

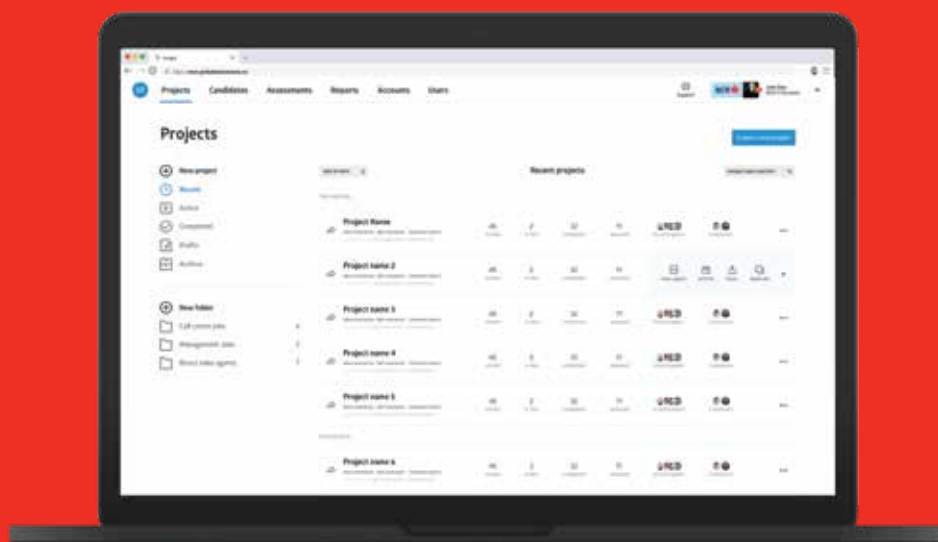


GLOBAL TEST SOLUTIONS

2018. PRODUCT DEFINITION

BACKGROUND

GTS is a Romanian company that provides assessment tools to mid and large corporate clients in Romania. They approached us with a desire to transform existing flows, services and an outdated platform into a state of the art assessment hub for HR recruitment.



OUR INVOLVEMENT

Our agency studied the client's existing processes (manual flows, docs, xls, shareholder and team know-how) and the outdated inbox assessment platform.

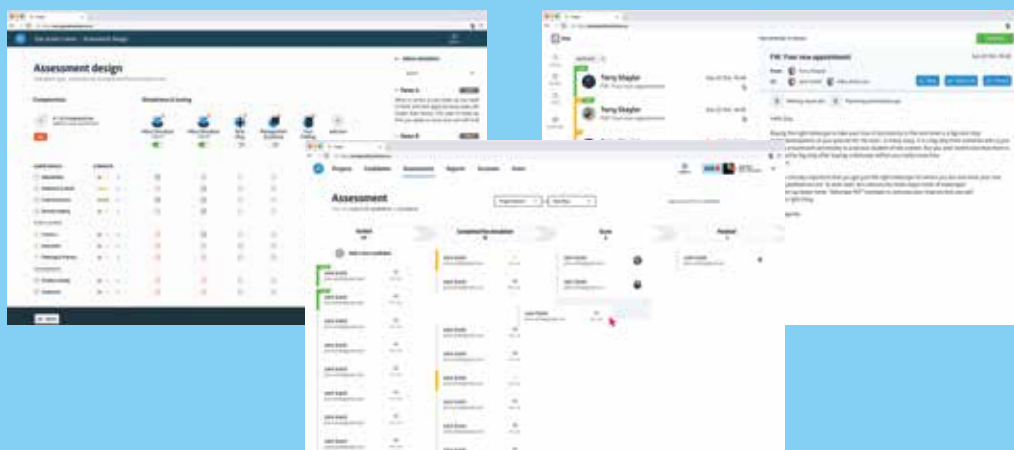
We then performed a series of design thinking workshops and we defined the main objectives of the platform. Defining the features of the platform was a lot of 'back and forth' and it was the most advisory-intensive stage.



The definition of the structure (information architecture) and the creation of the design system came next.

As we were getting close to the final deliverables, we executed the design of each screen and we made an InvisionApp prototype - which proved to be an excellent testing opportunity for the client and helped us make necessary adjustments.

97
app screens
defined, designed
and delivered in
2 months



ACHIEVEMENTS

GTS was looking for a partner that could extract their applied know-how and transform it into a valuable digital asset. As per their testimonial, we achieved this goal and we delivered a higher value than expected.

On top of this, we helped pair the client with the right development partner and we supervised the development as product managers.

PROJECT STRUCTURE

Project lead: Septimiu Pop

Product definition team: designers team lead by Septimiu Pop

Development technical lead: developers team lead by Adrian Cioclei



THANK YOU

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