

| CASE STUDY

On-Demand Workforce
Solution Leader
Accelerates Journey to
Product Excellence with
HatchWorks' Dedicated
Team of Experts



About the Customer

With hundreds of branch offices across all 50 states, as well as Puerto Rico and Canada, this North American on-demand workforce solution firm has spent the last three decades helping businesses with their operations by connecting people and work opportunities. The organization specializes in quick and reliable on-demand labor and highly skilled workers—supporting a wide range of industries from construction, to manufacturing and logistics, to hospitality, and more.

HatchWorks Expertise Provided:

Software Development Services

- ✓ Product Strategy
- ✓ Product Design

The Challenge and Opportunity

With a new CEO and VP of Product in place—and seeing their revenues declining—the company's leadership put a renewed focus on transforming its traditional service model to one that was more technology-enabled.

For years, the company provided a thriving marketplace for people in search of employment. However, as digital-first experiences became the norm, the user experience and systems supporting the existing platform were making it difficult for candidates to easily find, apply, and start work. Workers were often required to go through multiple steps to apply for jobs—and even sometimes had to fill out online paperwork and then travel to a physical location to complete the process. This was in stark contrast to many competing firms, whose digital platforms enabled job seekers to quickly and easily find same-day jobs.

In turn, this also made it difficult for employers to find reliable and quality staff in an on-demand fashion.

To account for this problem, the company wished to modernize their organizational structure. This would involve creating a product group that would truly own the voice of the customer (whether job seekers or employers) and be an advocate for their success—a team that would focus exclusively on improving the user experience, to help drive successful business outcomes.

As such, the firm began to look for external expertise—more specifically, a dedicated team of tenured professionals who would easily integrate with the company's new product group and provide product management and design best practices to help bring the firm's future vision to life.

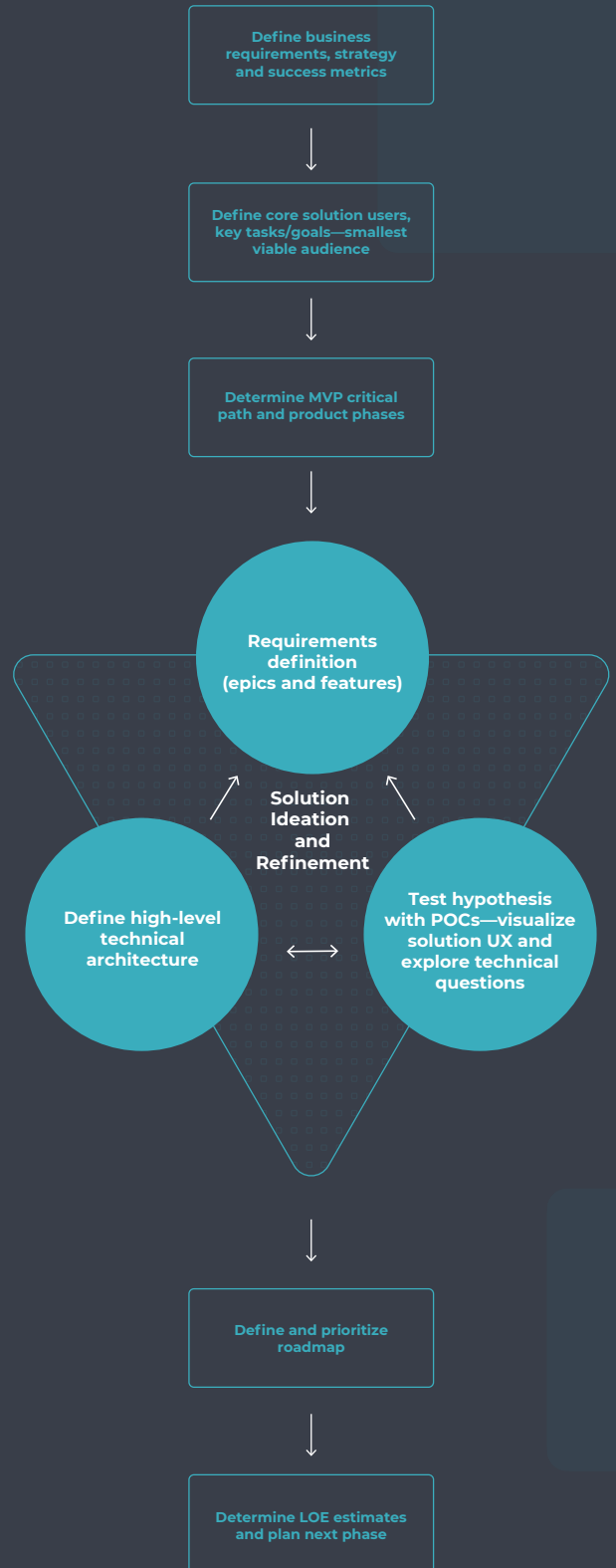
Solution and Results

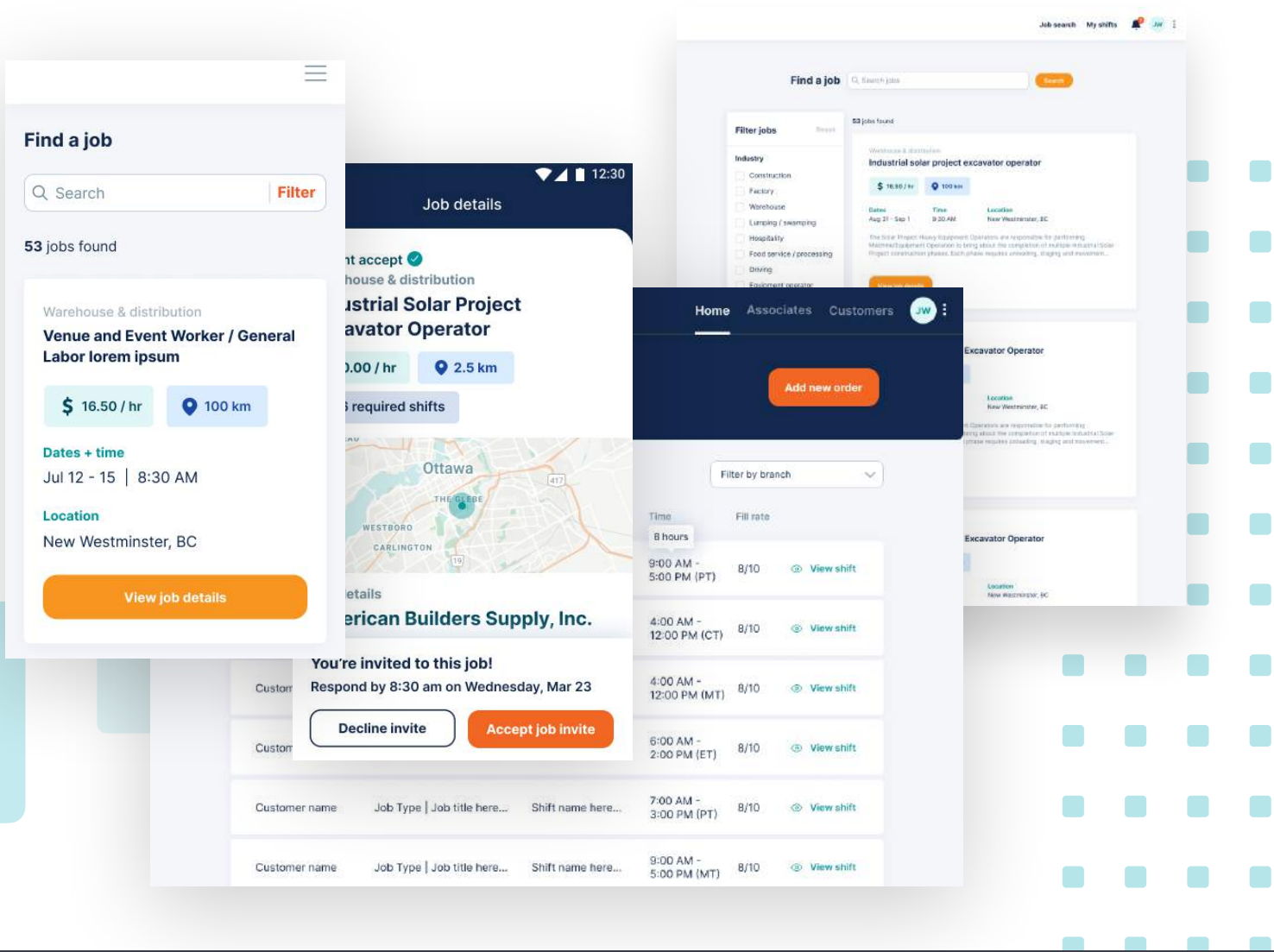
In 2020, the company selected HatchWorks to provide the external expertise they needed. HatchWorks began by performing a thorough analysis of the firm’s current user experience, identifying gaps and areas of opportunity through customer interviews, and “secret shopping” competitors regarding the job seeker and employer experiences. These and other activities helped to identify the highest-priority customer opportunities for achieving business objectives—and set a foundation for the fledgling product group.

HatchWorks brought in a dedicated team of Product Management and UX Design experts to establish a product discipline within the company, as the firm concurrently began to hire and build out their own team. Meanwhile, the HatchWorks team turned its list of priorities into an actionable product roadmap to define the ideal solution.

HatchWorks iteratively designed the solution, beginning with workflows, then evolving to low-fidelity wireframe, and ultimately leading to high-fidelity prototypes to emulate the new user experience. The evolving design took into account ongoing customer and key stakeholder feedback, ensuring the solution would hit the mark with end users in mind. A dedicated team of software development experts from HatchWorks also worked directly with the firm’s software development team to ensure technology considerations were factored in from the very beginning.

Ultimately, HatchWorks was able to provide guidance and thought leadership pertaining to product and design disciplines—which helped evolve the company’s own internal expertise so they could take ownership and lead the organization with a thoughtful product strategy. The company was able to launch a successful beta product and is well on their way to taking their new solution to market. Meanwhile, HatchWorks continues to support the product team with dedicated experts.





Are you seeking quality talent and strategic leadership to bring your product vision and strategy to life—and a trusted partner to quickly scale your business transformation through innovation?

Contact HatchWorks today to learn how we can **ignite** your vision, **accelerate** your time-to-market and time-to-value, and enable you to **succeed** now, and in the future.



+1 800 621 7063

About HatchWorks

HatchWorks is your guide on the journey to product excellence. Our team of award-winning product experts specialize in building future-proof, innovative software products powered by data analytics, AI and IoT innovation. From ideation to strategy to launch and beyond, we partner with industry leaders in finance, healthcare, manufacturing and more to scale and commercialize their product suite with modern software solutions. As a result, we empower our customers to create meaningful user experiences and drive actionable data to improve and inform their critical business decisions.

HatchWorks is headquartered in Atlanta and has offices in Chicago, Costa Rica, Peru, and Colombia.



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ENTERPRISE SOFTWARE SERVICES