



# Revolutionizing User Experience



## How TSG Transformed a Tech Giant's Digital Firewall Assessment Tool

### BACKSTORY

A prominent technology firm based in North America reached out to TSG seeking guidance on enhancing the user experience of their digital firewall assessment tool, with the goal of making it more user-friendly and enjoyable. The client had not previously conducted user research interviews and had limited interaction with their clients, resulting in challenges in ensuring the user-friendliness and adoption of their product.

### SOLUTION

TSG enters the picture. Initially, our teams conducted interviews focused on evaluating the current user experience and gathering user feedback. By posing straightforward questions like, "How can we enhance the user experience of this application?" we harnessed insights from research groups to establish the foundation for improving the application's consistency and user-friendliness.

Through close collaboration with the engineering team, we established comprehensive guidelines for the client to follow, ensuring a more consistent experience when using their technology. We tailored a complete UI-UX solution based on pattern documentation, pinpointing areas of user frustration and negative feedback, and addressing critical areas for improvement. The documentation we provided remained accessible for the client's future reference. The client found our practical approach, customized solution, and ongoing client support invaluable.

## TSG's Offering: Elements of Managed Solutions

### Solution Development

We work with clients to develop an optimal project plan and execution strategy.

### Building & Scaling Teams

We build a team with highly sought-after experience, scaling the team around the needs of the project lifecycle.

### Service Delivery

We own engagement oversight and ensure project deliverables were met.



Technology



Digital Transformation



User Experience