



3D MODELING FOR INNOVATION WORKSHOPS

WHY 3D MODELING IN INNOVATION WORKSHOPS?

1

VIVID VISUALIZATION

- Brings ideas to life with exceptional clarity.
- Provides realistic representations, enhancing understanding and decision-making.

2

ENHANCED COLLABORATION

- Serves as a universal visual language.
- Breaks down communication barriers, ensuring a unified vision.

3

RAPID PROTOTYPING AND FEEDBACK

- Enables quick iterations based on real-time feedback.
- Accelerates the design process, allowing for more exploration.

4

CONSUMER INSIGHT AND ENGAGEMENT

- Delivers a near-real testing experience.
- Elicits authentic reactions, offering deeper insights.



5

COST-EFFECTIVE AND TIME-EFFICIENT

- Identifies and resolves design issues early.
- Reduces the need for physical prototypes, saving time and cost.

6

SEAMLESS INTEGRATION INTO THE PRODUCT INNOVATION CYCLE

- Ensures models from workshops are immediately useful in subsequent stages.
- Facilitates smooth transition from concept to market.

OUR APPROACH

BEFORE THE WORKSHOP

THOROUGH WORKSHOP PREPARATION

We'll align essential shapes, materials and lighting setups with your project brief.

SMOOTH INTEGRATION

Ensures 3D elements are ready for seamless inclusion in the workshop.

DURING THE WORKSHOP

CUSTOMIZED APPROACH

We adapt our 3D modeling to fit your specific needs and strategy.

TAILORED MODELS

Whether simple or complex, we design within your timeframe.

DYNAMIC MODEL PRESENTATION

Presentation is customized to your workshop's goals: detailed showcase for close examination or more general overview.



AFTER THE WORKSHOP

ONGOING SUPPORT

We provide all necessary 3D files, including meshes, textures, and environment setups.

EVOLVING COLLABORATION

We are happy to continue to support you and develop the models after the workshop in a separate project.

DURING THE WORKSHOP



IDEA GENERATION



IDEA DESCRIPTION



3D MODELING



APPROVAL



CONSUMER RESEARCH



**FILE SHARING
(POTENTIAL FURTHER
COOPERATION)**





ABOUT

Leveraging my background in market research and marketing consulting, including experiences at H,T,P, Concept (Happy Thinking People, now Human8) and Market Logic Software, I recognize the transformative potential of 3D modeling in the innovation process. My expertise in 3D modeling at Trideed for a diverse range of products aligns with this vision.

Creating interactive, high-quality visual content for products, digital marketing and consumer research can revolutionize traditional innovation cycles, transitioning from 2D imagery to dynamic 3D models.

This shift promises a more efficient and effective approach to product development, aligning with modern consumer engagement strategies.



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