

# NIMBUS WORKS WITH THE STARTUP.COM TO DEVELOP A BESPOKE USER EXPERIENCE STRATEGY



## BACKGROUND

TheStartup.com is 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. Having gauged a start-up's readiness, TheStartup.com creates a tailor-made action plan that defines goals, predicts the next best actions, and provides a support system including resources, mentors, and advisors for all stages of the entrepreneurial journey.

## THE NEED

The Startup.com approached the Nimbus Research Centre to review their current product, identify usability issues and design recommended solutions. The goal of the project was to understand the company's clients' needs and goals, identify where those needs are being met and design innovative solutions for where they are not being met. The primary issues to be addressed were: • Usability Testing and evaluation of the current platform. • User Research & Analysis. • User Interface redesign & recommendations.

## THE SOLUTION

Funding through Enterprise Ireland's Innovation Vouchers enabled the Nimbus UX Research team to develop a bespoke strategy plan for The Startup.com. 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.



## BENEFITS OF THE ENGAGEMENT

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 at the forefront, as user research insights validated design decisions made, while essentially contributing to conceptualizing and ideating new innovative products and features.

*“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. We see Nimbus as part of our team and that is a testament to the relationship that has been established throughout this collaboration.” - Finn Murray, Co-Founder.*

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