

# CONSULTANCIES

## Open Innovation Strategies

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### Strategic Designs

. Strategies for the (re)positioning of enterprises in response to changes in the dynamics of markets, focusing on People, Businesses and Technologies.

### Technological Studies

#### Technological Trends

Studies and analyses of current or potential technological trends in the Market, that are of interest to the enterprise. The aim is to improve quality and functionality, gain efficiency and/or develop new processes and products.

### Technologies and Infrastructure

Studies about Technologies or enterprises' technological parks, as well as analyses based on Market trends and updates. This aims at reducing costs and/or achieving plans and internal goals.

### Studies to Assess the User's experience

Study, analysis and proposal of improvements of services, processes, software interfaces or existing products taking into account the human-centred design and user experience approaches.

### Studies for the Creation of New Concepts

. Studies aiming at conceiving new processes, products and/or services, based on the notions of service design and user experience. Studies in User Experience.

### Meta Planning

. Building of plans and technical specifications for ventures and large scale actions that use ICT intensively.

. Ideal for large scale actions and ventures that are also highly complex. Involves the realization of analyses and diagnostics, definition of conceptual models, proposal generation and recommendations;

. In the case of governmental projects, it can encompass the elaboration of both the Basic and the Executive Projects, needed for future public tenders for the acquisition of designed solutions;



Areas included in planning: Security (virtual and physical), Infrastructure, Power, Sanitation, Mobility and Communication.

### Educational Consultancy with ICT

- . Innovation in Education;
- . Educational Strategies;
- . High-level Design educational apps.



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