

Innovative Research Solutions with Industry

Information and Communication Technology

CLIENT:
Instant Opinion

AREA:
Software



Waterford Institute of Technology
INSTITIÚID TEICNEOLAÍOCHTA PHORT LAIRGE

Improving the design and usability of a customer feedback application

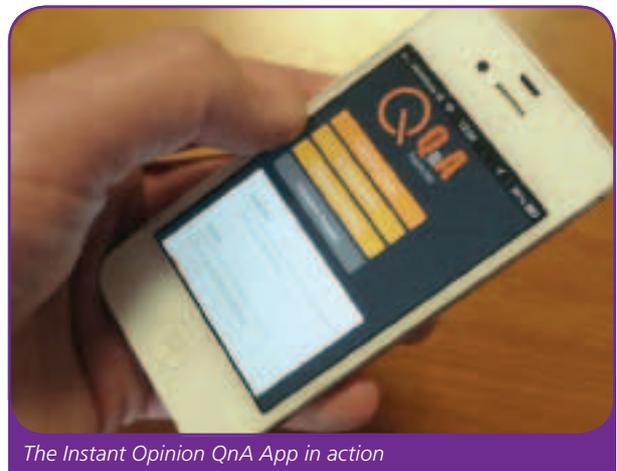


Instant Opinion provides a real-time customer feedback system allowing service providers to connect directly with their customers. The Instant Opinion QnA application targets the conference/event market with the customer being the event organiser or moderator who runs the Q&A session in a conference.

The company's existing dashboard and interface for the Q&A conference session application needed to be optimised and did not allow for easy management of questions in a fluid and real-time fashion. Instant Opinion also wished to improve the functionality of their mobile input site. The company recognized the need to access expertise in this field and wanted to apply cutting edge design to improve their overall product offering, which resulted in their contact with Telecommunications Software & Systems Group (TSSG).

TSSG is an advanced R&D centre hosted at Waterford Institute of Technology (WIT), with a current head count of over 110 staff. Over the last five years TSSG has completed more than 120 industrial projects. It has an enviable track record in accessing European Framework, Science Foundation Ireland and Enterprise Ireland funding. TSSG's research areas lie in services platforms, services (applications, web based, networks), service enabling, service management (policy, performance and monitoring) and network services (QoS, communications and IPTV).

The key activities in this project required two teams (Design and Usability and Mobile Services)



The Instant Opinion QnA App in action

in TSSG to work with the company. The Mobile Services unit assisted the company in identifying the improved usage and intuitive functionality of their mobile inputs site. The design service offered by the TSSG helped in redesigning the user interface and modifying and simplifying the moderator's workflow. The team in TSSG also created the necessary graphical resources and helped to ensure that the new interface was not only simpler to use but also had a stronger visual appeal. →

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•→ This project was funded through an open call for Innovation Vouchers through Enterprise Ireland. The work undertaken by WIT resulted in a redesigned interface for Instant Opinion's customers. It solved a number of problems, including adaptability to a wide range of potential display devices and intuitive control functionality. The redesigned interfaces moved the product up the value chain for operators in this space.

The redesign of the application has greatly improved the usability of the application and has reduced the training time to a few minutes for moderators new to the platform, enabling better and improved functionality for their customers. ■

TESTIMONIAL

Aidan Kenny

*CEO and Founder
Instant Opinion*

"Instant Opinion was delighted to work with the team from TSSG on the development of the user interfaces for our conferencing QnA system. The team delivered a user-friendly adaptive design that works across multiple technology platforms. We are impressed with the professional and creative support that we received from TSSG."



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