

Case Study

TSSG

TELECOMMUNICATIONS SOFTWARE & SYSTEMS GROUP



MapAlerter.com provides a range of Alert Services that are delivered to localized areas and communities throughout Ireland, as well as in other European markets. Their online management systems, allow clients to provide alert content, as well as pick the affected geographic areas using mapping interfaces.



MapAlerter

Funding Source & Value:

Innovation Voucher €5k

Project Title:

User Experience Planning & Prototyping.

Problem to Be Solved:

MapAlerter required knowledge to improve their current online user experience and plan new user interface foundations for future new prospects, e.g. if the service solution had to be white labeled for other industries.

How TSSG Delivered Solution for Industry:

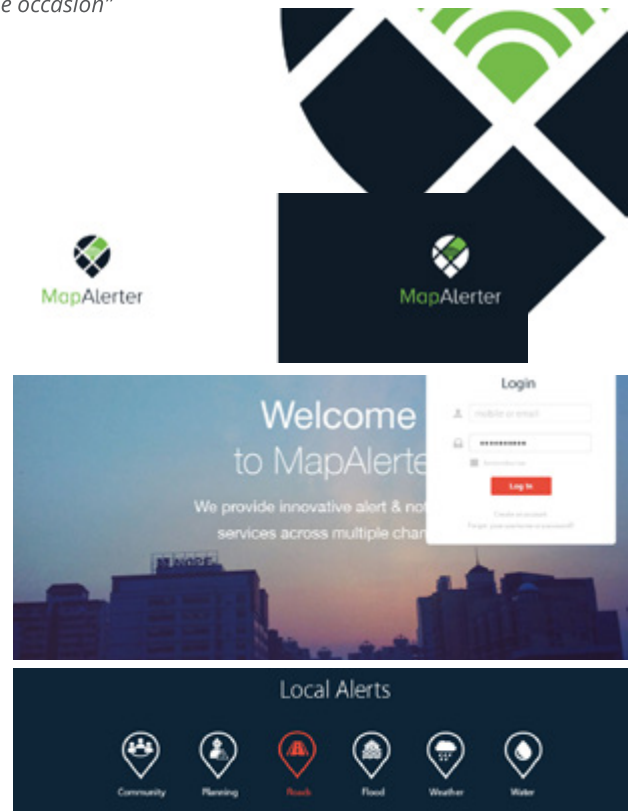
TSSG and the Creative Development Unit improved the overall service experience. Through this work, details such as user conversion to sign up were improved and the work helped to open up future prospective businesses in addition. A new user flow and brand options were created by CDU at TSSG. Through the provision of a new detailed prototype, it allowed MapAlerts/ PinPoint to proceed with implementing these new features faster, with a fresh, new up-to-date design and better optimised user experience.

Impact for the Company:

The solution helps to improve conversion of new user sign-up, as well as continued user engagement throughout the site. In addition, it helps to lay better foundations for future white-label solutions and open up new potential markets for MapAlerter.

Company Testimonial:

"The wireframes were invaluable when dealing with our app developers. They've been mentioned in the positive on more than one occasion"



TSSG HEADQUARTERS,
ARCLABS RESEARCH & INNOVATION BUILDING,
WIT, WEST CAMPUS, CARRIGANORE,
CO. WATERFORD, IRELAND.

WWW.TSSG.ORG

+353 51 302920