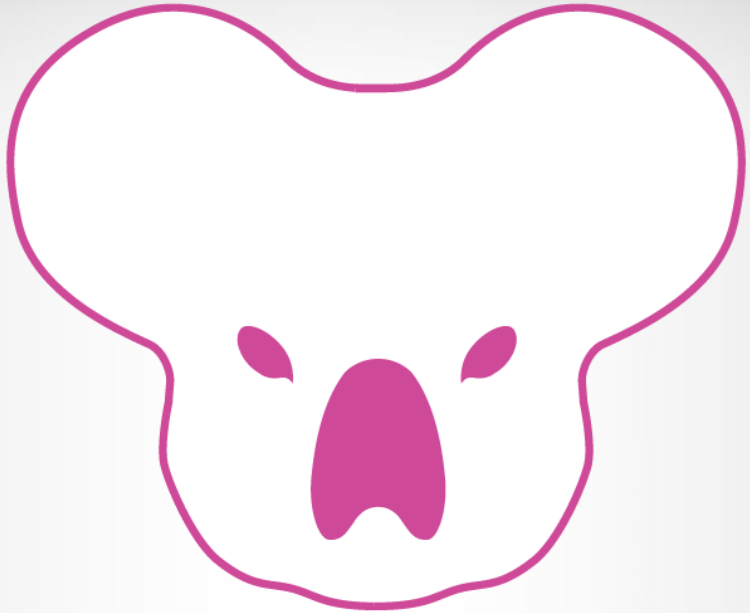

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INSPIRE · DREAM · AWAKEN

DREAM WORKSHOP OVERVIEW

how to bring your dreams to life...

What is a Dream Workshop?

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CREATIVE

A Dream Workshop is an ideation session designed to provide creative solutions and help teams develop innovative ideas for some of the hardest problems to solve in business such as new product and packaging ideas, creating or renovating brands, and designing unique and disruptive experiences.

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DISRUPTIVE

Dream Workshops are designed to make a difference. Concepts that come from these workshops challenge existing ways of doing things. Inspiration from cutting edge trends combined with today's practical application drive our clients companies into the future.

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INNOVATIVE

It’s a way of exploring the unknown strategically. The brainstorming and rapid prototyping methods we administer allow us to navigate through ideas quickly in order to prioritize the best concepts that have the highest chance to lead your business in a positive direction.

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What is the Dream Workshop process?

Industry Leading Innovation Every Time

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INSPIRE

It all starts with proper research

Virtual Collaboration from Home or Office

- Ideation, brainstorming and prototyping brought to the comfort of your virtual office

Informed and Effective

- Ideas fueled by consumer research and current market trends
- Proven ideation methodologies designed to stimulate innovative thinking from the participants

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Case Study

Miro Board

Research Phase

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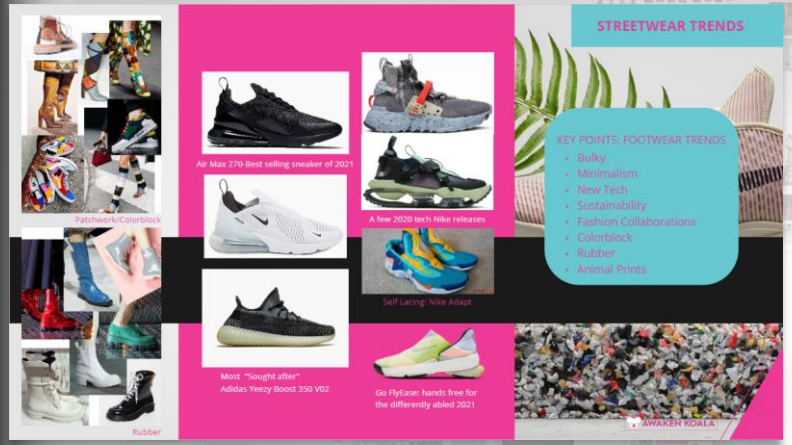
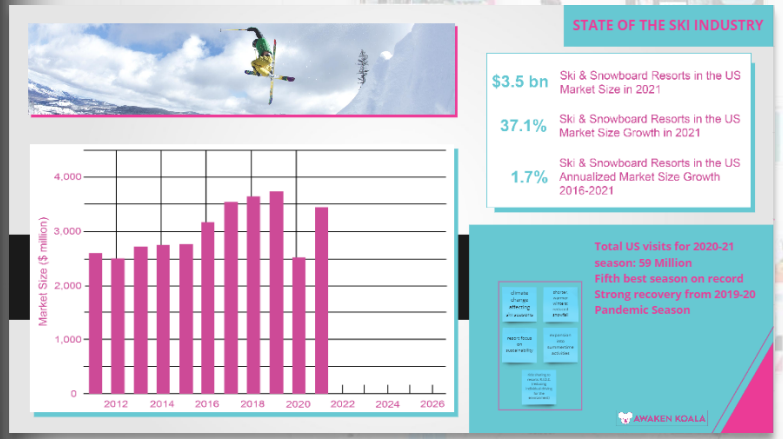
Case Study

Miro Board

Research Phase
Trend Report
Consumer Insight
Industry Audit
Company Audit





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DREAM

Brainstorming tools & methods

Guided Virtual Brainstorming

- Effective remote collaboration relies on going digital first
- This means rethinking your processes and interaction with others to allow work to be captured digitally
- your results are shareable, portable, archivable and copyable.

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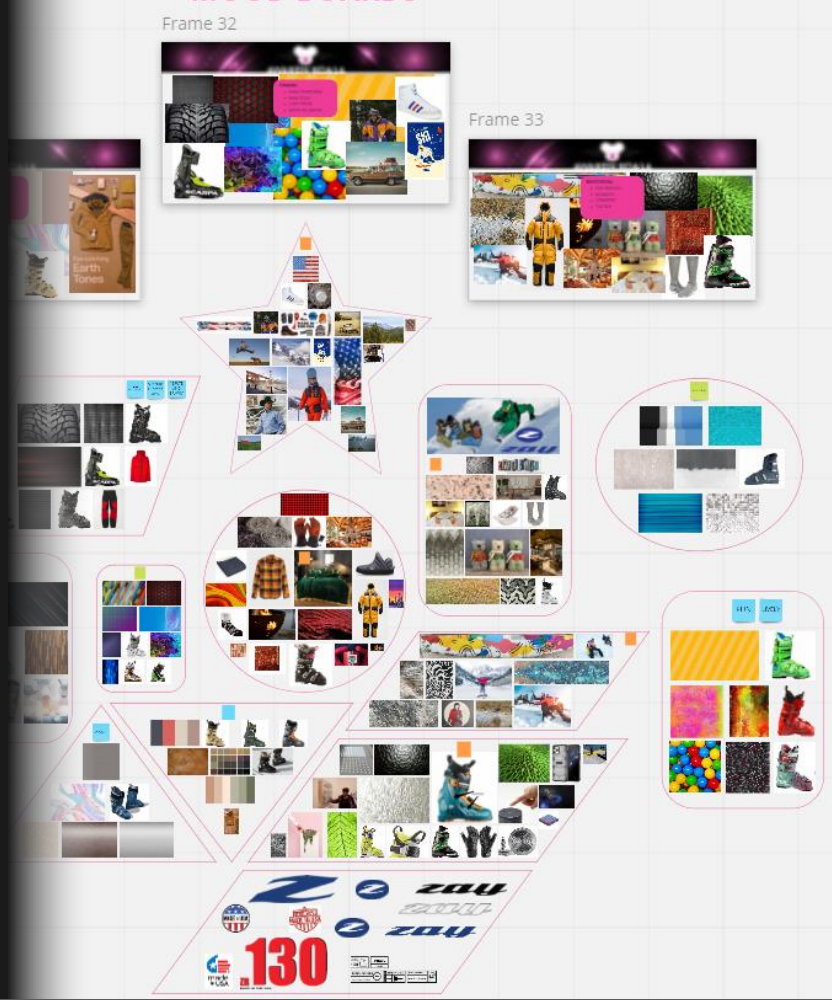
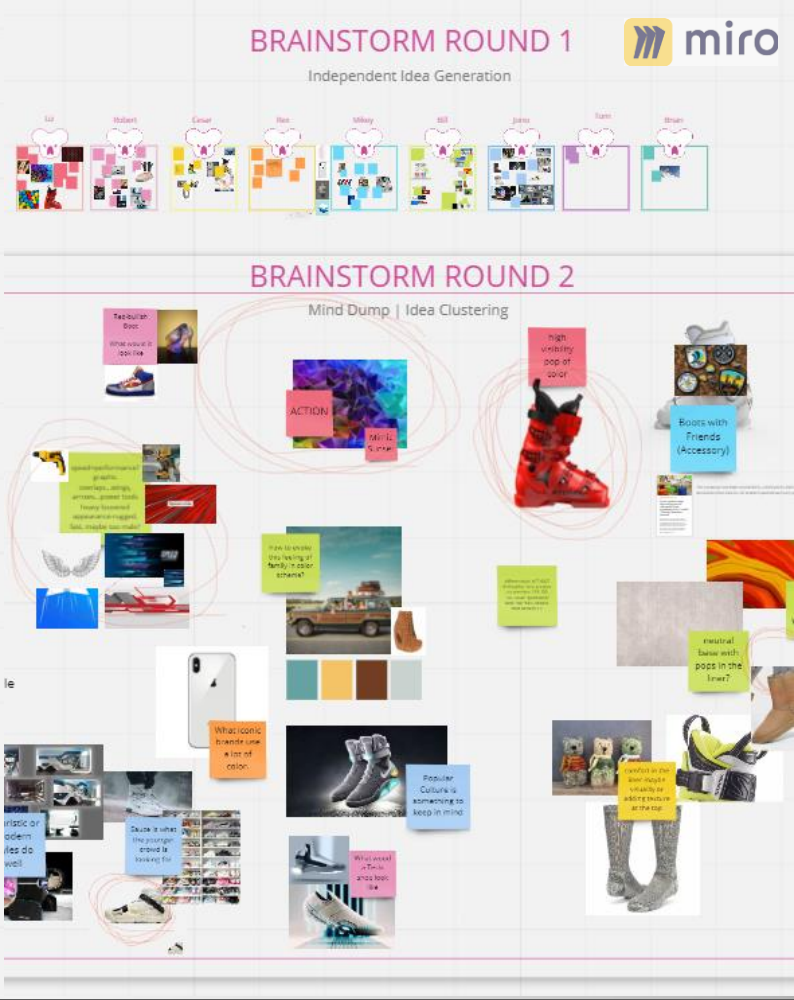
Case Study

Miro Board

Dream Phase
Collaborative Space
Mood Boards
Concept Clusters
Brainstorm Tools





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Case Study

Miro Board

Dream Phase
Problem Statement
Homework
Concept Board

4hr Dream Session

1st hr | Idea Dump	2nd hr | Brainstorm

• Introduction + Icebreaker (10min)
• Present homework & Mood Boards (20min)
• Silent Brainstorming to capture fleeting ideas (5min)
• Open conversation sharing and building on ideas (25min)
	• Brainstorm Exercise A (30min)
	  ○ Break into two groups and tackle opportunity areas independently.
	• Brainstorm Exercise B (30min)
	  ○ Idea Exchange

30 minute coffee break to cluster ideas and identify areas of interest	
3rd hr | Concept Creation	4th hr | Concept Development
• Split into teams of 3, each team will be responsible for creating 4 unique concepts. (35min) • Concept presentation and building on ideas. (25min / 2min per concept)	• Each team will be responsible for developing 2 concepts based on our Dream Concept Template (45min) • Concept Presentation ○ All concept to be presented and notes taken for future prioritization (15min / 3min Per concept)

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PROBLEM STATEMENT

The current Zay boot is **technically superior**, but the current style of boot does not stand out in the market and celebrate Zay's superiority.

We want to design a line of Zay ski boots that not only stands out against competitors in the market, but successfully **communicates** its superior **comfort** and **performance** that resonates with the Zay lifestyle.

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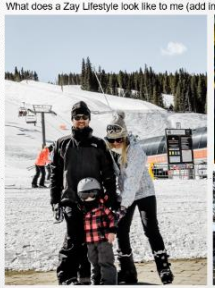
Zay Lifestyle Robert

Our purpose is to think and behave like a global lifestyle brand.

What does the Zay lifestyle brand mean to me?
- The Zay lifestyle brand needs to feel real and honest to the individuals currently living that lifestyle.
- We are not creating a lifestyle it reflects and amplifies one that already is there and living it.
- The needs of our customers are what drives our passion and development
- When they are using our products, they feel that Zay is with them every step of the way.

Key benefits of being a lifestyle brand:
- Loyal Customer base
- A very targited customer base that is willing to tell us what we are doing right and more imprtantly doing "wrong".
- Organicly growing our customer base through shared experiances

What does a Zay Lifestyle look like to me (add images)?



CONCEPT CREATION

Name Concept: **Rugged Adventure**

What is unique about this design?

Skiing is an adventure and having boots that are rugged to be able to take the abuse of downhill skiing but also keeping me comfortable is key.

Who will wear this boot?

Not all ski boots have a perception of comfort that can take you on long adventures through rugged trails, these boots will.

How will it improve their life?

With the plushness and comfort of the liner and shell, these boots will take you on adventures all day and night. Giving you superior control and feel on every turn

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Prototyping for concept testing

Digital Concept Prototyping

- Digital renderings visually communicating the concepts from the workshop

Online Consumer Validation

- These digital prototypes can then be online tested with consumer groups to get early validation or feedback to help prioritize concepts and provide informed direction for the business

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Preparing for your Dream Workshop

INSPIRE Preparation

Introduction (What research have we done to uncover the opportunities in your industry)

- Assessment of project scope and review prior research
- Trend forecast and comparative market research for brainstorming inspiration
- What recent technologies have been developed
- Choose your session format (1-3 days)

DREAM Workshop

Assess your Inputs (What is the problem we are trying to solve)

- Project scope
- Insights for Innovation
- Tools for deep dive
- Opportunity Areas

Identify Brainstorming Methods (What proven brainstorming methods are most suitable for your workshop)

- Brainstorming methods predetermined
- Workshop agenda published and distributed to workshop participants

AWAKEN Prototyping

Workshop Guidelines (Where, Who, & How we will solve this problem)

- Budget
- Attendees
- Facilitation
- Pre-reads, Agenda & Invites
- Location Platform (Virtual Space software, hardware)
- Consumer feedback
- Tools & Outputs
- Document your session

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Executing your Dream Workshop

INSPIRE Introduction

Workshop Kick-Off

Introduction (Research Presentation and information download)

- Consumer Insights
- Technical Insights
- Opportunity Areas
- Trends

Presentations should be kept short and to the point with any questions answered at the end

DREAM Brainstorming

Come Up with Great Ideas

Brainstorming (Introduce tools + methods and begin to capture ideas)

- Idea exploration and Ideation (Idea Template)
- Idea Strengthening (Conceptualizer Template)
- Business Model Template
- Visual Concept Writing of solutions
- Digital Sketch

AWAKEN Prototyping

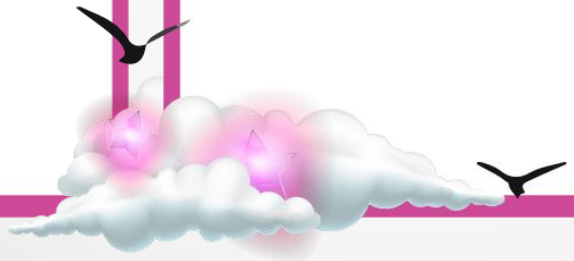
Bring Ideas to Life

Prototyping (Rapid Digital prototyping for consumer validation)

- Digital Prototyping
- Early online consumer feedback

Plan out next steps

- Roadmap based on assessment of prototypes



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You might need a Dream Workshop if...

1. You want to create a new product
2. You are looking to expand an existing product line
3. You want to create a new brand or renovate an existing brand
4. You want to expand your business into new markets
5. You want to tell your story in a more unique way
6. You need help to visualize and validate your ideas
7. You have a large team and need to collaborate more efficiently
8. You have a small team and need to get the most out of their effort
9. You want to uncover and solve issues before going to market
10. You want to speed up your development process
11. You want to do things differently

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Schedule Your Dream Workshop Today!

Visit: www.AwakenKoala.com
or email: info@awakenkoala.com

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