Case Study

Marino Software

Company & Country

Marino Software, Dublin, Ireland

Start Up/SME, Employees

SME with 38 Employees

Category of Industry

Mobile Software Consultancy

Website Address

http://www.marinosoftware.com

CSR Strategy

https://www.marinosoftware.com/case-studies/big-life-fix

CSR Ready

green, fair & competitive businesses

Marino Software is technologists who solve problems so businesses can solve their technology problems wherever they go. They work in the fields of product acceleration, user research, experience design and software development.

Benefits of CSR

- Gained promotion through RTE 1 show "Big Life Fix" - their CSR work featured on TV in spring 2020.
- Featured in Chambers 2020 Awards Brochure - Pg 62-63

The promotion also came from online articles

- Tech Central Software Developed To Record the Voice Of a Woman With Motor Neuron Disease
- Irish Motor Neurone Disease Association Big Life Fix Features Young Mum with MND

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Working with Róisín was truly an inspiration for all involved. We aimed to positively impact her life and hopefully we have done that. What we didn't expect was the impact Róisín would have on us and how we work.

DESCRIPTION AND IMPLEMENTATION OF KEY CSR INITIATIVES

Social Impact – Helping people In need, Big Life Fix

Marino helped Motor Neuron Disease sufferer, Róisín, to communicate with her loved ones using a digitized version of her own voice. As part of the RTEs Big Life Fix program which brings together some of the designers, engineers, computer programmers and technology experts to create tools that will radically improve people's lives. The Marino team developed an app which would allow her to record audio and videos in her own voice – recording her thoughts, experiences and feelings and allowing her to choose whom to share them with. They did this through a combination of recordings and AI-generated sentences for Róisín's digital voice. The aim of this was to be as close as possible to her own voice. Using an MVP approach, they built a solution she could start using on her tablet straight away.

This particular, Nature of the Big Life Fix initiative was a one-of-a-kind CSR action. By creating a smart soundboard app and easy-to-use audio/video recorder that can automatically update based on her speech Roisin can continue to communicate after she loses her voice. (This is how Marino did it)

"Over the course of six months we worked with Roisin to map out the types of conversations she has most often and is most likely to continue having – from chatting with her children about school to typical Irish discussions about the weather," said Garrett Sheridan from Marino Software.

"We used a combination of recordings and AI-generated sentences for Roisin's digital voice to be as close as possible to her own voice and built a solution she could start using on her tablet. Working with Roisin was an inspiration for all involved. "

"We aimed to positively impact her life and hopefully, we've done that. There's a huge opportunity to enable people through design and technology and our team is excited about building awareness about this."

Marina also actively raises charity donations on social media - Twitter