



Company Name: LocalHost - Ready Cert Work

Funding: Enterprise Ireland Innovation
Vouchers – 2x Standard (€5k+€5k)



Profile of Company

Ready Cert Work is an application designed by Safety Professionals to suit all types of business big and small, with a view to minimising the hassle of Safety Paperwork Designed to be used by all and supporting all types of industries, everything from Construction to Catering and Transportation to Pharmaceutical.



Problem to Be Solved

After identifying a gap in the market, it was critical that Ready to Work expedite their entry to the market. They needed help to translate their idea into a user-friendly CMS (Content Management System) web platform and mobile application. To do so, a strategy was needed to outline and document the steps required to design and develop an intuitive, user-friendly product. Detailed research and respective outputs at this initial stage benefit the client, as it facilitates faster and more assured product development for the product design and engineering teams.



How Gateway Delivered Solution for Industry

With years of experience in the field, Ready to work were ready to jump straight in. They had created a user manual for the upcoming application which gave a comprehensive view of what the application needed to achieve.

UX Strategy

1. **User Research:** The information collected from Ready to Work was reverse engineered to create proto personas. These are diagrams that visualise typical, target end user types and give a common reference point for product development teams throughout the design and development process.
2. **User Flows:** From there, a number of user flows documenting every step involved in a user's journey through the application, from start to finish, were created. These flows demonstrated the screens, touchpoints and choices the users were presented with throughout the journey. Once the screens were established and what interactions need to take place the wireframing began.
3. **Wireframing and Prototyping:** Ready to Work is a CMS application with a companion mobile app. Mid fidelity wireframes were designed laying out the features, functions and content of each of page for the CMS web application along with the key screens for the companion mobile application. The wireframes were converted to a click through prototype for demonstration and testing purposes.



Impact for the Company

Ready to work were presented with a detailed UX strategy outlining the plan and approach for developing an intuitive CMS web platform and a mobile application. This plan prioritises the key features and functionality of the platform while keeping the needs of the user at the forefront. The Click-through Prototype allows Ready to Work to demonstrate and test the CMS and key screens of the mobile application with potential users and stakeholders. The prototype gives a good indication of how the platform and application will look, feel and perform and is a useful tool along with a UX strategy for reducing development time.



Testimonial

"The process of working with the team in TSSG on two innovation vouchers was very straight forward. I had conducted my own research prior to contacting the Technology Gateway which gave me an understanding of the path we were going to take. The guidance and expertise from their researchers were invaluable to this project and we are thrilled with the result"

Killian McGrath