

WHO?

THESTARTUP.COM

TheStartup.com are a team of seasoned entrepreneurs driven by a passionate belief that every start-up should have access to world class tools and advice. They have developed a data-driven software platform (YourEcoSystem) that uses a proven step-by-step playbook to guide an entrepreneur from business idea to launch.

After gauging a start-up's readiness, they create a tailor made action plan that defines your goals, predicts your next best actions, and provides you with a support system including resources, mentors and advisors for all stages of the entrepreneurial journey.



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WHY?

PROBLEM TO BE SOLVED

Nimbus was approached to review their current product, identify usability issues and design recommended solutions. The goal of the project was to understand TheStartup.com's customer needs and goals, then to identify where those needs are being met and design innovative solutions for where they aren't being met.

Primary issues to be addressed were:

- Usability Testing and evaluation of the current platform.
- User Research & Analysis.
- User Interface redesign & recommendations.

HOW?

INNOVATIVE SOLUTION

Through Enterprise Ireland funded innovation vouchers the UX Research team at Nimbus developed a bespoke strategy plan. As the teams were all working remotely and distributed across the globe, an online delivery strategy was used to facilitate highly collaborative online workshops.

Tools including **Miro** (an online collaborative whiteboard) and **Figma** (an online user interface design tool) were used to manage deliverables in a highly visual and interactive way.

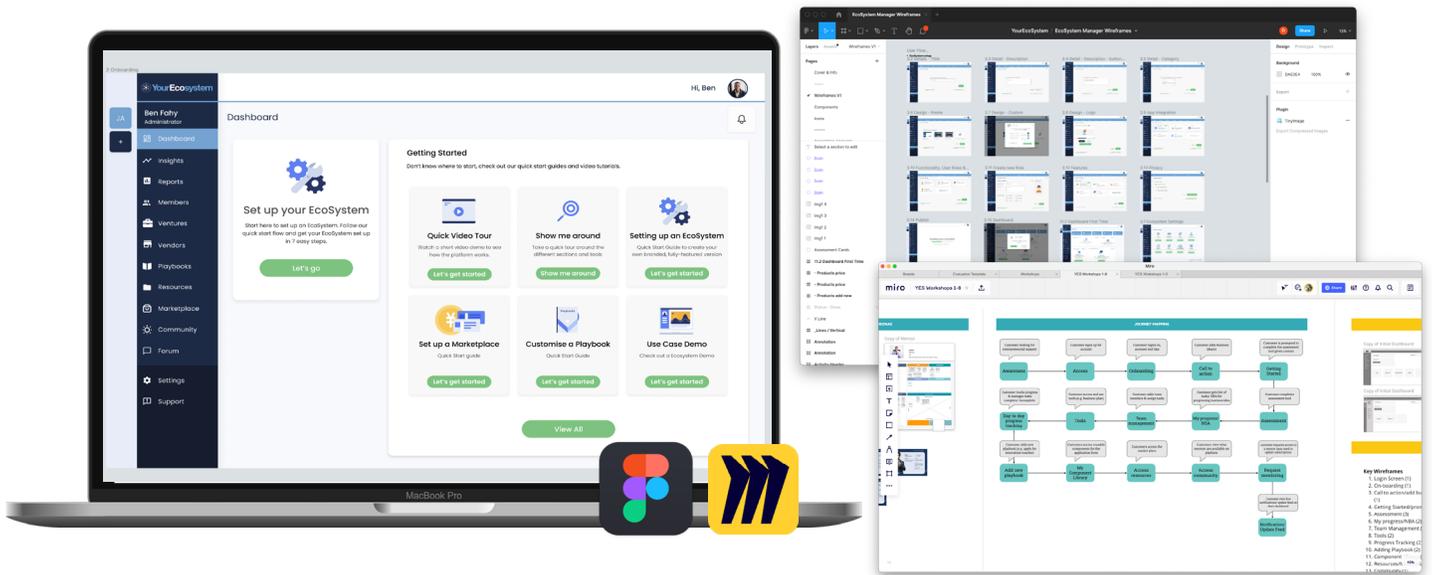
The main outputs of these vouchers were:

- Comprehensive User research and analysis.
- Evaluation of the current platform including heuristic evaluation & usability testing.
- User requirements illustrated in key user journeys.
- Development of user interface mock-ups & design specifications for product developments.

IMPACT

The UX deliverables have provided the foundations of a development roadmap to be used in further product development. The detailed user journeys and user-interface mock-ups can be used as a tool to communicate with not just the development team but key **stakeholders**, potential **clients** and **investors**.

Applying a collaborative and user-centred approach has put the user in the forefront, as user research insights validated design decisions made, while essentially contributing to conceptualizing and ideating of new innovative products and features.



Nimbus Research Centre,
 Munster Technological University
 Bishopstown, Cork, Ireland

UX Researchers
Kevin O'Mahony
 Kevin.omahony@mtu.ie

Denise Heffernan
 Denise.heffernan@mtu.ie

Michelle O'Keefe
 Michelle.okeefe@mycit.ie

WHAT OUR CLIENT HAS TO SAY

CLIENT TESTIMONIAL

"The experience with Nimbus has just been incredible because it has given us time not to just get the user experience right but also other elements such as pricing, policy or the process which were illustrated by the user experience design workshops. The online workshops were extremely focused and allowed us to track, capture and translate the information. We see Nimbus as part of our team and that a testament to the relationship that has been established throughout this collaboration."

Finn Murray, Co-Founder

"Working with our UI/UX team at Nimbus was an absolute pleasure. It was a truly collaborative experience where we, as client, felt heard and understood. So much so that we went back for a second voucher to tackle another user journey. Many enhancements were suggested, all of which we are implementing. It was also very much an educational journey where we were exposed to new online collaboration tools and methodologies which we have since implemented in our own team and customer meetings. I cannot recommend our Nimbus Team - Kevin, Denise and Michelle - enough. Stellar work!"

Jan Van Leeuwen, Product Owner