



**MARKET
LOCATOR**

BIGA - Big data monetization
www.marketlocator.sk

eFOCUS



ZAŽIME TO SPOLU



Predstavenie projektu

- Súčasť strategického programu spoločnosti ST
- Innovation stream
- Výsledok produkt:



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Predstavenie projektu



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Predstavenie projektu

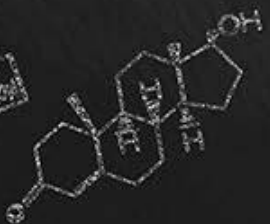
- Riadený projektovou metodikou spoločnosti
- Zahrnutý do korporátnej projektovej roadmapy spoločnosti Slovak Telekom
- Trvanie:
 - 11 mesiacov – projekt
 - 15 mesiacov – post-implementation faze





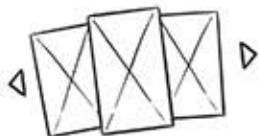
BEST PRACTICE

7 x 24 SERVICE



Prototyping

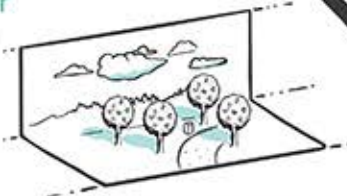
Create a storyboard with different scenes



Put together some simple screenshots



Create a moodboard or vision board



Build a 3D model



Create a sample landing page

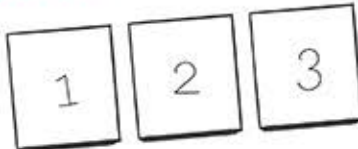
NO MORE EXCUSES
JUST BUILD IT.

GETTING STARTED WITH LOW-FIDELITY PROTOTYPING



Build it with blocks

Draw a wireframe



Lay out your ideas on a board with sticky notes

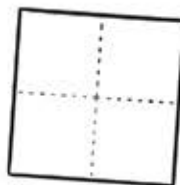


Create a fake ad for your product

Draw it out on a whiteboard



Build a cardboard 2D model



Sketch it out





Go2Market





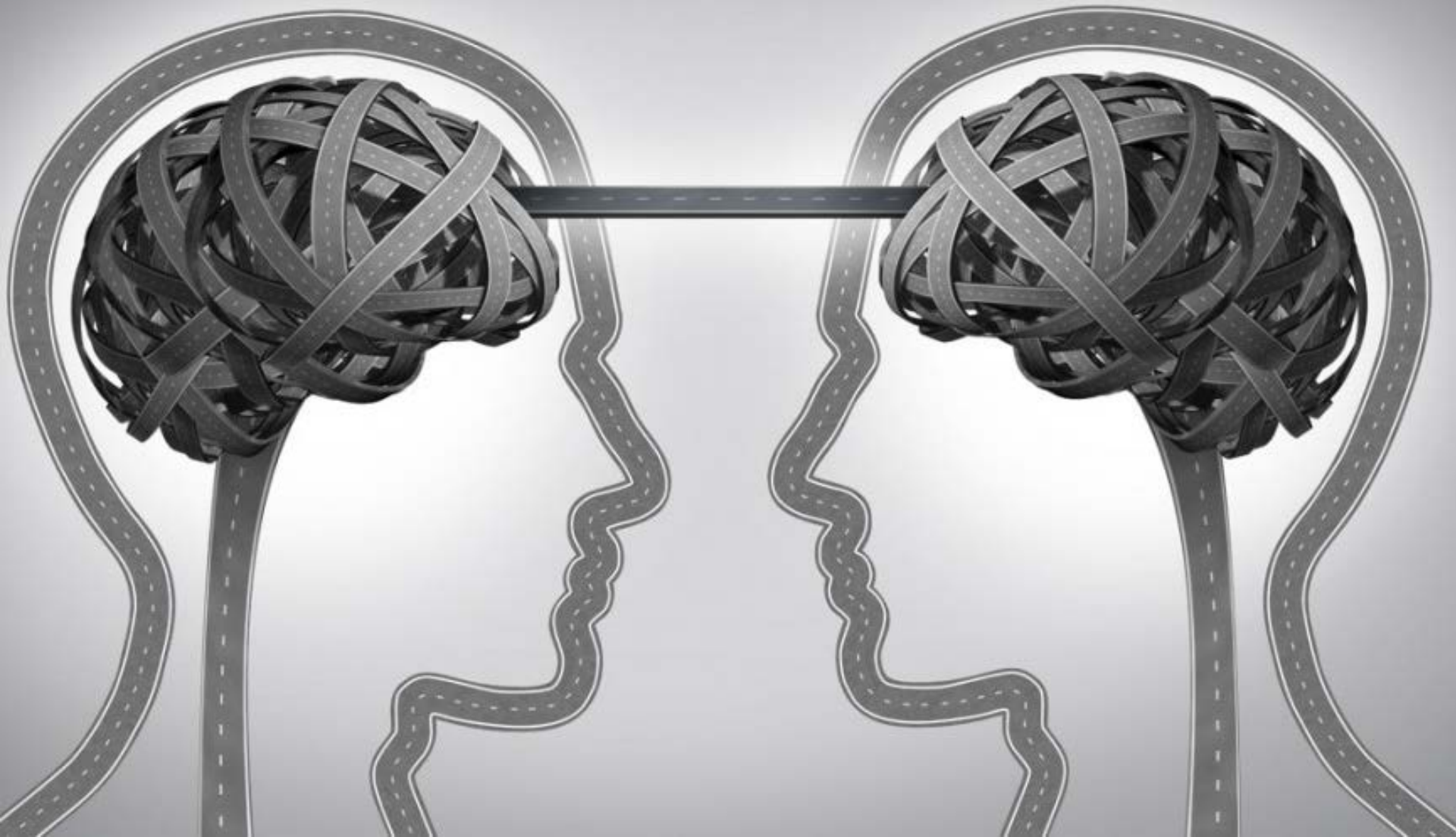
Trainings



Professional
 teaching
 crucial
 goal
 guidance
 development
 workshop
 standard
 training
 experience
 instructor
 targeted
 expertise
 client
 result
 executive
 popularity
 method
 learning



Customer understanding





JUST DON'T DO IT.



Team structure



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Contracting



Ďakujem za pozornosť



Jozef
Sirotnák



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