

# Case Study



**Instant Opinion** provides a real-time customer feedback system, allowing service providers to connect with their customers, the specific application is targeting the conference/event vertical with the customer being the conference organiser or session moderator who runs the Q&A session in a conference.



## Instant Opinion

Funding Source & Value: Innovation voucher €5,000

Project Title: Instant Opinion

### Problem to Be Solved:

The existing user dashboard and interface for the Q&A conference session application was poorly designed and did not allow for easy management of questions in a fluid fashion.

### How TSSG Delivered Solution for Industry:

The design service offered by the Design and Usability Team in TSSG, helped in redesigning the user interface and this also modified the moderator's workflow to simplify it. The Design and Usability Team, created the necessary graphical resources and helped in ensuring that the new interface was not only simpler to use but also had a stronger visual appeal.

### Impact for the Company:

The re-design and development of the application has greatly improved the usability of the application and has reduced the training time to a few minutes for moderators new to the platform.

### Company Testimonial:

"Instant Opinion worked with the Design and Usability Team in TSSG on development of the user interfaces for our conferencing QnA system.

The **D&U team delivered a user-friendly, adaptive design** that works across multiple technology platforms. **We are delighted with the professional and creative support that we received from TSSG"**

