

We are a **service design** and **digital transformation** company.

We create proactive,
efficient & human-
centric digital services



International clients from a range of industries



20 years of e-government experience

Have contributed nearly all major information systems of e-Estonia

- E-Police & other police information systems
- Population Register
- National Citizen main portal
- e-Business Register, National Entrepreneur Portal
- National Social Insurance Board
- Work Environment Information System
- Registry of e-Apostilles
- E-voting systems
- Prevention of falsified medicines
- Proactive Government Event Services
- Border Control
- E-Notary
- Estonian Financial Supervision
- Estonian Court
- Hospital Information System
- National Education Information System

We are selling e-governance solutions and our knowledge internationally

- e-Prospera, an e-government platform (population-, business-, land- and arbitration registers) in Honduras
- Digital identity and e-residency analysis for Bermuda
- Digital identity and interoperability for Trinidad and Tobago
- Analysis of science-innovation management system and admissions information system in Republic of Moldova
- Former Afghanistan governance platform
- Various European Institutions' tenders

Creating and redesigning services



Understanding needs

Transforming broad ideas into a clear and solid vision as a team



Setting goals

Balancing desirability, business goals and technical complexity



Simplifying problems

Methodical approach for solving big and difficult tasks



Social Insurance Board

Changing the special care service provision model, from funding principles to service contents and quality assurance. 350 people were involved and over 50 research papers was analysed.



Telia

For more than 10 years, we have worked together with Telia to redesign old and create new cross-touchpoint services on complex system.



European Space Agency

Analysis and design of Product Assurance and Safety System for the European Space Agency. The system manages the escalation of non-compliance of components and changes in projects.

✓ 50 active projects at a time ✓ 20+ years of experience ✓ 150+ dedicated specialists



E



S



G

Environmental (E)

Climate change

Use of natural resources

Pollution and waste

Environmental opportunities

Social (S)

Human resources

Product / service liability

Stakeholder engagement

Social opportunities

Governance (G)

Corporate governance

Corporate culture

Environmental (E)

Climate change	Use of natural resources	Pollution and waste	Environmental opportunities
Physical climate change risks	Operational eco-efficiency	Environmental pollution	Cleantech
Greenhouse gas emissions	Biodiversity and land use	Environmental taxes	Green buildings
Product/service CO2 footprint	Energy use	Electronic waste	Green office
Financing environmental impact	Water stress	Air pollution	Renewable energy
Environmental compliance	Raw material sourcing	Environmental fees	Environmentally friendly innovation
	Circular economy		

Social (S)

Human resources	Product/service liability	Stakeholder engagement	Social opportunities
HR management	Supply chain management	Relations with public authorities	Access to education
Occupational health and safety	Human rights	Reputational questions	Access to communications
Training and development	Product/service safety and quality	Community relations	Access to finances
Talent attraction and retention	Customer health and safety	Community engagement	Access to healthcare
Employee engagement	Data security and privacy	Philanthropy	Opportunities in nutrition and health
Work-life balance	Customer satisfaction	Local economic and social impact	
Diversity, inclusion, equal treatment	Responsible investment		

Governance (G)

Corporate governance	Corporate culture
Leadership responsibility	Compliance
Risk management	Business ethics
Remuneration	Anti money laundering
Ownership	Anti-corruption and bribery
Accounting	Financial system sustainability
Legal capabilities	Financial system sustainability

Every beginning is
hard, but the longest
journeys begin with
taking the first step



Swedbank's guide gave the initial direction on where to focus attention based on economic activity

Tegevusala: **Info ja side**

Tegevusala liik: **Programmeerimine, konsultatsioonid jms tegevused**

NACE kood: **62.00**

Keskkonna mõjufaktorid

KHG heited	▼
Õhukvaliteet	▼
Energiakasutuse juhtimine	▼
Vesi ja reovesi	▼
Jäätmete ja ohtlike materjalide käitlemine	▼
Ökoloogilised mõjud	▼
Kliimamuutuste füüsiline mõju	▼
Tootedisain ja elutsükli juhtimine	▼
Materjalide hankimine ja tõhusus	▼





Sotsiaalsed mõjufaktorid

Inimõigused ja kogukonna suhted	▼
Klientide heaolu	▼
Tootekvaliteet ja -ohutus	▼
Klientide privaatsus	▼
Andmete turvalisus	▼
Töötavad	▼
Töötajate tervis ja ohutus	▼
Töötajate kaasatus ja mitmekesisus	▼
Juurdepääs ja taskukohasus	▼
Müügitavad ja tootemärgistus	▼

Juhtimisalased mõjufaktorid

Ärietika	▼
Konkureeriv käitumine	▼
Õigus- ja regulatiivkeskkonna juhtimine	▼
Kriitiliste intsidentide riskijuhtimine	▼
Süsteemne riskijuhtimine	▼
Tarnehela juhtimine	▼
Ärimudeli vastupidavus	▼

Workshops brought people on the same page

-  We ensured that everyone understood the meaning of ESG
-  We analysed our impact areas together and added more
-  We obtained a long list of activities along with people responsible for them
-  We found commercial benefits in sustainability

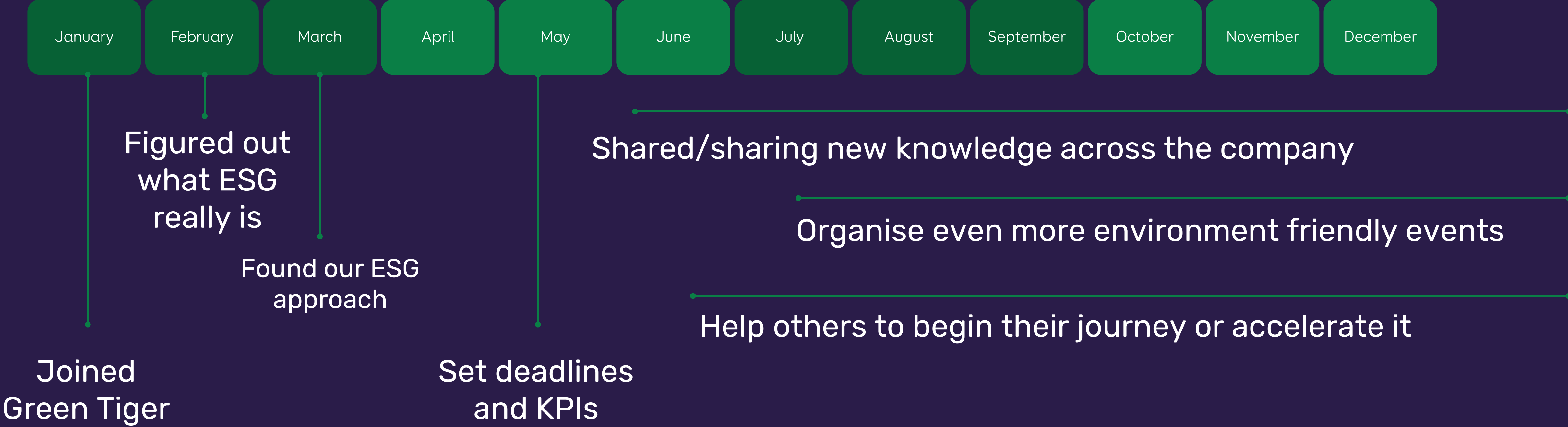
Energy for work and movement

- With a green office, daily office life is more carefree
- Laptops are more economical than desktop computers
- Continued support for home offices saves on multiple fronts
- A good network of light traffic routes encourages car-free commuting

Sustainable culture

- Near equal number of men and women
- Employees take initiative in both fun and work-related initiatives
- We support personal growth of all our employees

Our ESG journey



ESG goals are not an impossible mission
when the best service design practices and
open leadership come together

Get in touch **and let's talk**

Trinidad Wiseman OÜ

 +372 580 43 140

 marko.nemberg@twn.ee

 www.twn.ee



Check out our blog at blog.twn.ee

Our core services



Discovery

UX research & analysis

- Stakeholder interviews
- Ideation
- Expert reviews
- User journeys
- Data migration & data exploration
- Change need identification – benchmarking
- Task supportive KPI workshops



Strategy

Business process & system analysis

- Vision development
- Specification of detailed software requirements
- Business process mapping and analysis
- Service, process and change KPIs
- Enterprise information architecture
- Machine learning
- Data migration
- Process automation



Design

Interaction, service & UI design

- Usability testing & analysis
- Low & high-fidelity wireframes
- Interactive prototyping & usability testing
- Branding & identity
- Animation
- Accessibility, WCAG



Development

Web and information systems development

- Drupal
- React & React Native, Angular, Vue, Node, Java
- HTML5, CSS3, PHP
- MongoDB
- Data migration
- Inbuilt BI – reporting automation
- AI, Machine learning and predictive models
- Web maintenance
- Atlassian licences & consulting



Monitoring

Quantitative research

- Web analytics
- Conversion optimisation
- A/B testing
- Surveys
- AppDynamics APM
- Data-based usability issue identification
- KPI tracking surveys

Selected service design projects



REPUBLIC OF ESTONIA
MINISTRY OF SOCIAL AFFAIRS

Estonia's special care service system

Redesigned the system to create a flexible and user-centric service system.



Proactive life-event services in Estonia

Analysed and designed "life-event services" approach that streamlines public services based on individual life events.



Analysis and design project for ESA

Analysis and design of Product Assurance and Safety System for European Space Agency.



EFSA long-term UX/UI framework contract

A long-term UX/UI framework contract for EFSA and other EU institutions to collaborate on user research and projects.



Major service design project for Eurofound

Conducted a user-centric service design and UX analysis project, enhancing user personas and mapping user journeys.



TED eTendering usability study

Created a usability study, which evaluates and improves user-friendliness for European institutions' procurement needs.



Mascus design and FE development

Service design and front-end development the website for Mascus, the global marketplace for heavy machinery in 28 countries and 38 languages.



Design projects for Telia, Elisa, and Tele2

Service design, UX/UI design for various e-services and portals, including a TV, web shop, self-service portal, and more, to all major telecom companies in Estonia.



UX/UI and service design for Tallink

Since 2013, TWN has done various projects for Tallink, including their booking system, online store, Club One Bonus travel finder, and self-check-in kiosks.



REPUBLIC OF ESTONIA
MINISTRY OF THE INTERIOR

Rescue operator workflow service design

System analysis, service, UX/UI design, development, and testing for the Emergency Centre's new ICT platform for emergency message processing.

Selected digital transformation projects

KVATRO

KVATRO real estate management system

A property management information system that saves time for owners, tenants, and managers.

synbase

Synbase clinical decision support system

Saves lives every day by combining the latest knowledge in evidence-based medicine into a convenient holistic service.



Former Afghanistan governance platform

User-friendly and easily scalable platform for 180 different institutions, which was done 100% remotely.

Read more:
<https://blog.twn.ee/en/>

OIXIO

OIXIO e-Shop

Created a global e-commerce site with 20,000+ products automatically mapped across six warehouses.

ZONE

ZONE webmail system

Leading Estonian hosting provider's webmail rivalling giants like Gmail and Outlook.

Visit Tallinn

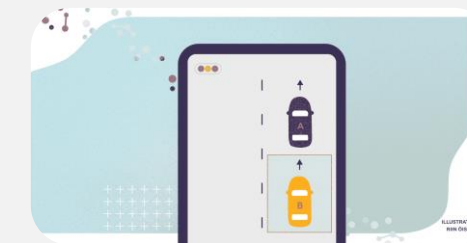
Official tourism portal for city of Tallinn

Developed, renewed, and maintained Visittallinn.ee web and self-service portal since 2005.

ERGO

ERGO website and self-service portal for Baltics

Service design (UX), UI design, and development of website and self-service portal for one of the major insurance groups in Europe.



Traffic collision application

The app streamlines road accident reporting and communication with insurance companies.

Read more:
<https://blog.twn.ee/en/>

SK ID SOLUTIONS

SK-ID client-portal

Design and development of an e-service environment for SK ID Solutions who specialises in international e-identity solutions.



Bank of Estonia web

Development, maintenance, and monitoring a secure, scalable, headless, and WCAG compliant Drupal website for Eesti Pank.

Selected e-government projects

e-Prospera e-government platform

2020-2022

Created a comprehensive e-government platform for residents and businesses, offering registration, business setup, arbitration, tax-related services, and more.

Labor Inspectorate's self-service system

2020

Digitised Labor Inspectorate tool for easier employer compliance with work environment requirements.

Won the 2022 award for the best UX government digital service

Estonian population register's UX/UI design

2018-2020

The project aimed to create a dedicated self-service environment for personal data and population events alongside eesti.ee, the main citizen portal.

National Social Insurance Board information system

2018-2021

Design of the Social Insurance Board's self-service services. Largest and most complex information system in Estonia

National educational portal

2018-2022

A digital learning hub replacing 200 websites. Convenient access to Estonian education, examination, and school information systems

Unified platform for all educational websites

2020-2023

Unified platform for 60+ educational websites, improving design consistency, reducing costs, and enhancing cybersecurity.

Education data portal (Haridussilm)

2020-2021

Haridussilm: Estonia's education portal tracking data from various sectors and progress towards educational strategy goals.

Eesti.ee state portal UX and UI design

2021-2023

Eesti.ee, the state portal, streamlines citizen and business interactions with the government through ongoing UX and UI improvements in a 2-year project.

Analysis of proactive public event services

2019-2020

This guide covers event services, including definitions, international examples, development models, technical architecture, and analysis methodology with quality metrics.

Police tactical information system

2017-2023

Development, analysis, testing, and design of the police tactical management database (KILP) information system.