

# Case Study

TSSG



TELECOMMUNICATIONS SOFTWARE & SYSTEMS GROUP



**InsideOut Proximity Marketing Media Ltd:** InsideOut uses proximity marketing to target property advertising more effectively.



## InsideOut

**Funding Source & Value:** Innovation Voucher €5,000

**Project Title:** InsideOut

### Problem to Be Solved:

InsideOut required advise and knowledge on the most effective way to reach a larger market with their global property application by showcasing property in a faster and clearer fashion. They required knowledge planning expertise for their innovative property mobile application and user journey.

### How TSSG Delivered Solution for Industry:

The Creative Development Unit in TSSG provided multiple design refresh ideas focusing on the InsideOut icon along with colour schemes and a research document investigating the use of lenticular signage. Planning for user journey and design planning for suitable lenticular signage were also provided, as well as property mockups. Additional user journey planning and prototype of mobile user application were created with a click through prototype to showcase to potential users.

### Impact for the Company:

InsideOut can now proceed with proof of concept work to potential investors and partners and plan next stage of the product development.

