

# Case Study



Consulting

## Modernizing a Complex Mobile Application to Overcome User Experience and Content Gap Challenges

A leading provider of psychological assessment tools needed to modernize and improve their mobile application amid growing technical bugs and user experience issues that were causing poor customer satisfaction and declining engagement.

### THE CHALLENGE

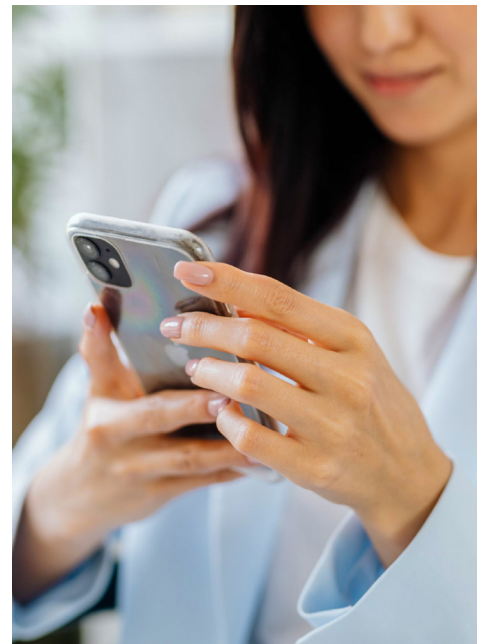
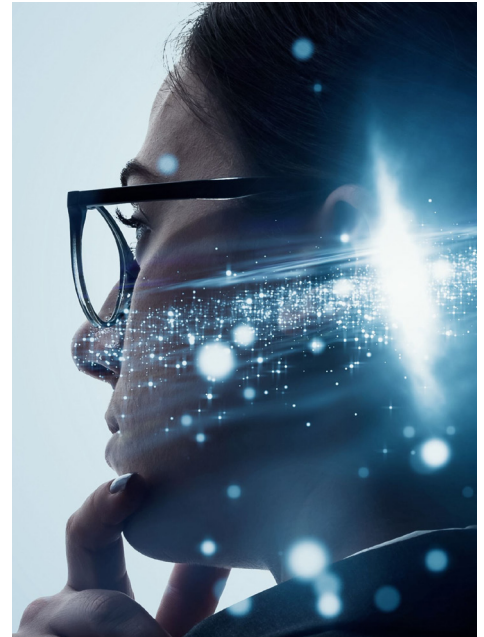
#### Increasing Application Bugs and User Experience Issues Expose Need for Redevelopment

A provider of psychological assessment tools faced growing issues with its mobile Assessment Toolkit app, available on both the Apple App Store and Google Play. The app, which housed multiple micro-applications supporting the client's product suite, was experiencing functionality breakdowns due to backend service changes. Key problems included broken product and blog links, missing new product releases, blank content areas, and degraded image quality on iPads. These issues hindered the user experience and limited the app's effectiveness as both a sales and support tool.

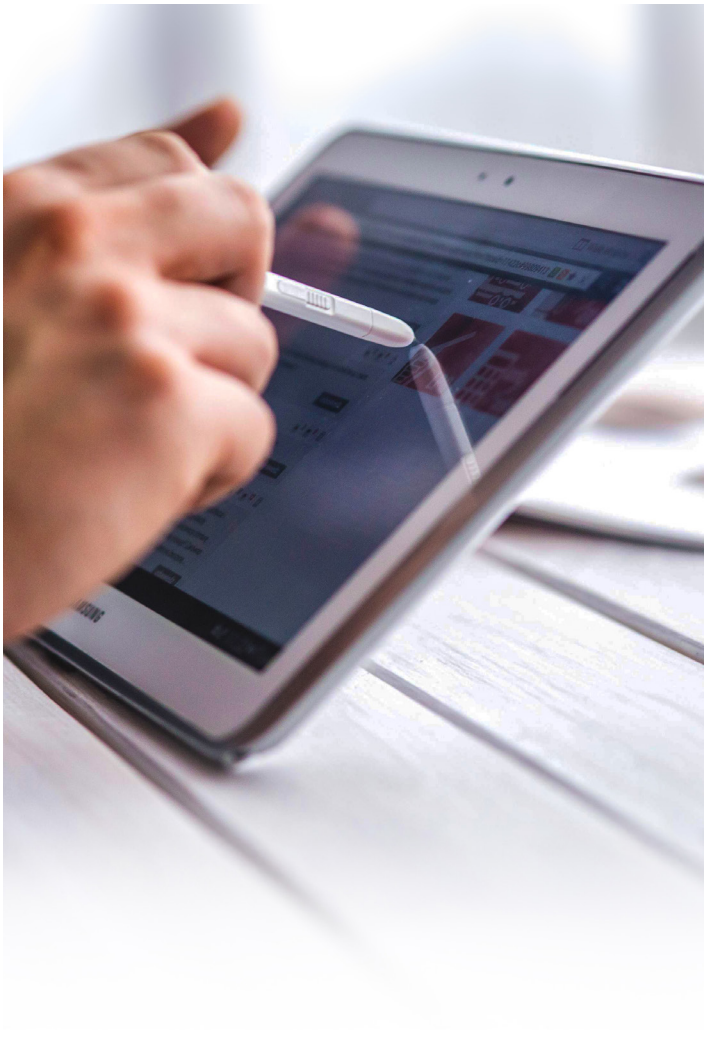
### THE SOLUTION

#### Modernizing and Updating Mobile App for Improved User Experience

Judge Consulting was engaged to modernize and stabilize the mobile app. Leveraging its Agile Scrum methodology, Judge prioritized a structured backlog of fixes and enhancements. Key deliverables included restoring product and blog links, updating product listings, refreshing outdated content, and improving image rendering quality on iPads. Judge also committed to delivering signed builds for both Android and iOS after thorough quality assurance testing. Scope and change management were maintained through recurring review meetings and formal change requests.



*"Judge Consulting delivered a revitalized mobile app that restored critical functionality and significantly improved the user experience"*



## THE RESULT

### Increased Customer Engagement and Enhanced Brand Credibility Through a Revitalized Mobile App

The engagement resulted in a revitalized mobile app that restored critical functionality and significantly improved the user experience. Users regained seamless access to product pages and blog content, enabling easier purchasing and interaction. The updated app featured refreshed company content and improved visual fidelity on iPads. By addressing both technical bugs and content gaps, Judge helped the client re-establish the app as a reliable and modern extension of its brand and digital services.

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