NATIVE iOS AND ANDROID APPLICATION DEVELOPMENT

ShiftMe was founded in 2017 aiming to transform the future of work and how enterprises schedule hourly employees. BeanMachine developed 2 native iOS and Android applications with pilot launch in 2018.

CHANGING THE FUTURE OF WORK

In 2017 ShiftMe founder Megan Hottman reached out to BeanMachine with a concept we all coined "social scheduling". The application is intended to be used by enterprise corporations with large hourly workforces.

With ShiftMe, employees can use the app to post shifts they need covered or swapped with all nearby locations. An employee from store "A" could cover a shift from store "B" since the skill sets and location setup are all relatively similar. The intended goal is to unify a workplace across multiple locations.

Building the application was complex. The app itself had 3 different use cases that needed to be fully wireframed, designed, and developed. There were different views for corporations, managers, and employees.

We started developing for iOS in 2017 and Android in 2018. The initial beta launch was in 2018, onboarding 15 service industry companies, each having 2-5 locations, to test the platform. After a successful MVP launch ShiftMe was acquired in 2019 by Forge.

ShiftMe

Technology Platform

Irvine, CA

joinforge.com

AT A GLANCE

CHALLENGES
- Provide 3 different use cases with groundbreaking UI/UX
- Stay within labor law compliance
- Make sure manager approval workflow was deliberate and compliant
- Efficiently launch an MVP solution

SOLUTIONS
- Heavy focus on wireframing and design
- Admin platform with customizations based on State labor law compliance
- Shift coverage approval workflow externally tested
- MVP launch with proper technical architecture
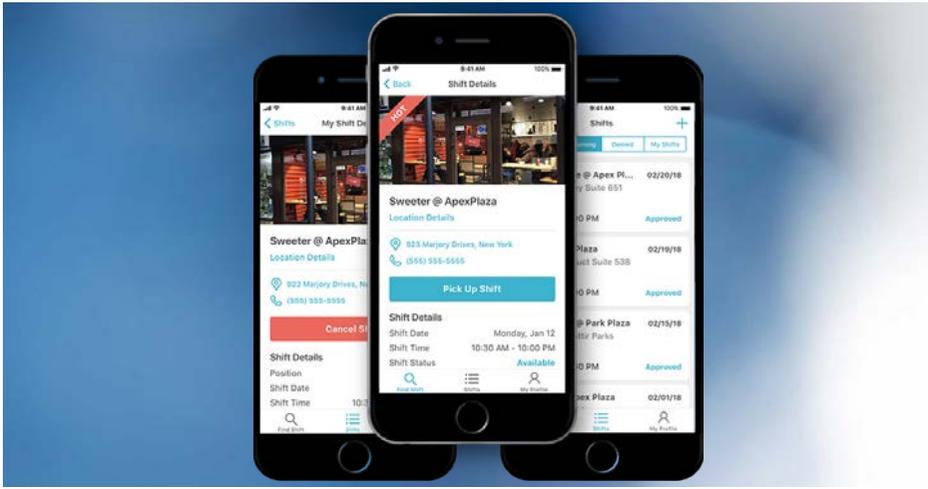
BeanMachine

SOLUTIONS

Developing a minimum viable product (MVP) from concept to launch is no small feat. At BeanMachine we don't believe that an idea is what will make you successful as a founder. We believe that execution and a team of highly skilled individuals set an MVP apart from competitors in the market.

We deployed this philosophy with ShiftMe. We front-loaded our team with researchers, designers, and lawyers to make sure the beta product we put into the market would work flawlessly.

In less than a year after launch, ShiftMe was acquired.

STRATEGY & APPROACH

1 RESEARCH AND DESIGN

BeanMachine knew that the most important aspect of building the ShiftMe MVP was to front-load the research and design strategy. Based on the complexity of the 3 different interfaces, this was the most important phase of the project.

2 LOCAL PILOT FOR PROOF OF CONCEPT

Instead of having a nationwide MVP release we kept the pilot launch local, ensuring we could physically go into the companies piloting the MVP app and ask for direct feedback. We created a close bond with our users to better understand use case scenarios from ground zero.

3 MEETINGS WITH THE ENTERPRISE

We scheduled meetings to learn about what large enterprises were looking for in social scheduling apps so we could build in their recommendations from the start. We met with Taco Bell, BJ's Restaurants, and Target Corporation.

RESULTS

30+
LOCATIONS FOR PILOT

Onboarded 15 restaurants, each with 2-5 locations

2 APPS
iOS and Android

Developed 2 native applications for MVP

$100,000
SEED FUNDING

Integral part of the seed team, pre-acquisition

50+
WEB LEADS GENERATED

Simplistic Wordpress site developed by BeanMachine

LET'S CREATE
www.beanmachine.dev