

**01.**

# Co-Creation Workshops

**SIDE  
KICK**

INTERACTIVE

# ***"You have a vision for your project, we know how to turn it into a powerful solution. »***

Many digital projects fail because of misunderstandings of a clear business model, its market and users, or a poor assessment of objectives and roadmaps.

**This is why we have developed co-creation workshops with our clients.**

As a consulting partner **we want to be involved in all stages of your project**, from the definition of the specifications to the delivery of your mobile application. Our workshops allow you to define your digital project in its entirety, through 2 major steps: conceptualization and modeling.

The first step allows us to identify your needs and to define, with you and our experts, the product strategy and all the functionalities that will be present in your application. It will then be possible to establish a schedule of actions and **optimize the costs of implementation.**

The second step is the modeling phase. We work as a team to co-create the first drafts of the application's screens in order to optimize the user experience. This work will enable our UX/UI experts to produce a functional prototype of the application only a few days after the workshop.

Thanks to these participative exchange sessions, we will be able to optimize your expenses and the development time of the application, thus **maximizing the efficiency and profitability of your project.**



# Benefits

## A Viable Project

A project which fits your target market and the guarantee of a robust and evolutionary tool.

## An App Delivered on Time

A better understanding of your needs and the functionalities to be integrated into your future application helps us plan the time needed for development and to anticipate difficulties as well as opportunities.

## A Powerful App

Creating a robust architecture strategy and the best user experience.

## Cost optimization

A detailed understanding of the project enables us to plan the exact workload of the technical team and to optimize the development time and budget.

Time/\$

Project  
without  
Workshop

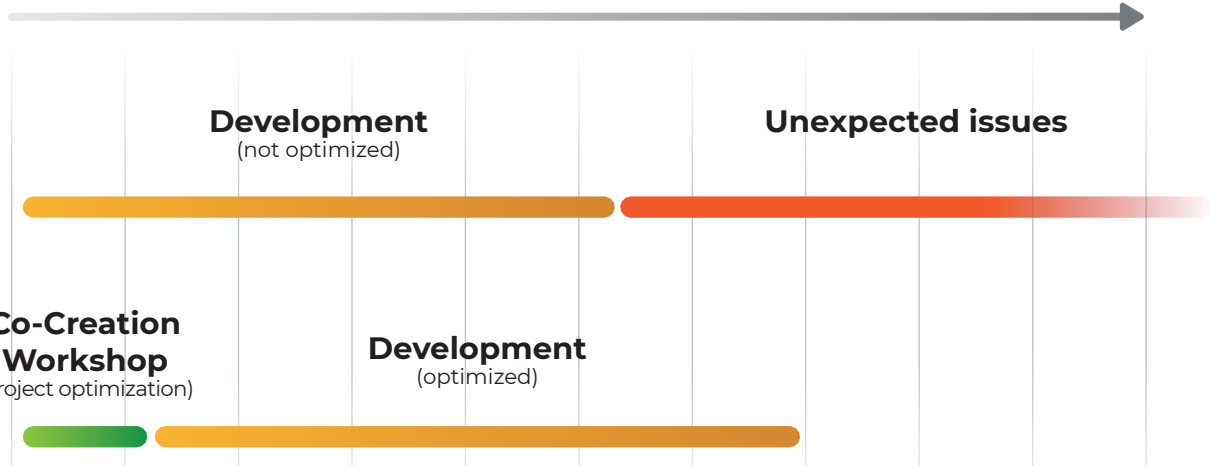
Development  
(not optimized)

Unexpected issues

Project  
With  
Workshop

Co-Creation  
Workshop  
(project optimization)

Development  
(optimized)



**02.**

# Define Your Project

**SIDE  
KICK**

INTERACTIVE

# ***"Let's define an effective mobile strategy to optimize the cost of your mobile app."***



The creation of a mobile application project raises many questions, especially about the performance of the final product and the functionalities that will be integrated into it.

Our experts and your team work together **to establish the strategy around your project,** define your objectives, understand the risks and the limits, build a reliable and viable project and to optimize your return on investment by proposing a profitable solution.

Not all technologies and functionalities are necessarily adapted to your project, even the best performing ones. During the workshop, the user is placed at the front of the reflection in order **to propose an efficient and optimal solution.**

We provide you with different tools to establish the hierarchy of your application, to determine the essential functionalities for your project and to plan future versioning. **A Minimum Viable Product of your mobile application will come out** through this process.

We know that a well-established mobile strategy is more anticipated and therefore allows for a more agile development.



**03.**

# Model Your App

**SIDE  
KICK**

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# **"Let's model the user experience with high-fidelity designs of your mobile application."**



In application development, we know that design and user experience are two key success factors in creating engagement. It is therefore important to be able to test them upstream to ensure their quality.

Our UX/UI **specialists create a functional mobile application prototype** for you. The user experience, as well as the interface, are carefully designed to provide smooth and optimal navigation. This interactive tool allows you to access a simulation of your mobile application, as if it was already developed.

We design the entire mobile application prototype, from the user interface to the creation of the application logo. Our team works to design a mobile solution in line with your image, reflecting your company's values.

Our experts are also on the lookout for the latest industry trends to make the user experience evermore immersive, while **respecting the ergonomics and fluidity of the application.**



# Benefits

## **An App That Matches Your Image**

Design an interface that reflects your brand. The mobile application is your project, so our team makes sure it respects your values.

## **An Immersive User Experience**

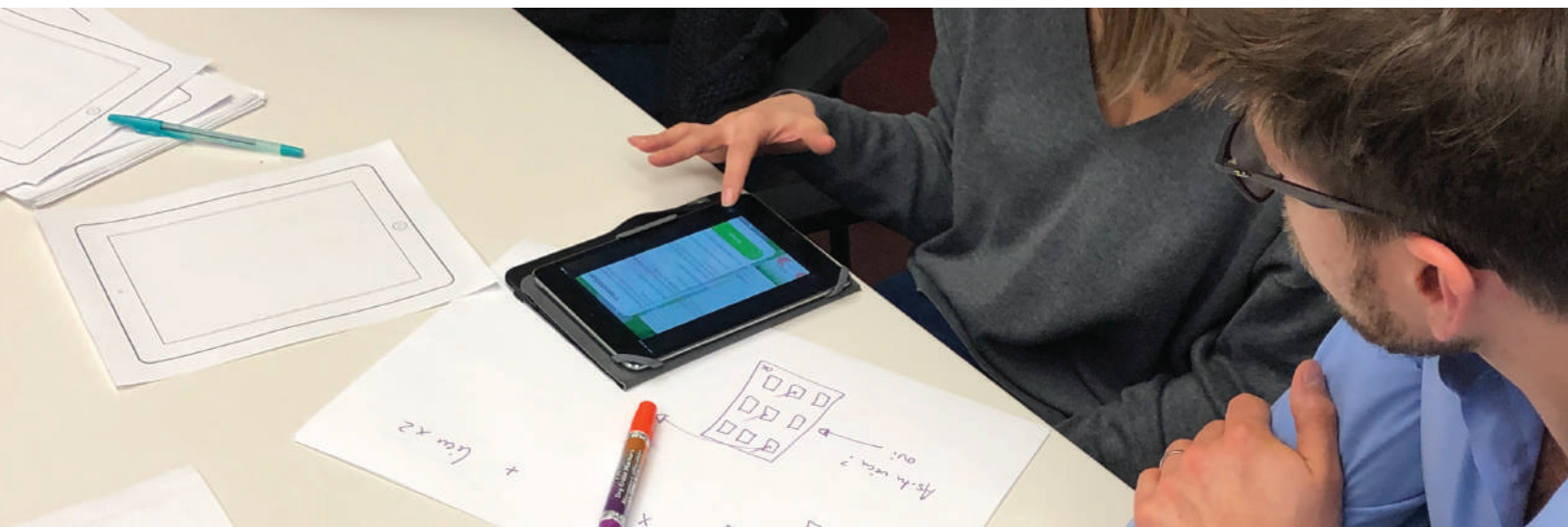
Build the application from the user's point of view so that it responds to their preferences and browsing habits.

## **An Optimized Development**

Designs are technically validated to optimize development time and cost.

## **High-Fidelity Designs**

UX/UI experts create the designs of the application that are as close to the final product as possible.



**04.**

# Clients Reviews & Contact

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# Program

0,5  
day

## Part 1: Knowledge Transfer and Architecture

 **Client** - Project Manager - Programmer

Presentations  
List of functionalities  
Mindmap: creation and versioning  
Architecture of the solution

01.  
Define

0,5 to 3  
days

## Part 2: Analysis

 **Client** - Project Manager - Programmer

Detailed definition of functionalities  
Identification of risks and constraints  
Feature versioning

0,5  
day

## Part 3: Modeling

 **Client** - Project Manager - Programmer - Designer

Discussion about the visual identity of the application  
Creation of the navigation architecture  
Co-creation of several application screens

02.  
Modeling

2 to 5  
days

## Part 4: Internal planning

 **Project Manager** - Programmer - Designer

Creation of high fidelity designs  
Writing of user stories and acceptance criteria  
Review of technical specifications  
Production of a detailed estimate

# They Participated In



**Sebastien Boudrias**  
Transdev Canada

Sidekick's experts have been able to guide us in our mobile strategy, taking into account all factors, to ensure the best user experience for our customers. During the workshop, **everyone was able to integrate their skills for the benefit of the project, which allowed us to push the project further.**

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The workshop with the Sidekick team was extremely stimulating. It allowed a great freedom in the creation of ideas, extracting the expertise of each one and juggling with the methods of brainstorming. This demonstrated once again that **collective intelligence always generates more results than individual expertise.**



**Pierrich Plusquellec, Ph. D**  
Montreal University

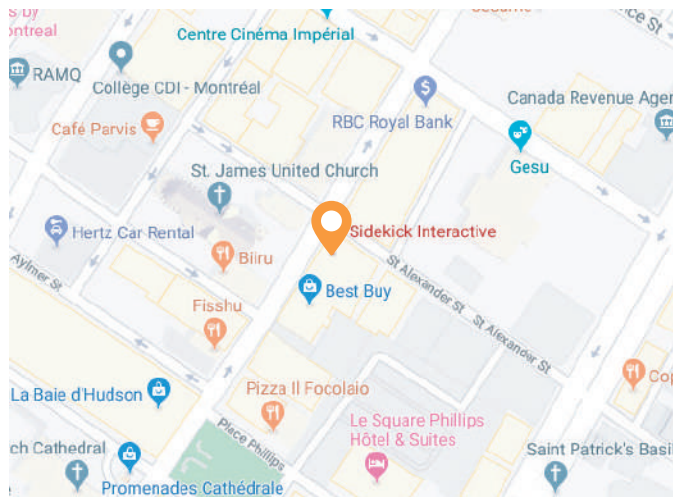


**Isabelle Morin-Ouellet, Ph. D**  
Mental Health Institute

The Sidekick team was open and interested in our project and very respectful of our opinions. They also showed a lot of patience and did not hesitate to explain all the technical aspects that escaped us. **Brainstorming together allowed us to go even further!**

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# Contact Us



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