

UTILISING USER EXPERIENCE METHODOLOGIES TO DISRUPT ARCHITECTURAL 3D PRINTING

FIXIE.

BACKGROUND

Fixie is a complete 3D printed model service. Its specialist industry experience is dedicated to taking projects through model choice, file preparation, 3D printing, post processing and finishing. Fixie offers a full suite of services to seamlessly assist in the production of beautiful 3D printed architectural models.

THE NEED

Fixie wanted to automate the architectural 3D printing process. The main obstacle in this industry is converting the architect file into a 3D printable file. The architect can either download and 3D print themselves or send to a supplier like Fixie. Fixie had the initial idea for a Model Customiser, a web based 3D viewer which would allow the architect to provide all the information needed to produce a 3D printed model for them. The aim was to improve the client's experience and put control back into the hands of the architect.

THE SOLUTION

Through a series of online workshops, Nimbus User Experience Researchers facilitated research and design activities, where collaborative discussion, user research and analysis, preliminary design and rapid prototyping activities were undertaken.

Key deliverables included: Personas, Customer Journey Maps, User Interface Wireframes and Concept Visualisations - all of which are essential components contributing to further product iteration while guiding the next phase of software development.



BENEFITS OF THE ENGAGEMENT

The user experience research and design methodology completed by Nimbus has helped Fixie gather customer insights and generate ideas that can be validated to strengthen the company's value proposition. Having tangible results such as customer insights, personas, customer journey maps, and user interface wireframes will be instrumental for Fixie in several ways; securing future funding, enabling researchers and stakeholders to determine which features the product should incorporate, and envisaging how the system can be utilised. The value-added extension of innovative tools to Fixie's existing products and services will increase their potential to scale and expand.

“Collaborating with MTU and its diverse team has helped take our concept from mere ideas to concrete proposals. They asked the right questions to help us identify the core value propositions and also helped uncover ideas and details which we hadn't touched on previously, all helping us to actively move our development forward.”

- Ronan O'Boyle Co-Founder, Fixie .

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!