

Product boost

User experience

Product health check

Competitor analysis

Co-design

UX-led value

Feedback loop

Next generation

Usability testing

Future-proof

Business impact

Product strategy

Socio-technical investigation

Innovation



User Experience & Digital Solutions

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Bridging the gap between
academia and industry

An industry focused, R&D innovation hub,
delivering engineering and technology
solutions for industry and social impact



UTS Rapido Leadership Team

Impact focused – solution driven

Founded in 2016 within the Faculty of Engineering and IT, UTS Rapido delivers practical innovation that creates measurable impact.

We collaborate with industry, government, and research teams to develop targeted, technology-led solutions.

Our engineering and IT capabilities help partners turn ideas into market-ready products and services.

The real cost of ignoring UX



For every *dollar* spent to resolve a problem during product design, *ten dollars* will be spent on the same problem during development, and *one hundred dollars* or more if the problem has to be solved after the product's release.

Robert Pressman
Author of *Software Engineering:
A Practitioner's Approach*

Core R&D capabilities: Engineering & IT

Software Engineering

We apply analytical thinking, engineering principles, methods, tools and the latest AI software development expertise to the design, development and maintenance of bespoke software solutions.

Mechatronics and Additive Manufacturing

We design, test and build intelligent systems that solve technical challenges through mechanical and mechatronic engineering, supported by in-house additive manufacturing expertise.

UX and Digital Design

We create value generating digital solutions by identifying the needs of your business, its market, and the end-users, and by designing, developing and deploying innovative solutions in software and hardware.

Research Translation

We provide the engineering and digital capability to turn research into practical, scalable solutions and move beyond discovery into development, deployment and impact.



How UX is future-proofing products and services in an evolving market

Why User Experience research and design are key to staying competitive

In today's fast-moving technological landscape, the real challenge for businesses is not only developing and launching new products, but also keeping them relevant.

Markets evolve quickly, competitors adapt, and customer expectations can change even faster. A product that once led the market can be overtaken in months if continuous feedback and innovation are not built into its lifecycle. This is where UX research delivers measurable value.

UX research combines socio-technical investigation with a deep understanding of how people, whether customers or staff, think, behave and interact with products and services.

This insight drives innovation and well-informed designs that meet real-world needs.

Effective UX research and design also requires close collaboration with businesses to uncover the competitive landscape, operational realities, unique needs and challenges, ensuring solutions are valued, technically feasible, commercially viable, sustainable and aligned with evolving user expectations.

Why leading businesses put UX at the centre of innovation

Technology cycles are shortening and digital disruption can reshape markets overnight. UX research provides the evidence base for confident decision-making. It informs not just design, but product strategy, go-to-market timing and investment priorities.

Businesses that embed UX into their R&D process are better equipped to anticipate change, respond faster than competitors and capture emerging opportunities.

UX research reduces waste, increases satisfaction and drives outcomes, making it one of the savviest investments your business can make. UX is not a nice-to-have; it is a multiplier. Design-led organisations significantly outperform fellow industry players.

Delivering UX-led value

Our UX experts help you align product design with evolving user expectations.

We offer *Product Health Checks* to assess customer sentiment and uncover opportunities, *Product Boosts* to enhance existing systems, *Next Generation Product* design to create future-ready solutions, and *Creative Services* to make technology engaging and intuitive.



Hervé Harvard
Executive Director,
UTS Rapido

User Experience research is often misunderstood. We find many still confuse it with User Interface (UI) design, limit its use to ecommerce or branding websites, or think it's simply about asking customers what they want.

We know that true UX research goes beyond aesthetics. It involves a deep understanding of user behaviour to ensure technology delivers meaningful business outcomes.

The success of even the most advanced technologies depends not only on research and development, but also on how well they meet user needs.

Future-proofing businesses through UX is critical in today's competitive landscape.

The six key roles of UX in future-proofing products

1 Innovation through UX research and analysis

UX research gathers valuable insights about user needs and pain points, which identify opportunities to innovate and improve products and services.

2 Prototyping and usability testing

By testing prototypes with real users, companies can identify potential issues early, leading to better-designed products and services, and reducing the risk of costly mistakes.

3 Reducing time to market

UX can streamline the development process by ensuring products are fit for use, and by addressing suitability issues upfront, leading to faster product launches.

4 Competitive advantage

A superior user experience can set a product apart from its competitors, due to efficiencies gained and increased customer relevance and engagement.

5 Future-proofing

UX research helps identify product and technology trends and how they can benefit or impact business and their users, allowing companies to pivot or adapt to remain relevant.

6 Efficiency and cost savings

Investing in UX early in the R&D process can save resources, reduce revisions, and decrease customer support costs in the long term.

UTS Rapido UX services: enterprise and commercial

Stay competitive by focusing on user-centred design:



Product Health Check

We help businesses understand how customers feel about their products, identify pain points, and evaluate whether their offerings are still fit for purpose.

- Sustainability and compliance
- Usability testing to remain operational
- Accessibility testing and resolution recommendations
- Customer journey maps and service design review



Product Boost

We increase productivity by co-designing service design and interaction methods, ensuring products and services meet both business and customer needs.

- Keep customers and staff satisfied
- Assess product satisfaction and category satisfaction levels and opportunities
- Utilise co-design methodologies
- Evaluate and prioritise the product or service delivery roadmap



Next Generation Products

We help organisations identify new opportunities and co-design solutions for the next generation of products, ensuring they remain at the cutting edge of their industries.

- Innovation workshops to draw out new opportunities to stay ahead
- Co-design new solutions
- Proof of concept development and evaluation with the target market
- Evaluate and prioritise the innovation roadmap



Creative Services

We provide branding, digital art, and UX/UI design services, creating aesthetically engaging and intuitive interfaces that enhance overall user experience.

- Visual elements
- Branding
- Digital art and illustration
- User interface design
- Visual communication
- Style guides, design systems
- Interactive art installations
- Interactive VR activation

UX methodologies

Our approach ensures innovative, user-centred solutions that drive tangible business results.

- Research the socio-technical environment
- Identify value propositions
- Integrate customer insights, co-design and test
- Deliver value generating digital solutions

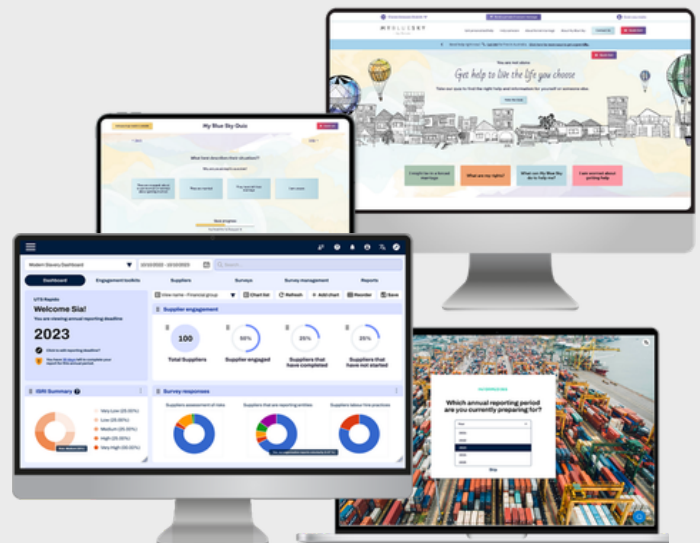


Define

- Business and customer needs
- Socio-technical research: organisation, technology, people, culture
- Customer insights: pain points, perceptions, attitudes and behaviours
- Disrupters to customer technology ecosystems
- Changes in value propositions for current markets
- Health-checks such as accessibility and usability evaluation

Design

- Experience design and testing
- User experience design, and service design for solutions and services
- User interface, interaction design, industrial design
- Research, development and deployment roadmaps
- System design specifications
- Usability, process and value testing



Develop

- Software and hardware solutions and specifications
- Mobile and web app ready Figma files, industrial design
- 3D simulations, gamification, VR, decision making platforms
- Operating procedures, system documentation
- Design systems and user interface component libraries
- Usability testing

Deploy

- Roll out and support
- Pilot studies
- Field trials
- Technical transfer to client innovation and development teams
- Maintenance and post release evaluation plans

Case study – UX research collaboration

Streamlining modern slavery reporting



INFORMED 365

Enhancing compliance with the Modern Slavery Act, through comprehensive UX research

In an era where corporate social responsibility is at the forefront of consumer minds, the partnership between Informed 365 and UTS Rapido sets a new standard in utilising user experience capability to identify and communicate risks and streamline annual modern slavery processes.

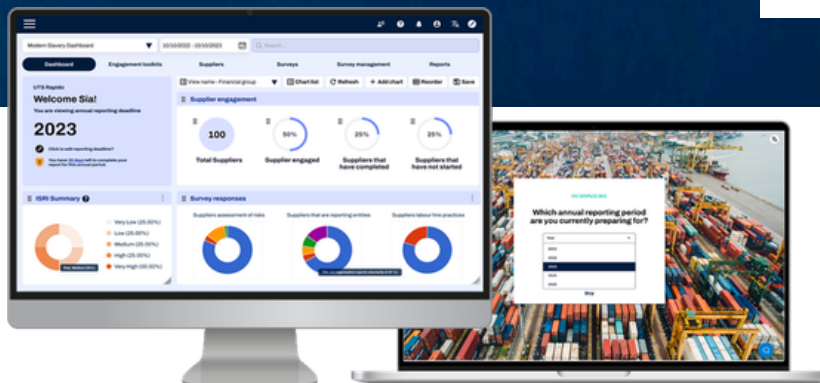
This collaboration demonstrates how thoughtfully designed digital tools can make significant strides in both compliance and advocacy.

Informed 365's need

In response to the Australian Modern Slavery Act 2018, aimed at combatting modern slavery and human trafficking within Australia and abroad, businesses sought effective ways to assess and report on the risks of modern slavery within their operations and supply chains.

Informed 365 identified a critical need to refine its Environmental, Social and Governance (ESG) platform to better support clients gathering data on modern slavery risks, and reporting on strategies to help them mitigate risks.

The objective was clear: to enhance the usability and efficiency of the Informed 365 platform to enable streamlined supplier audits and risk identification processes.



Streamlining our processes could save support staff up to 60 hours weekly to redirect towards other initiatives – while also reducing client-reported problems, boosting client satisfaction and professional growth for our team.

Tim Dorey

CIO & Co-Founder Informed 365



A secondary goal was to leverage the results to reduce the effort required by the Informed 365 Customer Support team on support tasks, and increase strategic support on identifying and mitigating modern slavery risks.

A comprehensive UX research initiative was spearheaded by the joint team to assess the current state of the Informed 365 tool from the perspective of its end-users.

Benefits to Informed 365

Time efficiency: new streamlined processes could save support staff up to 60 hours weekly.

Improved user experience: created the ability to shift focus towards performance enhancements and future upgrades.

Customer satisfaction: enhanced the platform's intuitiveness, leading to reduced client-reported problems.

Professional development: improved staff experience and provided new capacity for alternative utilisation.

Social impact: increased its partner's capability to detect and mitigate the incidence of modern slavery.

Through interviews, usability sessions and feedback, the team managed in-depth interviews with Informed 365 customers and customer experience staff to identify core areas for enhancement.

This process aimed to improve the immediate workflow and to positively influence future R&D initiatives, customer experience and professional development.

It also encouraged internal team growth by offering better resource utilisation for internal staff members.



As a progressive team, we value our partnerships with leading technology experts and our collaboration with UTS Rapido was key to the project's success.

Hearing directly from our clients and customer support team in the UX research process was invaluable, and delivered significant, usable insights that will help drive change.

– **Nicholas Bernhardt, CEO, Informed 365**

INFORMED 365

Project outcomes

The project's success was palpable, with design concepts not only aligning perfectly with organisational goals and workflows, but also heralding a notable shift in how clients valued and interacted with the platform.

Substantial time savings, enhanced ability for teams to focus on strategic use of the tool, and the relief of operational burdens on addressing basic usability concerns were among the celebrated outcomes.

This research demonstrates unanimous support for the design concepts, indicating a direct alignment with both adoption rates and efficiency improvements:

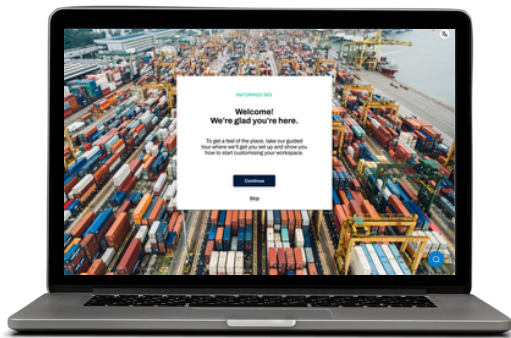
- **Adoption rate**
100% of participants intend to adopt the concepts.
- **Goal alignment**
Perfect fit with Informed 365 ESG platform objectives, specifically in enhancing modern slavery reporting.
- **Efficiency gains**
Universal expectation of improved efficiency by Informed 365 staff and customers.

Innovation

The project yielded innovative design concepts for Informed 365's online tool, prioritising simplicity, efficiency, and user empowerment.

The concepts received unanimous approval by participants, indicating a strong inclination toward adoption. This approach underscored the importance of three main factors for future initiatives:

- **Collaboration:** ensuring effective coordination across all levels of the platform.
- **Trust:** building a robust trust relationship through active engagement and transparency.
- **Control:** granting users the ability to manage their engagement and reporting more autonomously.



Methodology



UX methodologies and frameworks:

- Domain discovery workshops
- Semi-structured interviews
- Insight prioritisation
- Process and task models
- Concept development through to detailed design
- Usability testing

Future outlook

The collaboration between Informed 365 and UTS Rapido has not only served its immediate goal but has also offered invaluable insights for enhancing future UX-focused R&D initiatives.

Engaging collaborations, fostering trust, and promoting user autonomy have emerged as key pillars for future development. Unanticipated findings, such as the need for supplier involvement and clearer communication regarding compliance concerns, have paved the way for a deeper understanding and approach toward advanced platform development.

The project's impact extends beyond operational efficiencies, touching on the heart of community engagement and ethical responsibility.

By prioritising usability and the user experience, Informed 365 and UTS Rapido have demonstrated how purpose-driven design can lead to meaningful change in the fight against modern slavery.



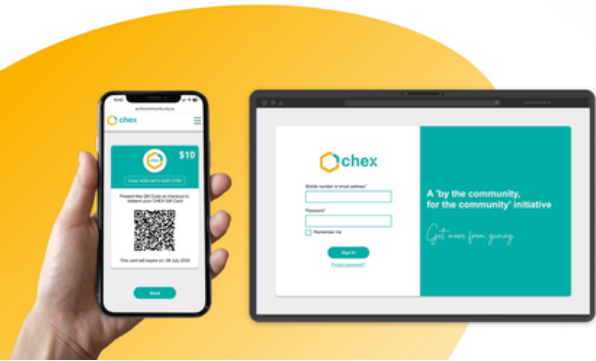
This UX project was part-funded by the Innovation Connections Grant which will enable us to improve modern slavery reporting.

It's clear there's a tangible commitment across our entire business ecosystem to support Australian companies in their technology-based efforts to eradicate modern slavery.

Tim Dorey

CIO & Co-Founder, Informed 365

Case study: Digital innovation for social good: CHEX Digital Community Currency



Need:

Develop a digital version of a community gift card to allow the local program to operate efficiently, reduce administration resources and allow for cost effective expansion.

Innovation:

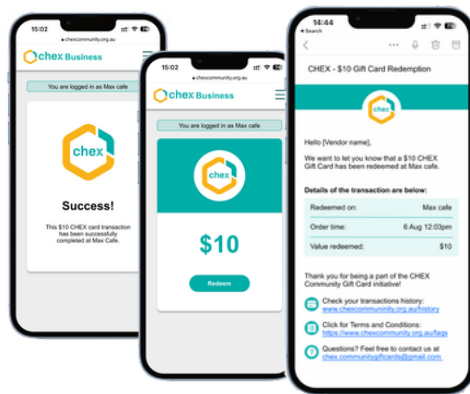
We designed and built a user-friendly web application hosted on AWS, ensuring seamless management and tracking of all issued digital cards, operational efficiency and control. Digital cards can now be dispensed and monitored via the web app.

Outcome:

CHEX digital card implementation is complete, next steps are deployment and user trials at select small businesses in Ultimo to foster a positive circular economy.

To date, the project has cut two years of implementation time. Staff resources can now be redirected to other community benefiting initiatives.

Other anticipated benefits include; saving over 400 volunteer hours, expansion to 30 businesses in the first six months, saving approx. \$7k by eliminating physical gift cards, and \$20k savings in annual wages.



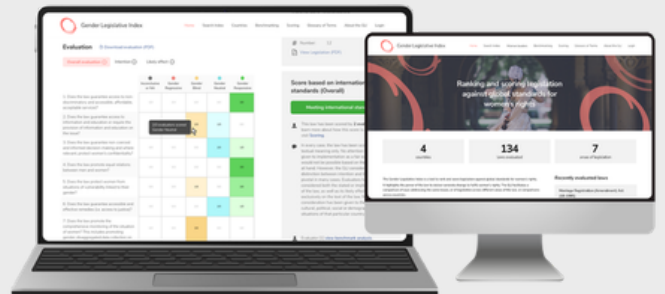
“This project has fostered community engagement with an increase in local community members purchasing CHEX cards.

The new digital currency enables rapid growth and scalability, with plans to triple the number of businesses in the program across the first six months.”

Oscar Sanchez,
Harris Community Centre Coordinator



Case study: Ranking and scoring legislation against global standards for women’s rights



Need:

Create a digital tool that empowers users to access and compare legislation on women’s rights, ranked and scored for gender responsiveness. Enable the Index to be used to uphold women’s rights when drafting legislation, to drive action and reduce disadvantages for women globally.

Innovation:

A collaboration between law and data science developed AI powered heat-map visualisations to show a meaningful aggregation of different parts of each law’s evaluation by each evaluator; and an algorithm to calculate the overall rankings.

Outcome:

The Gender Legislative Index (GLI) – an analytic tool used to benchmark, score and rank laws on a scale; from gender regressive to gender responsive.

The Gender Legislative Index was instrumental in establishing a new parliamentary body dedicated to scrutinising draft legislation to advance the needs and interests of Australian women.

“The women’s rights law behind the GLI tells legislators how to do it better but the data science and machine learning brings the index integrity, while the UX and design thinking brings the GLI accessibility to a wide audience.

Rapido Social Impact’s UX proficiency has elevated the Gender Legislative index to an open access tool, enabling the team to influence activists, legislators and inter-governmental organisations globally.”

Photo credit: Toby Burrows



Professor, Dr Ramona Vijayarasa
Founder of Gender Legislative Index

We believe this collaboration with UTS Faculty of Law and Connected Intelligence Centre marks just the beginning of a transformative journey towards a more gender-inclusive legislative landscape in Australia.



Case study:

My Blue Sky is a national service dedicated to preventing and responding to forced marriage in Australia. It is operated by Anti-Slavery Australia, a specialist legal and research centre within the Faculty of Law at UTS.

Need:

Create a digital platform empowering individuals at risk of forced marriage in Australia. Operated by Anti-Slavery Australia (ASA) at UTS, My Blue Sky delivers legal advice, immigration support, and guidance for reporting cases to authorities.

Innovation:

We defined, designed and built a user-friendly web based platform, co-designed with ASA to ensure culturally-sensitive content is presented in a non-confronting and intuitive manner for users.

Outcome:

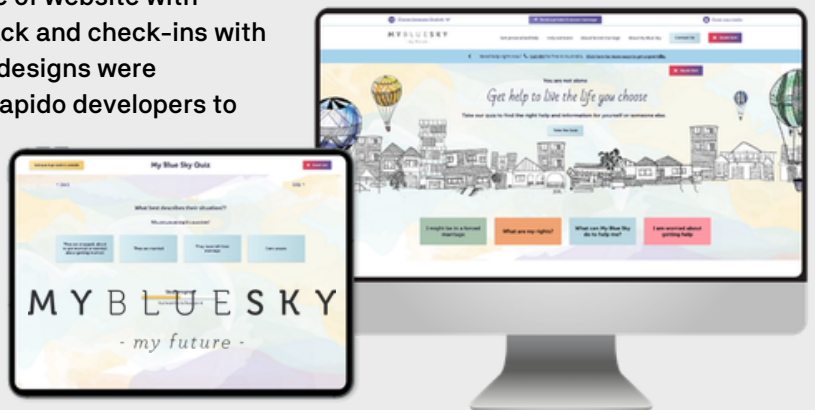
Defined, designed and deployed 'My Blue Sky' website, with \$20k reduction in mental health intervention per affected individual, savings in legal and social dependency costs and contributions to GDP per empowered individual entering the workforce.

We developed the detailed hi-fidelity Figma prototype of website with iterative feedback and check-ins with ASA. Approved designs were transferred to Rapido developers to deploy and test.

"We enjoyed working with the UTS Rapido team.

They were quick to respond to any requests in changes to the live website and provided ongoing support to our team."

Yat Hing Elsie Cheung
Product Owner of My Blue Sky



Aboriginal Legal Service
(NSW/ACT) Limited

Case study:

The Aboriginal Legal Service is a pioneering, community-controlled organisation providing culturally appropriate legal assistance to Aboriginal and Torres Strait Islander people.

Need:

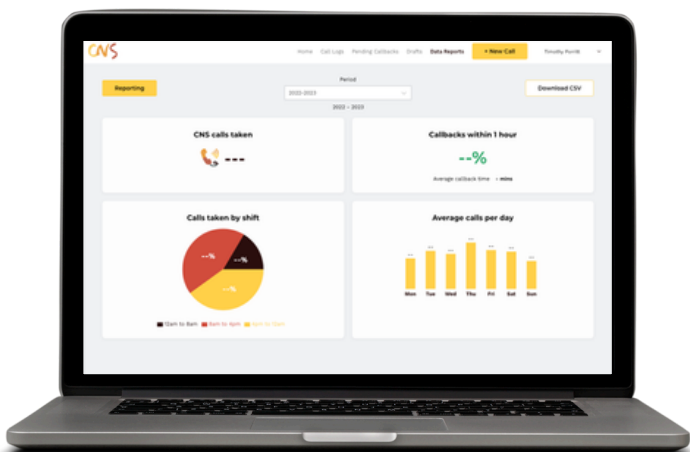
Streamline data collection and reporting for the Custody Notification Service (CNS) run by the Aboriginal Legal Service.

Innovation:

A bespoke CNS app replaced paper-based forms and manual reporting with a digital, cloud-native solution, allowing centralised collection, handovers of calls between solicitors, and immediate data reports.

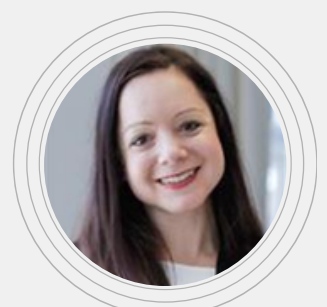
Outcome:

A digital platform supporting over 29,000 CNS notifications in the 2022/23 financial year. The data collection and reporting dashboard has removed the need for manual data entry and processing from paper forms.



"This project will improve the efficiency of the Custody Notification Service.

The platform generates data to improve responses to the needs of Aboriginal people in the criminal justice system and enable longer-term planning for support and wraparound services."



Professor Thalia Anthony,
UTS Faculty of Law



Case study: The South West Aboriginal Medical Service (SWAMS) provides culturally appropriate, holistic healthcare services to Aboriginal and Torres Strait Islander communities.

Need:

To develop software for a sensitive Indigenous medical app with culturally and gender safe spaces.

Innovation:

Custom cross-platform mobile and web applications with Google Cloud hosting.

We utilised Firestore database and rewrote mobile app in React-Native. Our team re-designed the user-interface and added new functionality.

Outcome:

Reduced costs for external parties, improved health service delivery, and safe spaces for transient complex communities, including cultural and gender considerations.

SWAMS staff can post news articles, communicate with mobs and keep the community informed. Aboriginal people can stay safely connected with their mobs and community groups.



The SWAMSapp received Distinguished Recognition for Innovation at the ISSIP 2023 Excellence in Service Innovation Award Program (April 2023).

Developed in collaboration with Professor Christopher Lawrence and the Centre for Indigenous Technology Research and Development.



#thismymob

Case study:

#ThisMyMob is an Indigenous-led digital platform developed to reconnect Aboriginal and Torres Strait Islander communities through culturally safe, community-driven technology.

Need:

Aboriginal communities face social fragmentation and lack a safe online space for connection. They needed a culturally sensitive, virtual platform dedicated to connecting Aboriginal people, their families, and their mobs.

Innovation:

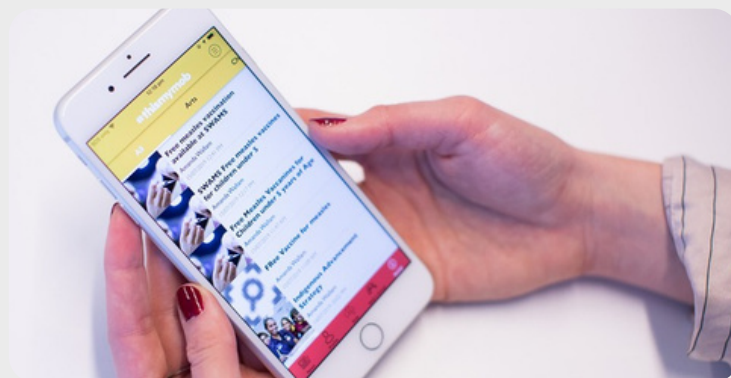
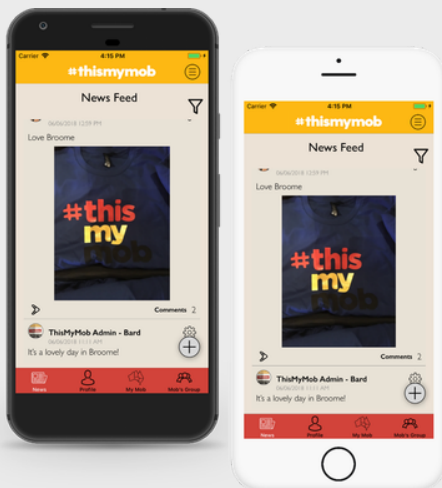
A groundbreaking mobile app connecting Aboriginal people digitally to enhance social and health outcomes.

The app facilitates interactions between users, their mobs, Elders and appropriate government and industry organisations.

Outcome:

A real-time Indigenous community platform enabling social interaction, public notice dissemination, improved access to essential services, and entrepreneurial opportunities.

It fosters cultural discussions, strengthens community engagement, and deepens the bond between Indigenous land and people.



Developed in collaboration with Professor Christopher Lawrence and the Centre for Indigenous Technology Research and Development.

Case study: Gender affirming voice (GAV) training is a lifelong practice for gender diverse population while generalisation of trained voice techniques from the clinic to everyday use is often difficult.



Need:

To conduct a pilot study into a co-design of wearable technology solution for gender-diverse individuals undergoing gender-affirming voice training.

Innovation:

This research collaboration initiated a user experience investigation to evaluate the suitability of technology for providing real-time feedback on voice, minimising misgendering, enhancing training goals and identifying interest levels.

We conducted discovery workshops, user-diary studies and a co-design workshop.

Outcome:

We provided insights of exploring the potential of wearable tech use in GAV training and communication.

We identified key factors influencing the design and use of wearables, offering valuable insights to inform future research and co-design. These findings can also guide discovery projects, help secure grant funding, and identify potential commercial partners.



Dr Cath Gregory,
Lecturer
UTS Speech
Pathology

“I am very pleased to have received a grant for this exciting work looking at wearable technology use in gender affirming voice training, and looking forward to building a strong partnership with UTS Rapido.”



Case study: StreetKind is a volunteer-led harm-prevention charity supporting vulnerable young people in Sydney’s nightlife precincts

Need:

To streamline data collection and reporting, improving operational efficiency and data management in the harm prevention sector. Real-time, measurable impact data was essential to better inform and motivate support teams and stakeholders.

Innovation:

A bespoke StreetKind app replaced paper-based reporting and workflows with a digital, cloud-based solution. This enabled centralised collection, easier search-ability, and streamlined reporting of specific harm prevention data sets.

Outcome:

Over 37,000 individuals supported, with event and impact data digitally captured. Real-time dashboards now track programme effectiveness, usage, and emerging trends, providing transparent reporting to all stakeholders. These insights position StreetKind to expand its support across a broader section of the community.

“UTS actively fulfils its commitment in driving social change beyond its campus. We have experienced this commitment firsthand.

The upgraded StreetKind dashboard has been a huge success. We now have a valuable technology solution we could not otherwise access or afford.”

Natalie Zelinsky
Founder/Director,
StreetKind





UX at UTS Rapido: built into innovation

Good technology fails when it doesn't meet the needs of its users. UX research reduces this risk by identifying issues early, improving usability, and ensuring solutions are designed with real people in mind.

- UX is a core capability, integrated into how we work across engineering and information technology teams, from AI, to advanced software, to mechatronics and additive manufacturing.
- We help partners build better products and avoid costly rework by aligning technical development with user insight from the start.
- Our UX researchers bring structure, clarity and best practice methodologies to complex challenges. They guide product development to ensure solutions are fit for purpose, and optimisation for real-world use.
- We collaborate with businesses, government, NFPs and research partners to take ideas from concept through to tested, validated solutions.



Partners with industry

- Projects range from end-to-end solutions, to smaller projects to fill expertise gaps
- We collaborate and apply research findings within world-class facilities
- Professional level, innovative R&D solutions for a range of industry problems
- Industry expertise covering the full breadth from AgTech to Biomedical & Health to Manufacturing and Mining, to Retail, Technology and Transport
- Partners typically retain ownership of the Intellectual Property (IP) generated through the projects they fund



Rapido Social Impact

- We help purposeful partners expand their impact to help solve societal problems
- We develop engineering and technology-based solutions on a low-bono basis



Whether you're a start-up, an SME, a corporation or a Not For Profit – UTS Rapido can help you access world leading technological expertise and facilities to develop cutting edge products and services.

CONTACT US

Ready to discuss a project, partnership or find out more about our R&D expertise, labs and facilities?
Get in touch: rapido@uts.edu.au / rapido.uts.edu.au

