CDU

CREATIVE DEVELOPMENT UNIT

Company Name: Untapped AI

Funding: Enterprise Ireland Innovation Voucher

Profile of Company

Untapped AI works in diversity and mental health using unique methodology that has been honed over 6 years of working with users in 43 cities across the world in the Tech, Professional & Financial Services sectors.

They use a radical model that fosters deep, transformational change in the complex areas training and traditional coaching can't reach. Their unique programmes combine transformational human relationships with the disruptive power of AI feedback, all tailored to the individual.

Problem to Be Solved

Untapped AI looked to establish a user experience strategy exploring the actors/users and their interactions with the Untapped AI application, this will include a full user experience (UX) review of the existing application.

A set of wireframes created to identifying and demonstrating all key application elements such as the structure, key screens and the navigation ensuring that the application meets the user's expectations whilst fulfilling the business needs. The wireframes will give a good visual understanding of the application before the design and build.

How Gateway Delivered Solution for Industry

Untapped AI approached TSSG to solve this problem and the first step to the solution was to discover what the user's needs were and how to they interacted with the Untapped AI current user interface (UI). After testing Untapped's current UI we found that the best approach was to create a new simpler UI to reduce time to complete tasks and over all eradicate cognitive load. Using the output of this research TSSG created new user flows and an overall cleaner less complex User Experience (UX).

Impact for the Company

Untapped will be in a position whereby they will have a complete user analysis and strategy along with a set of low fidelity wireframes for the primary users allowing Untapped to further explore the concept and build upon to translate into a working commercial product. Benefits include;

1. Features, functionality and Navigation of the application.
2. Reduces development time.
3. Allows us to test the platform with users and get feedback.
4. Demonstrate the platform to potential stakeholders.

Testimonial

"At Untapped AI, we needed UX expertise to help move our product forward. We initially met with the CDU team and talked through our needs. We were then assigned Tommy, a member of the team. Tommy got to know the product very well before starting and then over a period of 6 months and 2 vouchers, he redesigned our web and mobile Apps. He simplified the UIs and came up with new stream-lined workflows which exceeded the expectations we had. The result was a set of well-designed wireframes suitable for any front end developer to pick up and work with. The entire experience was very professional and Tommy was a joy to work with."

Brendan O'Hara, Co-Founder, Untapped AI