

Case Study



Fun4all.ie an online activity site. It offers fun activity providers, a cost effective online profile, as well as an efficient and full self-service online advertising solution. Site visitors have the ability to view and book tickets to thousands of different fun activities.



Fun4All.ie

Funding Source & Value:

Innovation Voucher €5k

Project Title:

User Experience Planning & Prototyping.

Problem to Be Solved:

Fun4All.ie required knowledge and user experience advice on how to improve their build-an-advert pages to reduce the complexity and number of clicks from log in to check out completion. There was a need to enhance their existing website to make it more user friendly for both B2B and B2C customers. In addition the product helped required a future-proofed design, with the intention of rolling out to other countries such as Australia, Canada and the UK.

The overall aim of the work completed, was to reduce the complexity and number of clicks from log in, right through to check out.

How TSSG Delivered Solution for Industry:

TSSG and the Creative Development Unit provided a new detailed prototype, an up-to-date design and improved user flow, as well as advice on how these new features could be further developed.

Impact for the Company:

The solution helps to improve conversion of new users and continued engagement through the site. A prototype demonstrating the new site user experience, new search features and highlighting the unique selling points improve the service and open up new markets and users for Fun4All.ie.

