

Case Study



Bursons Limited are practitioners in nutritional medicine, sports psychology, iridology and other alternative therapies and medicine.



Bursons Limited

Funding Source & Value: Innovation voucher €5,000

Project Title: Bursons Limited

Problem to Be Solved:

A solution to capture and measure eye health and for potential disease detection purposes. An ancillary tool and application for tracking and capturing eye health.

How TSSG Delivered Solution for Industry:

The Design and Usability team at TSSG was successful in bridging the first gap between the tacit knowledge that client had in Iridology and the development of a mobile application. A prototype of the main user flow was created to visualize the key areas of the application and to scope out potential functionality and options for development routes.

Impact for the Company:

Key structural elements of the application were mapped and designed, giving choice and consideration for the client to enable the product to move to the next stage of swifter development planning and implementation. This enabled the company to get a technical understanding of potential routes that the application could take and how to further advance the product effectively.

Company Testimonial:

"The **Design and Usability team at TSSG** are highly professional in their approach to new projects while maintaining an air of curiosity and creativity."

