

APPLICATION OF UX METHODOLOGY TO ENVIRONMENTAL TRAINING SOLUTIONS



BACKGROUND

VerdeLED is one of the largest providers of energy-efficient lighting in Ireland and the UK. VerdeLED provides a lighting design service and work regularly with utilities, facility management companies, multinationals, manufacturers, education facilities, financial institutions, sports and general commercial office clients.

THE NEED

Covid restrictions led VerdeLED to identify an opportunity to develop a new business using software to address a gap in the Environmental Training sector. Having over a decade of experience delivering Environmental Training solutions to industry, VerdeLED approached the Nimbus Research Centre with the idea for their Enware app, to deliver training in an online format but with richer, interactive features rather than just simple text and video. The main unknown for VerdeLED was how to engage clients and design a product that was user-focussed, interactive and developed around current industry needs.

THE SOLUTION

VerdeLED used the Enterprise Ireland Innovation Voucher programme to avail of the UX and software skills of the Nimbus team. Innovation Vouchers worth €5,000 are available to assist a company or companies to explore a business opportunity or problem. Nimbus proposed a UX methodology to bring the idea to a realistic level. All design deliverables were validated through user research, namely, user interviews, workshops and finally a mock-up of the proposed prototype. Nimbus delivered a series of workshops to understand the contexts of use, mental models and critical goals of the target user groups. This enabled Nimbus to design a mock-up of the prototype, giving VerdeLED a strong visual impression of what the final product might look like.

BENEFITS OF THE ENGAGEMENT

The UX inquiry helped VerdeLED to understand industry users and management in a strategic and focussed manner which also aided “buy-in” from potential clients to engage with the product. The process of utilising an innovation voucher to source the immediate UX and software skills required for the project helped to fast-track the development of the Enware solution. VerdeLED is now on course to deliver the proposed solution for industry clients.



“Nimbus were professional and timely in all the deliverables and in communicating with us. The UX expertise was invaluable to help us to fast-track the development of EnWare and understand our clients in more depth. We found the experience very beneficial and wouldn’t hesitate in using Nimbus again.”

VerdeLED

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