



# Web Application for Psychological Publications Incorporated

## Introduction

The Psychological Publications, Inc. is the organization behind the widely used personality assessment called the Taylor-Johnson Temperament Analysis. For over 50 years, the T-JTA has been used by hundreds of thousands of counseling professionals in a wide array of settings around the world to help people understand themselves and others in their lives.



## Key Challenges

PPI has built an entire process around the T-JTA, providing three key services online. An assessment engine, which is a modern, cloud-based platform for providing accurate and clear information about the individuals' performance and behavior as per the T-JTA. A counselor portal, which enables counselor to manage their clients and enhance their own skillset through training services. Lastly, PPI has an online store for their products. However, holistically, PPI was not leveraging technology to fully enable their business aspirations due to the following



Decentralized Services



Outdated Technology Platforms



Below-Par User Experience

## Our Solution

Through software development outsourcing via Aapna Infotech, PPI transformed the products and services they offer. We built a feature-rich, sophisticated web application that coalesces all services they provide into a single go-to point. Along with integrating existing features and services, we have provided additional thoughtful tools for all users. For example, it enables PPI's backend in managing its inventory, sales process and customers; streamlining processes and smoothening operation. Lastly, the whole application is built in a way that is not only aesthetically pleasing but feels so natural to use that it innately serves as a great marketing tool.



Centralization of All Services



Excellent Customer Experience



Modernized Features and Technology Platform

## Technology Used

